Accelerate Your Journey to Precision Medicine via Actionable Insights

With advanced analytics, pharmaceutical companies have the potential to improve EBITDA by 45–75%, while yielding significant insights across the entire life sciences value chain.*

**Translational research and discovery**
- Clinical phase I-III
- Approve
- Launch
- Post-launch (Phase IV)

**Pharmacovigilance**
- Medical safety and active safety monitoring

**Commercial**
- Market access and launch, market research, physician marketing and engagement, patient journey, competitive intelligence

**NTT DATA’s comprehensive solution for Life Sciences companies utilizing:**

**Clinical R&D**
- Complex molecule discovery, trial design and feasibility, trial execution, patient recruitment and product profile design

**Health effectiveness and outcomes research**
- Comparative effectiveness, treatment patterns and patient burden

**NTT DATA’s solution can help you answer critical questions for improved care across the pharma ecosystem.**

- **Which therapy is best?**

- **How do you segment key physicians, evaluate the patient journey and advance therapeutic-clinical understanding while making outcome-based reimbursement decisions?**

- **Why is a particular treatment valuable compared to other treatment options?**

- **How do you monitor the quality of care delivered across the system, including monitoring adherence to care pathways?**