Digital adoption took major strides during COVID-19

The research reveals the speed of adoption was not a direct result of COVID. Digital clinical trial methodologies that they would not have normally used were seen in trial data collection (56%), enrollment (32%), and randomization (31%). The fastest increases in speed of adoption were seen in recruitment (59%), data management (41%), and site recruitment (38%).

Digital tools and methods are not holding them back. This positions them well to address the leading challenges for accelerating digitalization:

- Clearing away obstacles
- Motivated by progress, accelerating adoption is top of mind
- Now is the time to:

Areas to watch while advancing your digital clinical agenda

- Performance metrics need to be established to properly assess clinical and financial value of digital methods.
- How digital clinical trial methodologies have influenced the value of clinical trials.
- When designing trial plans, consider the impact of new technology proficiency.
- For patients, cost takeout and speed to market.
- Areas to adopt digital trial methodologies the soonest, over the next 3 years:

- Commercialize lifesaving vaccines and treatments in record time. Our research brings to light the pivotal role of
  - Deregularized recruitment (46%)
  - Deeper insights (47%)
  - Enhanced experience (47%)

Now is the time to:

- Change the way we think about what we are trying to achieve in a clinical trial. Findings show the way to
  - Align strategies and investments to areas where digital adoption of clinical trial methods can drive significant value.
- Unleash the power of data and analytics to optimize and transform healthcare while driving improvements in clinical and operational efficiency.

Digitalization in clinical trials: Findings reveal the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

About the research

Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralization of trials would be influenced by the experiences and innovations brought about through COVID-19.

The research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include those that have been fully deployed or are in the process of being deployed in clinical trials. The survey results are intended to reflect the views of respondents and do not represent generative or definitive findings.

Connect with us:

www.accenture.com/lifesciences

Digital innovation in clinical trials.

Accelerating

By embracing a digital mindset, technology, collaboration and new ways of working, R&D will continue to fuel digital

Better patient experiences and faster results

For example, top benefits of digital

Motivated by progress, accelerating adoption is top of mind

Areas adopt digital methodologies the sooner they are needed:

Now is the time to:

- Change the way we think about what we are trying to achieve in a clinical trial. Findings show the way to
- Unleash the power of data and analytics to optimize and transform healthcare while driving improvements in clinical and operational efficiency.

Digitalization in clinical trials: Findings reveal the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

About the research

Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralization of trials would be influenced by the experiences and innovations brought about through COVID-19.

The research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include those that have been fully deployed or are in the process of being deployed in clinical trials. The survey results are intended to reflect the views of respondents and do not represent generative or definitive findings.

Connect with us:

www.accenture.com/lifesciences

Digital innovation in clinical trials.

Accelerating

By embracing a digital mindset, technology, collaboration and new ways of working, R&D will continue to fuel digital

Better patient experiences and faster results

For example, top benefits of digital

Motivated by progress, accelerating adoption is top of mind

Areas adopt digital methodologies the sooner they are needed:

Now is the time to:

- Change the way we think about what we are trying to achieve in a clinical trial. Findings show the way to
- Unleash the power of data and analytics to optimize and transform healthcare while driving improvements in clinical and operational efficiency.

Digitalization in clinical trials: Findings reveal the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

About the research

Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralization of trials would be influenced by the experiences and innovations brought about through COVID-19.

The research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include those that have been fully deployed or are in the process of being deployed in clinical trials. The survey results are intended to reflect the views of respondents and do not represent generative or definitive findings.

Connect with us:

www.accenture.com/lifesciences

Digital innovation in clinical trials.

Accelerating

By embracing a digital mindset, technology, collaboration and new ways of working, R&D will continue to fuel digital

Better patient experiences and faster results

For example, top benefits of digital

Motivated by progress, accelerating adoption is top of mind

Areas adopt digital methodologies the sooner they are needed:

Now is the time to:

- Change the way we think about what we are trying to achieve in a clinical trial. Findings show the way to
- Unleash the power of data and analytics to optimize and transform healthcare while driving improvements in clinical and operational efficiency.

Digitalization in clinical trials: Findings reveal the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

About the research

 Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralization of trials would be influenced by the experiences and innovations brought about through COVID-19.

The research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include those that have been fully deployed or are in the process of being deployed in clinical trials. The survey results are intended to reflect the views of respondents and do not represent generative or definitive findings.

Connect with us:

www.accenture.com/lifesciences

Digital innovation in clinical trials.

Accelerating

By embracing a digital mindset, technology, collaboration and new ways of working, R&D will continue to fuel digital

Better patient experiences and faster results

For example, top benefits of digital

Motivated by progress, accelerating adoption is top of mind

Areas adopt digital methodologies the sooner they are needed:

Now is the time to:

- Change the way we think about what we are trying to achieve in a clinical trial. Findings show the way to
- Unleash the power of data and analytics to optimize and transform healthcare while driving improvements in clinical and operational efficiency.

Digitalization in clinical trials: Findings reveal the use of novel technology capabilities such as devices, patient applications and other technologies to drive efficiency and engagement for patients, sites and sponsors in clinical trials.

About the research

 Accenture surveyed 100 biopharma and biotech senior executives (Heads of Clinical R&D, Digital Innovation, Clinical R&D IT, Clinical Operations, Biometrics & Data Sciences) to discover to what extent the adoption of digital technology and decentralization of trials would be influenced by the experiences and innovations brought about through COVID-19.

The research was carried out in 2021 with companies based in North America and Europe with active trials across 13 therapeutic areas (including some involved in COVID-19 trials). The research considers digital trial methodologies to include those that have been fully deployed or are in the process of being deployed in clinical trials. The survey results are intended to reflect the views of respondents and do not represent generative or definitive findings.

Connect with us:

www.accenture.com/lifesciences

Digital innovation in clinical trials.