

Connect Your Data

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Data, Data
Everywhere!

The Context &
Connection of Data
Nowhere?



HEALTHCARE AND PHARMA CONNECT YOUR DATA TO PATIENT CENTRICITY

Healthcare

vs.

Pharma



Disparate Software Systems

Healthcare

- Insurance and Billing
- Appointment Scheduling
- Patient Electronic Medical Record (EMR)
- Financial and Population Analytics

Pharma

- Drug Discovery
 - Trial Planning
 - Trial Conduct: Electronic Data Capture (EDC)
 - Trial Submission
- Pharmacovigilance and Drug Safety

Typically called EMR or EHR systems

Typically called EDC systems

Similarities

Healthcare	Pharma
Patient	Subject
Prescription	Drug Being Trialed
Hospital	Site
Doctor	Clinical Investigator
Nurse	Clinical Research Coordinator
Population	Cohort
Manufacturer of Drug	Sponsor

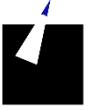
Clinical Research Today

[Time to bring drug to patient
12 years]

[Cost to develop a drug
> 2 billion dollars]

- Patients are identified and enrolled through a long and cumbersome process
- Their data is entered into an EMR system during their trial visits
- The data is then **manually** entered into an EDC system **later**
- This data **needs to be verified** to make sure its correct
- Patient visits and communications is greater due to lack of system unification and data integration

If EMR and EDC Data was Integrated....



Time
savings

Cost
savings

Better, faster,
cleaner data

Fewer patient
visits and
communications

Increased
options for
patients

More efficient
and effective
research



IMAGINE...

If there was no
EMR or EDC...

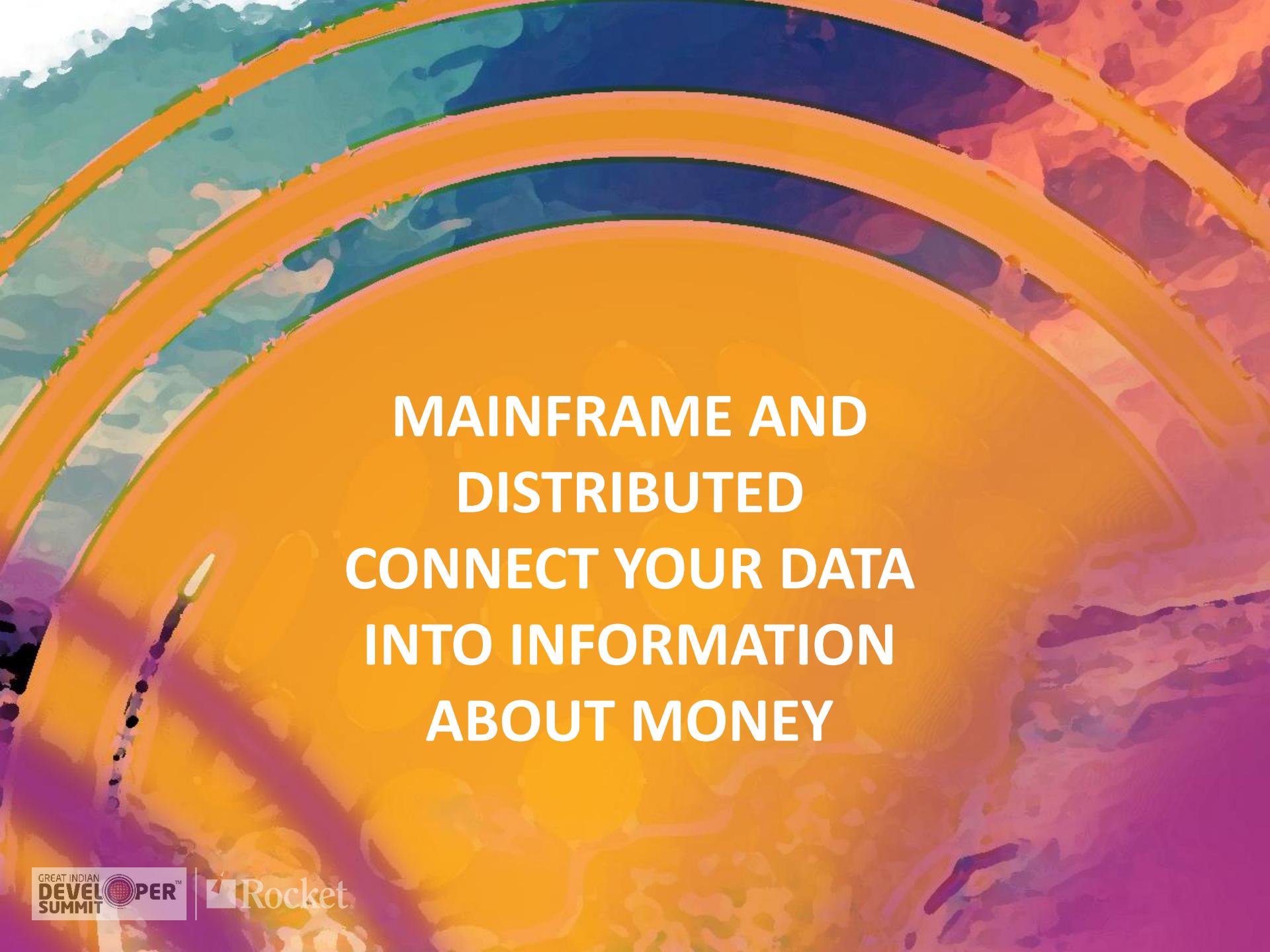
But just **one system**
with PATIENT
(YOU/ME) as the
centre of the world.

IMAGINE...

- Faster Patient Recruitment
- Higher Patient Retention
- Better Clinical Insight
- Better Patient Care
- Reduced Trial Time
- Faster Drug to Market
- Reduced Cost to Patient, Payer and Insurance

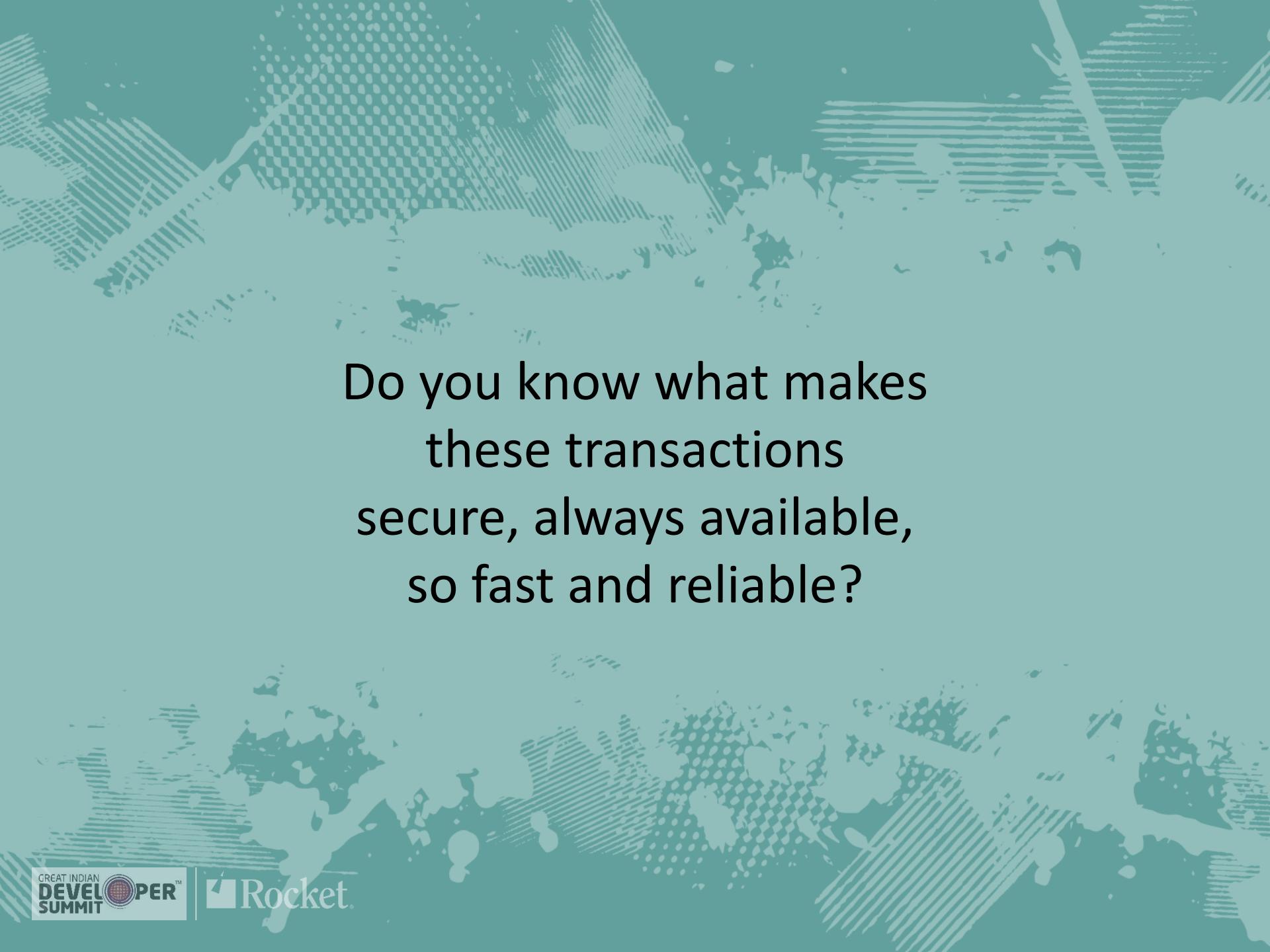
IMAGINE...

Connected Data enabling
Patient Centricity and
providing better outcomes
for YOU & ME



MAINFRAME AND DISTRIBUTED CONNECT YOUR DATA INTO INFORMATION ABOUT MONEY





Do you know what makes
these transactions
secure, always available,
so fast and reliable?

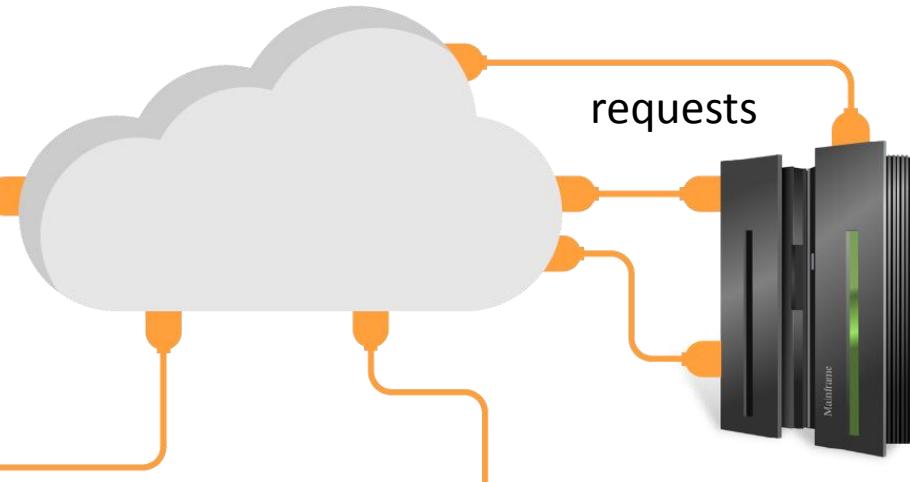
What happens when you do a transaction?



Cash



Credit/square



requests



PayPal

Mainframe
accesses
database to
process the
transaction

When mainframe meets distributed!

VISA

- Largest Global Electronic Payment network
- 2 billion consumers
- 36 million merchants
- 90 billion transactions
- 7 trillion dollars in total payment
- India: Visa cards linked to National ID system
- 47000 transactions per second
- 0 Downtime in last 20 years

CITI

- Global bank
- Core of CITI is information about money
- Mobile banking
- Consumer banking
- Secure and scalable
- Mainframe underpins all systems that are used
- Available, secure, best customer experience

Source: IBM.com

Where else can you connect the data to create value?



Focus

DONT's

- Create a solution without knowing the problem and end user
- Create a technically brilliant useless piece of code
- Collect lot and lot of data that has no meaning and correlation

DO's

- Build solutions to connect data not just systems
- Innovate by connecting and contextualizing the data into information
- Apply Machine Learning and Artificial Intelligence to further the learning from data

Thank you!



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