



High performance. Delivered.

Accenture Predictive Health Intelligence

A new analytics-enabled solution to help life sciences companies build evidence-driven business models, improve patient outcomes and increase the value realized by the health system.

Accenture Predictive Health Intelligence is a comprehensive set of real-world clinical data analytics and services enabled solutions to help global life sciences companies determine the precise combination of treatments and services that can lead to better health and economic outcomes. This data-driven approach also helps yield better insights for improving the quality and affordability of healthcare.

Service Overview

Today's life science companies need to deliver therapeutic solutions, not just therapies. To help secure reimbursement, pharmaceutical companies must demonstrate a drug's effectiveness and value for patients across the health ecosystem.

Accenture Predictive Health Intelligence solutions aggregate data from multiple parties, applies data science tools and provides services to help our clients develop evidence-driven business models.

Commercial Services for Life Sciences

- **Real-World Patient and Provider Analytics:** Drive unique insights from a deep understanding of the patient journey and the current standard of care that inform commercial strategies, accelerate

medical insights and guide operational execution by linking traditional datasets with cross care-continuum Electronic Medical Record (EMR) data and emerging data (e.g. social listening).

- **Patient Care Services:** Design and deploy analytics-enabled services direct-to-patients and direct-to-providers. Creates an ongoing feedback loop to refine the value these services are providing to patients, providers and payers.
- **Commercial Execution Excellence Tracking:** Achieve "real-time" feedback on commercial activities by seeing impact on observable behavior change in real-world datasets from EMRs and channel partners. Rapidly tests tactics and messages in targeted markets before broader rollout.

R&D and Medical Evidence for Life Sciences

- **Population Analytics:** Enable rapid hypothesis testing on disease burden, variations in treatment, utilization of medications and procedures while easily cross referencing and viewing data elements surrounding diagnoses, treatment, outcomes, costs and demographics.
- **Clinical Trial Modeling and Design:** Utilize real world EMR data to simulate clinical trial inclusion/exclusion criteria and protocol to refine resource and planning estimates.
- **Patient Outcomes Analytics:** Study comparative outcomes within sub-populations to identify underserved patient segments where drugs may be more effective. Test hypotheses for label expansion and lifecycle management.
- **Pharmacovigilance Monitoring and Assessment:** Increase drug safety and advance risk planning by detecting and interpreting potential adverse event scenarios based on real-world patient drug experiences coupled with EMR data.

Business Outcomes

Accenture Predictive Health Intelligence helps companies achieve results by:

- Creating a more comprehensive data- and insight-driven picture of the patient experience to identify care gaps and barriers
- Developing a holistic set of services that addresses these gaps and barriers to improve patient access to care and the effectiveness of treatments
- Rapidly measuring the effectiveness of these solutions so real-time adjustments can be made to continually improve the patient experience
- Informing clinical research based on the gaps and barriers identified in patient needs and populations
- Operating these new capabilities as an integrated cloud-enabled service

Commercial Services:

- Improve revenue and patient outcomes by increasing patient adherence
- Improve ROI of marketing programs

- Defend best pricing strategies driving highest total value and usage

R&D and Medical Evidence:

- Reduce site and patient recruitment costs
- Lower site and patient attrition rates reducing clinical trial cost
- Increase the quality and value of the dossier through real-world data and analytics
- Improve the effectiveness of the value dossier with post launch data collection

Fast Facts

- More than 100 skilled industry professionals, many with advanced medical and life sciences degrees and experience, delivering health value services across the globe
- Access to EMR data from 18 provider institutions and over 40 million patient datasets; close collaborations with leading academic research and care centers
- Coverage for more than 12 Therapeutic Areas that currently includes Immunology, Cardiovascular, Diabetes, Endocrinology and expanding to cover additional areas
- Ability to provide services 24x7 via Accenture's Globally Delivery Network which includes 170,000+ employees across 50 locations
- Additional access to broader resources and facilities:
 - Six dedicated Life Sciences Centers of Excellence across the globe with over 3,000 skilled life sciences professionals
 - Five dedicated Life Sciences Solution Factories

Differentiators

Accenture has worked over the last three years with clients, leading analytic service providers and prominent research institutes to help pharmaceutical companies develop evidence-driven business models.

Our broad scale and capabilities in real-world analytics is complimented by our experience implementing the electronic health infrastructure for some of the

world's largest health systems. When combined with our rapidly growing health analytics practice and analytics-enabled services, Accenture is well positioned to help clients transition from being volume focused organizations to value-driven enterprises. Some of our differentiators include:

- Vast life sciences industry knowledge plus industry leading technology and analytics know-how
- Depth and breadth of services to bridge strategy and implementation
- Enterprise view across the life sciences value-chain to deliver end-to-end, integrated services
- Consolidated data from providers, payers and other healthcare teaming partners and data managers
- Millions of datasets across geographies covering claims, administrative, health and demographic data
- Drive new capabilities at scale enabled by cloud and mobile technologies
- Operating real-world data services across the globe, at industry scale for broad populations
- Provide 24x7 global delivery excellence

Client Examples

Working with some of the largest pharmaceutical companies in the industry, we have delivered comprehensive data science programs that have delivered better insights and new services to improve patient outcomes, including:

- Helped a major healthcare company collect, aggregate and analyze real-world data from payers, providers and patients to determine the right combination of information and services to deliver the best outcomes for diabetes patients. The program is expected to increase revenues, reduce costs for diabetes patients by up to 40% and decrease visits to the ER for high-risk patients by up to 50%.
- Collaborating with a leading global pharmaceutical company to launch an anti-obesity drug in the United States by providing patient services across multiple channels including web, email, direct mail and inbound/outbound call centers.

The program is expected to increase patient adherence by 30% and deliver personalized customer experiences based on patient segmentation analysis and insights from patient interactions.

In addition, we have worked with top 40 pharmaceutical companies to help deliver numerous real-world data and patient services projects such as:

- Create and run a patient contact center for patient care service programs
- Manage, design and development of physician portal for specialty patient case management
- Design a "future-state" organizational strategy for operations and IT to enable patient care services
- Create a management dashboard to segment patient population and identify activation strategies
- Lead a patient care service innovation process and deployed a new service portfolio to the market

Assets & Accelerators (partial list)

- **Accenture Patient Journey Mapping Methodology:** Creates a patient journey map using real-world data that fills in the gaps often left by traditional data sources in understanding actual customer behavior and outcomes from treatment.
- **Accenture Product Launch Dashboard:** A management dashboard populated with real-world data enabling more "real-time" tracking of product uptake, by customer segment, in the acute phase of launch to help teams rapidly adjust launch activities.
- **Accenture Customer Segment Profile Methodology:** Uses real-world data linked to traditional life sciences datasets to profile customer segments based on observed behaviors and clinical information. These profiles inform go-to-market strategy and help identify unmet needs across patients and providers.

- **Accenture Integrated Delivery System Profile Methodology:** Uses real-world data and traditional life sciences datasets to understand the current standard of care, quality levels, and performance drivers of leading delivery systems. These profiles inform customer centricity and alignment strategies.

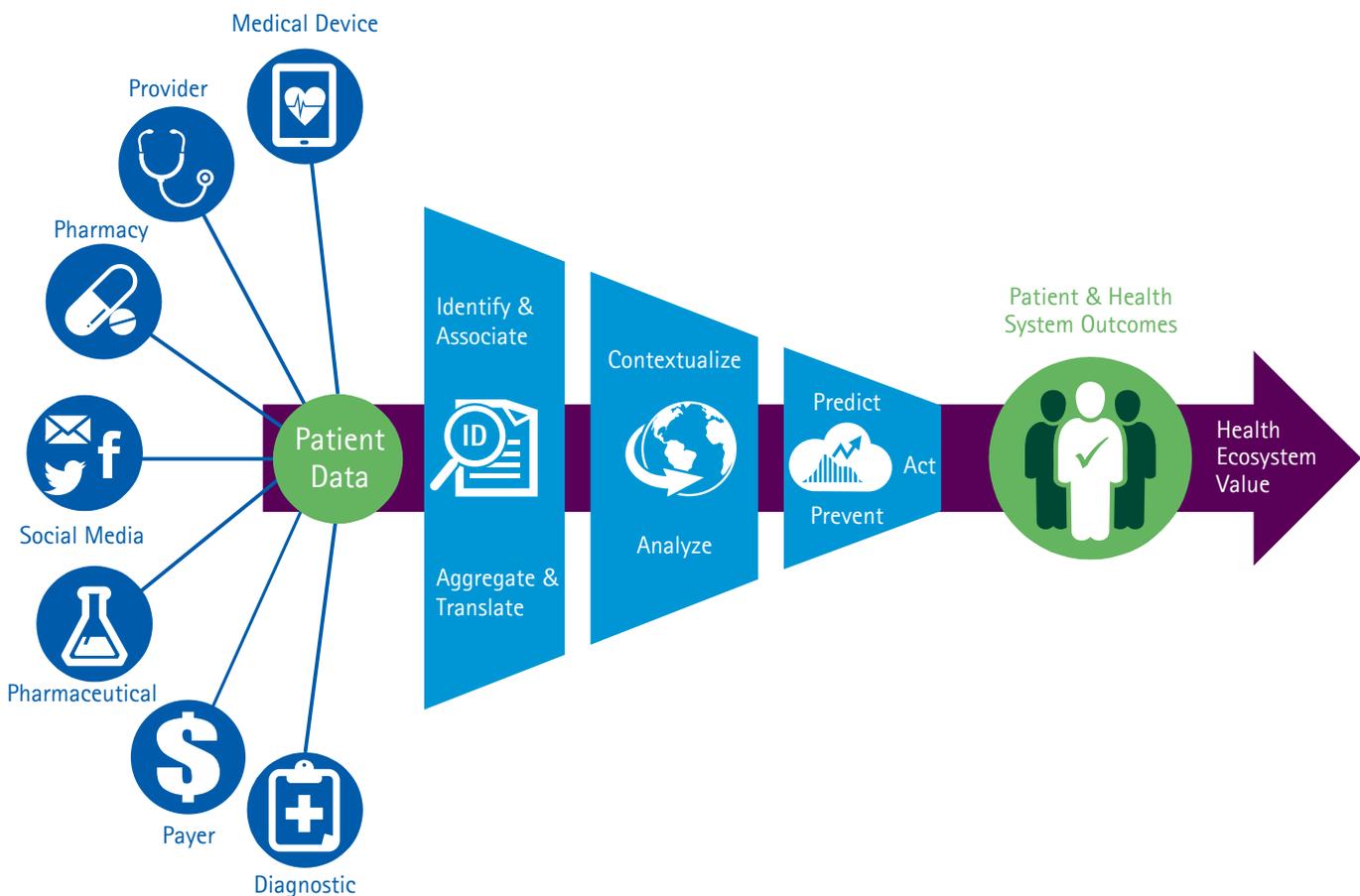
Key Alliances

Explorys: Provides a big data analytics platform aggregating de-identified information from millions of patients to measure the effectiveness of different treatment approaches and generate insights into prospective solutions to improve quality and outcomes.

Liaison Technologies: Provides the big data technology platform to integrate, harmonize, manage and secure critical clinical and life sciences data in the cloud.

Predixion: Provides the only predictive analytics platform that simplifies and expedites the entire predictive process to get actionable predictive insights embedded into existing enterprise software applications.

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Contacts

Jeff Elton

Managing Director
jeff.elton@accenture.com

Shawn Roman

Managing Director
shawn.d.roman@accenture.com

Gayle Sirard

Managing Director
gayle.d.sirard@accenture.com

About Accenture Life Sciences

Accenture's Life Sciences group is dedicated to helping companies rethink, reshape and restructure their businesses to deliver better patient outcomes and drive shareholder returns. We provide end-to-end business services as well as individual consulting, outsourcing and technology projects around the globe in all strategic and functional areas—with a strong focus on R&D, Sales & Marketing, and the Supply Chain. We have decades of experience working hand-in-hand with the world's most successful companies to improve their performance across the entire Life Sciences value chain. Accenture's Life Sciences group connects more than 10,000 skilled professionals in over 50 countries who are personally committed to helping our clients achieve their business objectives and deliver better health outcomes for people around the world.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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