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Evidence Life Cycle Management
Drive insights straight to the heart of business to improve patient outcomes

An Evolving Market

The health care ecosystem has been transformed, and this has major implications for the way life science organizations discover, develop, and commercialize products. At the heart of this change is a shift in focus toward individualized, patient centric care. The emphasis on a patient's unique health journey is driving market trends:

- Payment models are changing as reimbursement evolves from traditional volume-based models to value-based models. Life sciences organizations are following suit to become more value driven as they adopt innovative product strategies to deliver a robust value proposition to their patients.

- Precision medicine is shaping research to focus on the variability in genes, environment, and lifestyle for each person, and life science firms are developing their products for targeted patient populations.

This type of personalization requires **an understanding of what works for whom, why, and at what cost.** Historically, the right data has not existed to answer those detailed questions, until now. There is an explosion of new, differentiated, rapidly delivered health information including heath records, wearable data, clinical data, genomic data, social data, etc. The variety and depth of data are making it possible for the health care ecosystem to better understand patients and use data to address those key questions.
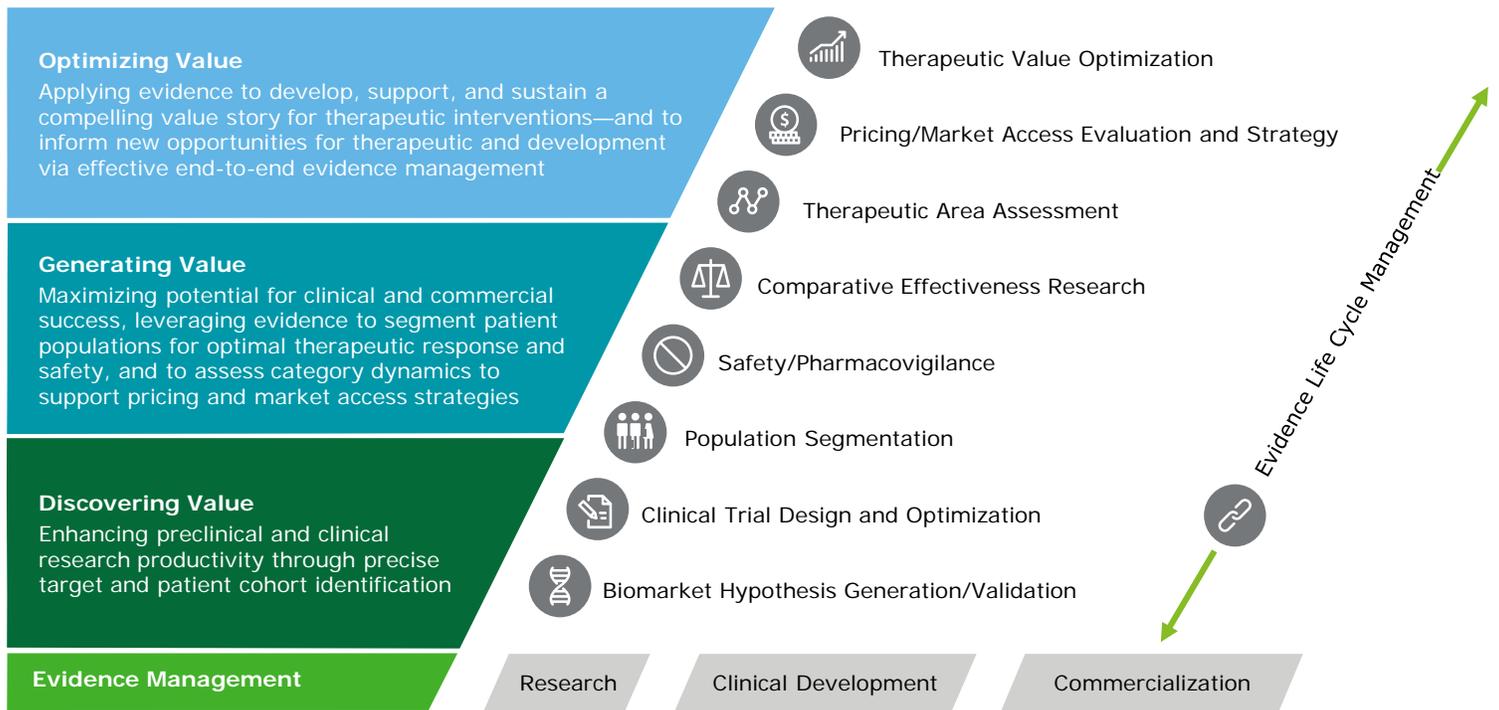
What Does This Mean for Life Science Organizations?

Traditionally, life science organizations work in specialized functional siloes generating and acquiring data to move a therapy from R&D through to approval and commercialization. The new pharma paradigm will need continuous targeted evidence generation and analysis. Life science organizations should think horizontally for an end-to-end enterprise-wide method to generate evidence. This means an organizational reorientation of efforts around data and resultant insights, to use data at every point in the decision cycle.

Evidence management is cyclical—evidence generated is used to optimize product value and should be fed back to inform new opportunities for therapeutic discovery and development. Similarly, data and insights from the early part of the evidence life cycle should be rapidly leveraged to modify and anticipate shifts in market behavior. In this way, data and evidence are generated, distributed, and shared across the entire lifecycle of a drug — and the enterprise as a whole benefits.

What is evidence life cycle management?
An end-to-end approach to leveraging data, evidence, and knowledge assets of a life science organization that breaks down traditional siloes for evidence-driven decision making from discovery, development, and commercialization.

ConvergeHEALTH by **Deloitte.**

Optimizing Value
Applying evidence to develop, support, and sustain a compelling value story for therapeutic interventions—and to inform new opportunities for therapeutic and development via effective end-to-end evidence management

Generating Value
Maximizing potential for clinical and commercial success, leveraging evidence to segment patient populations for optimal therapeutic response and safety, and to assess category dynamics to support pricing and market access strategies

Discovering Value
Enhancing preclinical and clinical research productivity through precise target and patient cohort identification

Evidence Management

Therapeutic Value Optimization
Pricing/Market Access Evaluation and Strategy
Therapeutic Area Assessment
Comparative Effectiveness Research
Safety/Pharmacovigilance
Population Segmentation
Clinical Trial Design and Optimization
Biomarket Hypothesis Generation/Validation

Evidence Life Cycle Management

Research | Clinical Development | Commercialization

How do you Organize the Data and Reap the Benefits of the New Normal?

Knowledge Management Platform
A single place to see data, studies, and partnerships to easily evaluate their use, and connect the researchers

Cloud-based analytics
Scalable and flexible analytics that can be opened for collaboration

The ConvergeHEALTH Evidence platform and the ConvergeHEALTH Miner™ product provide powerful tools for end-to-end evidence life cycle management. Our platform lets researchers efficiently search, characterize, and analyze data from multiple sources. It enables collaboration and knowledge management across continents, helping organizations pursue new partnership models and innovative study designs. The platform can capture and centrally store new data, and with cloud computing, enable flexible and secure access from anywhere in the world, with the ability to scale up capacity as needed.

Our hybrid solution has multiple components that can be oriented toward:

- Translational research
- Real world evidence
- Safety & pharmacovigilance

ConvergeHEALTH Miner lets you use analytics to obtain new insights that shorten development cycle times, discover new treatments, and prove the value of your therapies. The ability to generate evidence across the product life cycle will help to reveal better insights and improve patient outcomes.

Why Deloitte?
An end-to-end evidence management strategy has implications across the organization including business strategy, IT infrastructure, partnering strategy, and talent model. The complexity and scale of evidence management requires a unique collaborator with topical understanding and change management experience. Deloitte brings the full breadth and depth of consulting services, plus the product development maturity of ConvergeHEALTH. Deloitte's industry experience means practitioners have a broad understanding of the changes necessary to the organization's business and operating model.

As a leading life science and health care practice, Deloitte possess the relationships to create an ecosystem, including technology partnerships, health system partnerships, and provider, and partner advocacy groups, for clients to expand their evidence footprint.

Deloitte's integrated model means our clients have a collaborator for their evidence journey to operate in a new world of data-driven decision making.

Start the conversation
To learn more about how Deloitte can help you make data driven decisions, visit us at www.deloitte.com or contact us directly:

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