



# Therapeutic Area Transformation

Finding cures and unleashing value

Chronic disease and end-of-life care generate costs that are crippling economies. Today, the high cost of care exhausts a huge amount of resources that could otherwise be deployed to fuel more productive economic growth.

But there is good news on the horizon. Of the vast number of currently known diseases, we believe the market has approaches that can enable us to address these challenges. Genomics-based medicine can offer hope of more tailored, effective therapies to individuals worldwide. New breakthrough technologies, exponentials, and innovations are changing the face of health care. A health care ecosystem with the power to address suffering and disease with these tools also has the power to potentially end enormous waste.

To leverage these innovations, we need to operate differently. Our clients are asking us for help to bring together their ecosystem, design new approaches to delivering services, design business models to achieve

results, and leverage data, knowledge, analytics, digital, social networks, and collaborations to transform healthcare.

As the world's leading life sciences and health care consulting firm, Deloitte serves as a trusted advisor to leaders across the industry. These connections can provide the glue needed to build a network—an ecosystem—of collaborators who are capable of tackling these complex issues in a holistic manner. In addition, our global scale means we have the reach to spread solutions to providers, payers, and life sciences companies around the world.

### How we can help

Deloitte's Therapeutic Area Transformation (TAT) practice connects our clients and other industry leaders across sectors to help create innovative, integrated solutions to some of the world's greatest health care challenges. By working together, we can help meet the needs of a market that is moving from volume to value to drive down health care costs while potentially improving quality and access to care, starting with cancer and diabetes.



## Winning the Market Shift



From patients to consumers. From volume to value. The ground is shifting under the world's largest industry—and the players left standing will be the ones that embrace innovation with confidence right now.

Let Deloitte help you win the shift in critical areas like:

- Value-based care
- Customer transformation
- Margin Improvement
- Provider-health plan integration
- Therapeutic area transformation

## Our common goals are to:

- Rethink research and discovery to speed innovation and breakthroughs
- Reimagine patient care to improve outcomes while decreasing costs and increasing quality of care
- Understand how to deploy exponential technologies and advancements in digital, social, analytics, and connectivity to radically empower patients and consumers
- Identify and make available better treatments and potentially find a cure to costly genomics-based and pervasive diseases

As a first step, we have transformed our own organization by integrating dozens of Deloitte's offerings focused on targeted therapeutic areas. These offerings, summarized at the end of this document, are driven by the following strategies:

**Enhance collaboration.** We are working to create an environment where researchers and caregivers around the globe collaborate in real time to improve near-term outcomes, identify potential cures, and match patients for new trials based on genomic and clinical characteristics. Collaboration between caregivers and researchers can result in new diagnostic tools and medicines.

## Join us.

Transformative change in health care is within reach. We are helping to make it happen. If you believe that exponential value can be generated by the health care community working together in bold new ways, we should talk. *Carpe diem.*

## Contacts

**Asif Dhar**  
Therapeutic Area  
Transformation Leader  
Principal  
Deloitte Consulting LLP  
adar@deloitte.com

**Beth Meagher**  
Principal  
Deloitte Consulting LLP  
bmeagher@deloitte.com

**Dan Ressler**  
Principal  
Deloitte Consulting LLP  
dressler@deloitte.com

## Leverage the power of innovation and exponentials.

Recent technological advances—genetic sequencing, big data analytics, cognitive computing, social networks, and mobility—can provide the necessary tools for capturing new insights from massive amounts of diverse data. We're helping life sciences and health care organizations launch big data strategies to provide the right insights to the right people at the right time.

**Empower clients through our TA Knowledge Center (TAKC).** We can provide access to a scientific and knowledgeable team to support clients' toughest challenges with up-to-date clinical and business research and market insights.

**Architect an ecosystem of players.** Attaining our goals will require key players across the life sciences and health care industry to work together in new and innovative ways to develop holistic solutions. This approach is likely to lead to higher efficiency, greater productivity, more innovation, and transformative adoption that brings down costs, improves quality and access, and the likelihood of finding cures.

## Potential bottom-line benefits from effective cross-industry collaboration

- Radical reduction of health care costs through innovation.
- Sustainable improvement in patient outcomes and quality of care.
- Discovery of cures for chronic and genomic-based diseases that are available to the average person, regardless of wealth or geography.

## Therapeutic Area Transformation offerings

Deloitte's Therapeutic Area Transformation practice brings together leaders across the health care community to create an ecosystem of players/ collaborators working together to re-architect research and discovery. Initially, we are focused on advancing research and potentially finding a cure for two of the most costly and widespread diseases: cancer and diabetes.

## Our service offerings include:

- Therapeutic area strategy and patient journey insights
- Innovation and exponential based strategic planning for diseases (e.g. oncology, diabetes)
- Therapeutic area specific real world evidence platforms
- Translational medicine network programs
- Advanced digital patient engagement solutions

As used in this document, "Deloitte" means Deloitte Consulting LLP and its subsidiaries. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2015 Deloitte Development LLC. All rights reserved.