

# INTIENT PLATFORM WEBINAR

## VIDEO TRANSCRIPT

**RAHUL KABRA:** Hi everybody and welcome to this on demand webinar. My name is Rahul Kabra. I'm really pleased to have you with us today and I'm very pleased to be talking to Kevin Julian, who's our Global INTIENT Lead. We're incredibly excited to be able to give you this overview of INTIENT and we're going to come to exactly what INTIENT is and the role that it plays within the life sciences industry.

This is part of a series of on demand webinars and you can find out more about specific parts of INTIENT in the rest of the series.

So, Kevin, welcome and thank you for joining us. I'd like to start with the fact that, obviously, we're living in very interesting times and there's never been more of a focus on the life sciences industry. What are we seeing in terms of what's happening in the life sciences industry that's informed what we're doing with INTIENT?

**KEVIN JULIAN:** Thanks, Rahul, and a pleasure to be with you today. Yeah, it's a very interesting time to be in life sciences and, indeed, we've seen changes playing out over the last several years, socioeconomic pressures as the baby boom generation grows older, political pressures, as stakeholders in various governments put pressure on the pricing of therapies, consumerism, patients are becoming much more educated about the therapies that they are being asked to take. But the most exciting change that I think really presses all of these together into the four, is the trend of New Science.

And in Accenture, we define New Science as a category of therapies that are either breakthrough and novel and addressing an unmet need or in some cases, enabled by combination with technology or in some cases are just pure standalone digital therapies.

And the fact is that the industry needed to change the effect we call compressive disruption was forcing our industry to really transform its R&D strategy and to look for new sources of innovation. And we believe New Science is the answer to that compressive disruption.

And we're not alone, as you can see on this slide. We've seen the industry really shift its attention over to the category of New Science. More than half of sales over the next several years are expected to be driven from New Science, which is a significant increase from the previous and significant multiples of investments are being made in this category different from, if you will, the old science therapies.

**RAHUL KABRA:** That was really interesting and, obviously, yeah, it is a very interesting time in the industry right now. As we think about New Science and we think about life sciences companies adapting and shifting towards New Science, when we dig deeper, what do we think about some of the specific challenges that then creates for clients to deal with in terms of adapting their business and moving forward to deal with this trend?

**KEVIN JULIAN:** Yeah, we've actually done some research on this question, Rahul, and it's clear that the industry has embraced the need for changes to capabilities that support the research development and commercialization of these New Science therapies and you can see that on the slide, that the ability to use information across the enterprise, the ability to connect, share and analyze across the organization are deemed as strategically important and critical to the success of the enterprise now and that's different than it was five years ago, where we believe companies were quite happy to operate in the old way of doing business.



However, there is a gap between this ambition and the actions that they're taking to address that strategic opportunity and that's reflected by the fact that our survey data told us more than 50% of leaders do not have a clear path towards achieving the goal of easily accessing and leveraging information across the enterprise.

The technology is just one implication. We do expect New Science is going to require companies have access to sources of new data, to think differently about the way that they measure value and to be much more patient oriented in determining the outcomes that they want to achieve.

We believe this is going to force the industry into new collaborations from early research, all the way through to commercialization, partnering with many more and in often cases, smaller entities to achieve their goal of bringing New Science to a patient. And we believe regulatory authorities are going to need to rethink the way that they interact with the industry and to change their expectations of what industry needs to do to keep the protection of patients in mind. And so, we think there are a variety of implications role across the technology, science, business and data spectrum here.

**RAHUL KABRA:** That's great. Thanks for that overview. It's very helpful to understand the context of what we're trying to do here. And I know, obviously, enterprise transformation and helping clients on that journey is something that's at the heart of what Accenture does and the life sciences industry, in particular, has been very close to Accenture's core strategy and one of the areas that we continue to want to invest in.

If you combine that with this concept you mentioned around being close to the patient and patient centricity, I know that's something that's very close to people's heart. So you combine that and you have something that we really feel very passionate about.

Now let's turn to INTIENT understand what role that's playing in helping our clients to address these challenges, Kevin?

**KEVIN JULIAN:** First, let me say that while the INTIENT brand and some of the capabilities that we're building into the platform are quite innovative and new, a big part of the solution has actually been out in the marketplace providing

differentiated capabilities to our clients for quite some time.

In the areas of research and clinical pharmacovigilance in patient, we have existing capability helping our clients connect data in those functions, analyze and derive insights, and importantly, in each of those areas. And our commitment to those spaces, as well as an interest to add more, will continue under the INTIENT strategy.

What's quite new is the connection of information across those functional areas with a common core INTIENT Platform. This is a collaboration we're undertaking with Google Cloud. We're quite excited by some of the technology that bring to that platform, whether it be the ability to adjust a variety of data sources easily into the data fabric or to use Google analysis and artificial intelligence capabilities to drive insights from those data.

And then the third capability that we're building out with INTIENT is the INTIENT Network of partnerships across the ecosystem. What we found through discussions with our clients is a big challenge for them is to connect the technologies, the data sources and the services that they used in those extended collaborations that we talked about under New Science. And we want INTIENT to be the solution to that problem. A place they can go to readily access that data or those technologies or services through preconfigured connections to ecosystem partners through the INTIENT Network.

And so, those three capabilities coming together is why we're so excited about the role that INTIENT could play in driving solutions in the life sciences marketplace. The differentiated functionally oriented product suites, the innovative core platform and then the extension of INTIENT value through the INTIENT Network.

**RAHUL KABRA:** That's great, Kevin. Thanks for that overview and it's an incredibly exciting vision and an ambitious platform. And what strikes me is within the functional areas, the capability that we're bringing with our expertise in the life sciences industry, to connect that patient experience and patient services back to those R&D programs is an incredibly exciting and combining that with these range of technologies which are really going to open up the possibilities of what the platform can do. So it's really



interesting to see that.

So as we think about our clients, what do we actually see in terms of some of the benefits we think they're going to be able to derive when building out and using the INTIENT Platform?

**KEVIN JULIAN:** Yeah, when we talk about how clients are embracing INTIENT, I think it's important to point out there's no one way and that itself speaks to the strategy of INTIENT. We talk about being able to start anywhere, but go everywhere across the INTIENT Platform.

And so, the product suites that we just described are one way for a client to access and create value through the INTIENT capability. The core platform itself is another way and the INTIENT Network is a third way. And we've intentionally designed the solution to be flexible and configurable to address the unique use cases that clients are bringing to us, whether it be a large multinational biopharma who's looking to fundamentally change the way that they conduct primary research, to on the other end of the spectrum of a small biotech with a personalized medicine product for which they'd like to use INTIENT Patient to get better access to and collaboration with the small number of patients they're trying to target with that therapy.

What is common across these use cases are some of the capabilities that we see on this slide. The ability to safely store sensitive health and patient data in a single platform and be able to access it through a variety of use cases is absolutely critical in our industry. The ability to enable frictionless collaboration, as we've talked about, is critical to the evolution of New Science.

In our industry, there is no one common technology standard and, indeed, as we see clients embrace a variety of different technology strategies, powered by a variety of cloud solutions, we've intentionally built INTIENT to be open and accessible, to be able to flexibly adapt to those strategies.

Collecting all of the data that we intend to collect within the INTIENT Platform, requires a degree of applied intelligence to make some sense of that, to help our clients more easily navigate their information and drive useful insights from it.

And then importantly, as important as any of these, if you will, static technology capabilities is

the commitment to use the platform as a platform for innovation itself. As thoughtful as we've been about the INTIENT strategy and as proud as we are of the design of the core platform architecture, we recognize this is a fast moving industry and it's impossible for us to predict now the needs of our clients a year out or two years out or even maybe six months out. And so, our intention is to use the platform also as a place where we can co-create innovative solutions with our clients and then as the case dictates, to wrap those, to productize those and to make them available through the INTIENT Platform, out to the broader industry.

**RAHUL KABRA:** Thanks for that, Kevin. And couldn't agree more that I think in this API connected and driven world that we're in, giving clients the ability to be able to accelerate the benefits they can get from integrating new technologies with the package and platform that we've put together is absolutely critical. So it's great to be able to see this end-to-end and understand what the vision of this is and how it's going to deliver these benefits.

You did mention earlier our partnership with Google and there may be many people out there curious about why we chose to make Google the core partner to help us to build INTIENT and, indeed, they're helping us with a co-engineering effort on the core platform itself.

And maybe you could tell us a little bit more about what really excites you about what Google Cloud are bringing to INTIENT and the partnership that we have with them?

**KEVIN JULIAN:** Yeah, well, we are very excited to have Google as our partners on this venture. Look, the Google brand itself is synonymous with navigating large volumes of complex data, associating with them, we hope, invokes in our clients mind a comfort that we are up to take on really any complex data challenge that might come our way.

Having said that, it's got much more depth than just the brand, right. We have a well-established relationship with Google dating back many years now, working together with them across a variety of industries to use their innovation and their technology and our deep understanding of industry to come up with creative solutions for our clients.



I've mentioned the significant and very innovative technology that they're bringing into the partnership, that we're leveraging directly into the build of the core platform and the evolution of the product suites. We're very excited about the fact that their stack enables us to put together an open architecture. One that can co-exist with other technology solutions and, indeed, other cloud ecosystem partners because we live in an industry where our clients are assembling very unique and hybrid sets of solutions.

And then let me close by saying that through the relationship, we've discovered a commitment to ongoing innovation and creativity that I think will really bear fruit, not just as we build out the capabilities we have in mind, but as we work together to tackle some of the, as yet, unforeseen challenges that our clients will bring to us.

**RAHUL KABRA:** That's great. Thanks, Kevin. Yeah, the flexibility and innovation that Google are going to be bringing to us is just great and really looking forward to seeing what we're going to be doing together in the future as well to drive new innovations.

So with that, we're going to draw this webinar to a close. I'd like to thank you, Kevin, for that very useful overview of INTIENT and the context of the industry as well to understand what we're really trying to help our clients to do here and I want to encourage everybody listening to checkout the other parts of the series of this on demand webinar series to understand more about the different parts of INTIENT and look forward to hearing from you all soon.

So thanks very much.

**KEVIN JULIAN:** Thank you, Rahul.

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