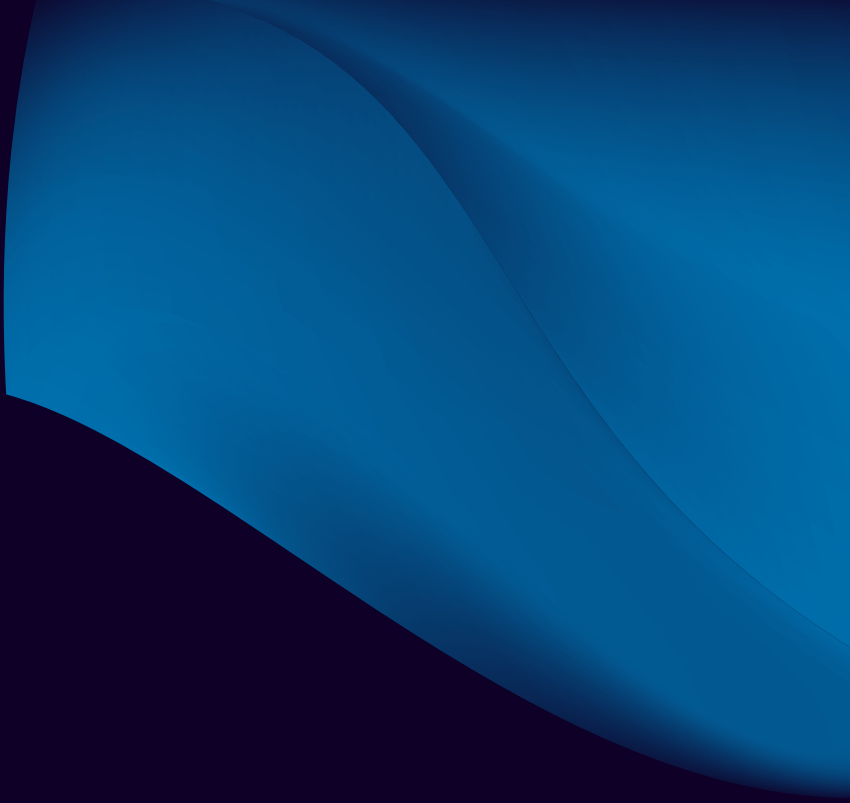Capgemini invent

# COVID-19
Predictions for
life sciences

# Five predictions for agility driven by **COVID-19** across the life-sciences value chain

There has never been a greater need for speed and agility in life sciences than now. The pressure to deliver across the entire value chain is paramount, with lives and entire businesses hanging in the balance. This creates an enormous opening for us to support our clients as they navigate in a new and uncertain environment and seek to leverage the acceleration that only a few months ago seemed out of reach. More than ever, the mantras of digitization, automation, and direct-to-consumer are becoming the obvious answers.

# R&D will embrace new discovery and delivery models and change how the world views clinical trials

Faced with disruption to in-flight clinical trials and significant delays in drug development pipelines that run a decade or longer, stakeholders in drug discovery are now ready to reimagine the way research is conducted. For the last few years, novel discovery models leveraging AI and RWE  and delivery models for remote conduct of clinical trials emerged but were hamstrung by slow adoption by regulators and risk-adverse pharma.

Now, with an immediate need for COVID-19 vaccine and treatment, the industry is being forced to accelerate beyond old boundaries. Pharma will embrace new channels for the identification, testing, and surveillance of patients who have been afflicted with Coronavirus in order to fuel their trials. An aggressive reworking of everything from care modalities such as telemedicine to investigational drug-supply chains will follow.

Most important, the normalization of clinical research as a care option in the face of this pandemic, driven by daily briefings from world leaders, finally places a spotlight on our role as citizen scientists.

# The democratization of healthcare to consumers will accelerate, leading to digital-first innovations

The pandemic has cancelled many events and conferences and confined salesforces to their homes. That means new direct-to-consumer (D2C) business models will inevitably emerge to fulfill customer demands. Pharma and medical-device companies, like the retail industry, need to explore opportunities to deliver more personal experiences and service customers from a distance. Digital enabling technologies will see a significant rise. Virtual events, digital conferences, distribution of information and content about products remotely, and AR/VR digital assistants for physicians and device operators will increase in adoption.

Life-sciences companies will have to drastically reinvent their approaches to personal and non-personal tactics to keep in touch with customers and prescribers.

# Supply-chain agility will support the reimagining of business models

As pharma looks for new ways to shore up its supply chain, we will see a renewed focus on agility. Companies will look for new sources of raw materials and supplies and new ways to deliver investigational and commercial products. Without increased agility, pharma risks a similar fate experienced by the biggest destinations in our current food supply. Large-scale establishments like chain restaurants, schools, and workplace cafeterias are on the decline, but the business model is not currently agile enough to adapt to a direct-to-consumer application. This is leading to enormous waste.

Clients in the life sciences need to explore how changes to their own large-scale supply "destinations" like hospitals and pharmacies could foreshadow similar impacts. This crisis could lead to a rebalancing of the supply chain in healthcare, geographically making way for models that improve integrations, ensure predictability, force partnerships, and retrain demand-planning algorithms. The end of last year saw some notable partnership announcements for drone deliveries for pharmacies. Those partnerships take on a new weight in the time of social distancing.

# The need for speed will force regulators to adopt more risk

The rampant spread of the illness is forcing regulatory agencies and governments to let out slack in some restrictions in order to reduce the time to get diagnostics, therapies, vaccines, and even a cure into the hands of patients much faster.

For example, the recent guidance from The Centers for Medicare and Medicaid Services (CMS) and Department for Health and Human Services (HHS) implements changes to telehealth programs in response to the pandemic.

Safety will always be the number one priority. Well-thought-out regulatory easing will enable the curation of a body of proof that can support the value of adopting more risk in some arenas to the benefit of human health.



## Prediction 5

# Digital surveillance becomes the new normal

Remote interactions during the pandemic are becoming critical. That has given rise to two key areas of focus for our industry – telehealth/telemedicine and Remote Patient Monitoring (RPM).

Telehealth and telemedicine are new standards for physicians and practitioners that empower them to diagnose, treat, and operate on patients without the need to be physically present, and RPM powered by AI can help medical workers collect, monitor, and track their patients, analyze data in real time, and step in when necessary.

The necessity to start implementing these solutions to combat COVID -19 today can pave the way for increased adoption moving forward. Telehealth and telemedicine will bring a new level of accessibility to patients and their practitioners alike.

While faced with a crisis of global proportions, we can take hope from the revolution taking place in life sciences as we settle into the new norm. As new policies, regulations, and innovations emerge, we are on the cusp of a great transformation across the value chain and well positioned to assist our clients in realizing the full potential of this moment for the betterment of humankind.

# Capgemini invent

## Want to learn more?

### Eliza Silvester
Principal, Life Sciences
Capgemini Invent
eliza.silvester@capgemini.com

## About
## Capgemini Invent

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what's next for their organizations. Located in more than 30 offices and 25 creative studios around the world, its 7,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

Capgemini Invent is an integral part of Capgemini, a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital, and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17 billion.

Learn more about us at
**www.capgemini.com/invent**