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Translational Research
Accelerating Precision Medicine research using an evidence platform

An Evolving Market

The health care ecosystem is experiencing a transformation, and this can have 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.

For life science organizations, research relied on the concept of statistical power, population efficacy, and slow complex research models. As a result many products on the market to treat patients have a low response rate. 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.
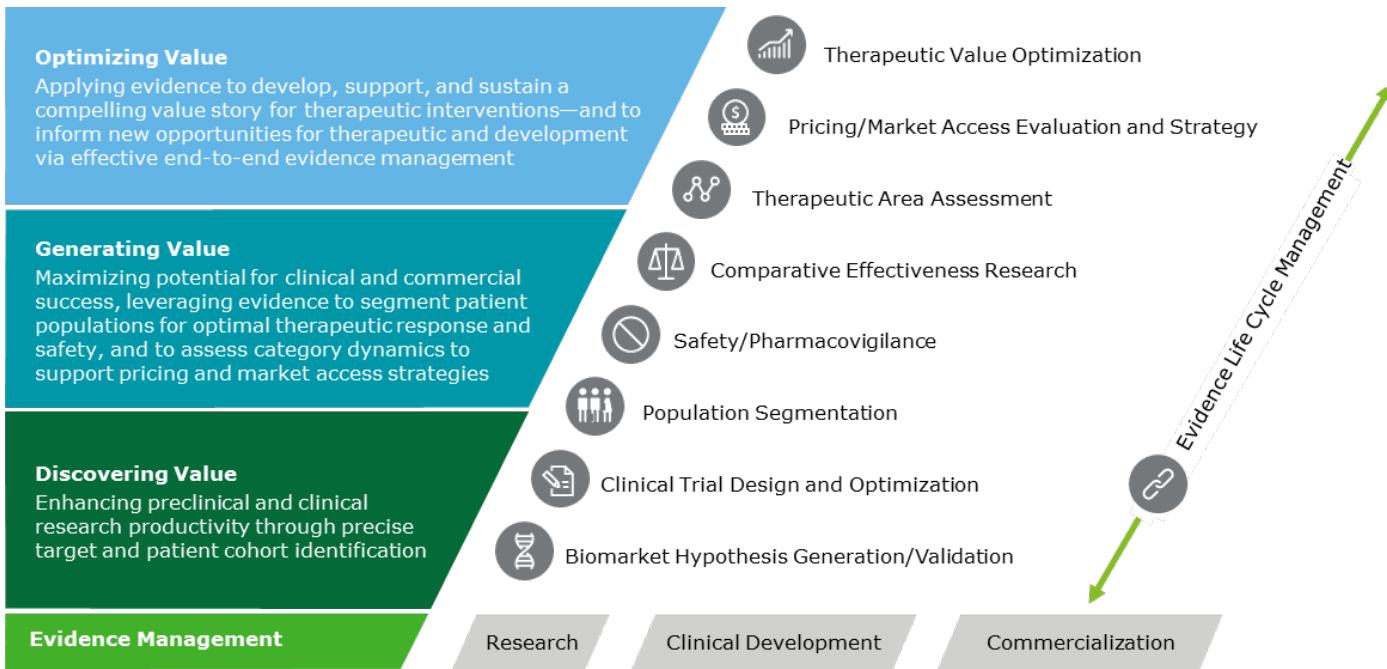
> *"Doctors have always recognized that every patient is unique, and doctors have always tried to tailor their treatments as best they can to individuals... What if matching a cancer cure to our genetic code was just as easy [as matching our blood type], just as standard?"*
> *President Barack Obama*

What Can This Mean for Life Science Organizations?

Translational research merges basic and population level research with patient care to improve patient outcomes. In order to integrate the various research goals, translational research strategies must be collaborative, flexible, and scalable. 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. If data are silo-ed across programs or hidden in individual machines, researchers often cannot gain insights derived across studies and programs

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.

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

Translational Research Solution:
The ConvergeHEALTH Evidence Suite and the ConvergeHEALTH Miner™ product provide powerful tools for end-to-end evidence lifecycle management. Our hybrid solution has multiple components enabling the researcher to use analytics to obtain new insights that shorten development cycle times and prove the value of the treatment. 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.

Client Example:

Client Context
A large pharmaceutical company engaged Deloitte to help them enable better, more relevant insights through data for improved decision-making. The data was disconnected in silos, concealing key insights that could be gained through integrated data mining across programs and projects. Additionally the organization was constrained with poor analytical capabilities and growing data volumes.

Impact
- Drive **rapid hypothesis generation** to increase understanding of associations from genes to disease and disease to genes
- Optimize collection and utilization **of clinical biobank samples**
- Identify **new potential candidate molecules** with a higher probability of approval
- Enable **early mechanism of action** validation to increase understanding of disease mechanisms via analysis of integrated molecular and clinical data
- Enhance **collaboration and decision-making** through integration and utilization of internal, external and partner data

Project Objective
A cloud-based information integration platform to deliver relevant insights and data on-demand to researchers through extensible analytics and visualization tools in an easy to use- interface.

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:

David Hardison
VP Health Sciences
ConvergeHEALTH by Deloitte
Deloitte Consulting LLP
dhardison@deloitte.com

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