ANDY SQUIRE

HEALTHCARE INNOVATION STRATEGIST – Driving change through lived Patient Experience

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IMPACT IN ROLES

HEALTHCARE INNOVATION STRATEGIST (Independent)
Self-employed (contractor).   01/2024 - Present   Basel, Switzerland
Human-centric Design Thinking for Impact, Journey Expert & Patient Advocate

- **Q2-25** Completing Microsoft **AI Leaders in Healthcare** - **INSEAD** Alliance
- Pioneered **Human-centric Design Thinking** for Medical '**Robots For Patients**' and launched my strategic website _AndySquire.AI_
- Designed a **Humanoid Healthcare +AR Agent +EHR Patient** Ecosystem, enhancing patient engagement & data integration
- Developed an **AI Patient Support Program** integrated with a best practice 24/7 Nurse Navigator Hybrid Call Centre, improving patient care & mental health. This was well-received on my UoC course finishing on 94%
- **Sept-Dec 2024** University of Cambridge "AI in Data Driven Design for CX"

SENIOR DIGITAL BUSINESS ANALYST
Roche (contractor).   08/2019 - 12/2023   Basel, Switzerland
Roche Informatics & CX, Global (via agency Datalynx)

- **2022-23**
- **Streamlined** medical enquiry process by identifying and prioritizing key pain points, influencing stakeholders/affiliates to draw **service blueprint**
- **Accelerated Global Patient Journey Platform** scaling by aligning user story planning with multiple Sprint development teams & cross-Divisional teams
- Led development & implementation of **Design Thinking Playbooks** (with Forrester & Accenture), backlog prioritization, re-designing processes
- **2020-22**
- Nominated for Patient Change Agent Award in **Entrepreneurship** Program
- Spearheaded **content strategy & tagging** successful patient website pilot
- **2019-20**
- Co-created the integration of an innovative ecosystem for a cancer support application (2019-20) which used **remote monitoring** to improve outcomes

DIGITAL SOLUTION EXPERT
Takeda (contractor).   02/2018 - 05/2019   Zürich, Switzerland
Takeda CX Region Europe & Canada (via agency Hays)

- Resulted in a {30%} increase in user satisfaction by optimising the feature backlog for the **HCP portal**, and linked Sales Force Email to the HCP Portal
- Drove adoption and market penetration by co-creating and successfully rolling out a **multichannel strategic plan** across the Top 5 Affiliates

GLOBAL LEAD DIGITAL CONTENT 2016-17;
– HEAD OF DIGITAL OPERATIONS 2014-15;
– – DIRECTOR / HEAD OF INSIGHTS - OPHTHA 2009-14
Novartis (permanent).   2009 - 2017   Basel, Switzerland
Pharma Digital Comms Excellence, Global

- Built and led a high-performing team of 10 direct reports, establishing a new Social Media **Centre of Excellence** that drove digital innovation
- Achieved over $3 million in cost savings over three years by successfully switching to, & scaling, **Salesforce Social Studio** platform
- Developed and executed a **multichannel strategy**, including leading the creation of a $1 million iPad app, to enhance strategic planning capabilities
- Orchestrated, with my team, a **$5 million insights campaign** that successfully rescued and revitalized the $1.5 billion Ophthalmology brand

INTERNATIONAL BUSINESS ANALYST
Roche (permanent).   2004 - 2009   Basel, Switzerland
Strategic Insights, Global Rheumatoid Arthritis & Anemia

- Insights partner to the Franchise Head for the successful launch of a next-gen **IL-6** inhibitor for **Rheumatoid Arthritis,** which peaked at $4 billion
- Wrote the business plans for another **multiple sclerosis pipeline therapy** projected to reach $7.6 billion in peak sales in 2028

SUMMARY

A Healthcare Innovation Strategist with 20+ years of experience in **Large Pharma**, translating my lived cancer experience into **AI-enabled solutions** that improve patient **outcomes,** mental health, and quality of life.

I have a proven track record in **enhancing CX** through data-driven, human-centric service design, with expertise in facilitating **cross-functional teams** to drive successful implementation and continuous improvement via **Agile** /Hive mind ways of working.

OTHER VALUE

Agile Sprints at Scale   **Patient Advocacy**

Insights & Change   **Journey Mapping**

Entrepreneurship - Experimental Prototyping

AI Service Design   **New Business Models**

Measurement (Analytics)   **Product Owner**

Servant Leadership - Stakeholder Management

LANGUAGES

Language	Level	
English	Native	●●●●●
German	Advanced	●●●○○
French	Intermed.	●●○○○

EDUCATION

AI FOR LEADERS IN HEALTHCARE
Mictosoft in Partnership with INSEAD   Q2-25

AI DATA-DRIVEN DESIGN FOR CX
University of Cambridge   Q4-24

PHARMA OMNICHANNEL MARKETING,
Across Health   2014, 2018, 2022

B.Sc. (Hons) BIOMEDICAL SCIENCES
University of Bradford, UK   2(i).   1986-1990