

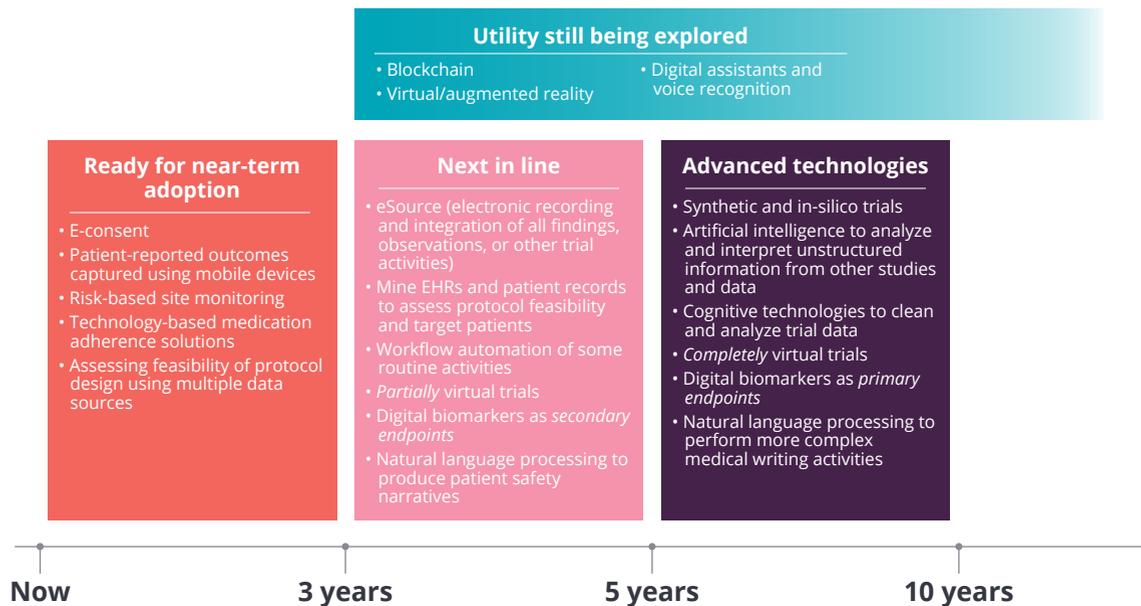
TRANSFORMING biopharma R&D

IN the past decade, biopharma companies have released breakthrough treatments transforming deadly diseases into manageable chronic conditions, raising the standard of medical care, and improving the quality of patients' lives. Yet many of these same companies admit that their high-risk, high-cost approach to research and development (R&D) is unsustainable. R&D departments are under pressure to develop innovative medicines; offer differentiated value to patients, providers, and payers; and reduce cost and time to market.

Digital technologies have the potential to transform clinical development by incorporating valuable insights from multiple sources of data, radically improving the patient experience, enhancing clinical trial productivity, and increasing the amount and quality of data collected in trials. But are biopharma companies adopting these technologies? Not really. We interviewed 43 leaders across the clinical-development ecosystem and found adoption varies widely, with even the most advanced organizations largely only piloting technologies across different areas of clinical development.



Expected timeline for adopting digital technology at scale



Source: Deloitte Center for Health Solutions interviews with industry stakeholders and Deloitte client experience.

Our concern is the window of opportunity is closing for biopharma companies to pursue comprehensive digital clinical strategies. To avoid falling behind, they need an integrated approach and comprehensive digital R&D strategy, which requires new capabilities, new skill sets, and new partnerships. And based on our interviews and client experience, we conservatively estimate even early adopters may need a decade to begin taking full advantage of advanced technologies (see figure).

That's why the time to start is now. We're not denying it's likely to be a complex, resource-intensive, and lengthy undertaking. The path to scaled adoption of digital is not obvious, and it is strewn with challenges, including immature data infrastructure and analytics, regulatory considerations, and internal organizational and cultural issues.

Yet the results can be transformative. Biopharma companies that are early adopters can benefit from better access to and engagement with patients, deeper insights, and faster cycle times for products in development. With commitment and a little luck, organizations accustomed to radically improving the lives of patients have the potential to upgrade their own prognosis. ●

To learn more about the potential of digitization for the biopharma industry, read *Digital R&D: Transforming the future of clinical development* on www.deloitte.com/insights.

Deloitte.

Insights

 Follow @DeloitteInsight #DeloitteReview

 www.linkedin.com/company/deloitte-insights

Subscribe to receive email updates at deloitte.com/insights