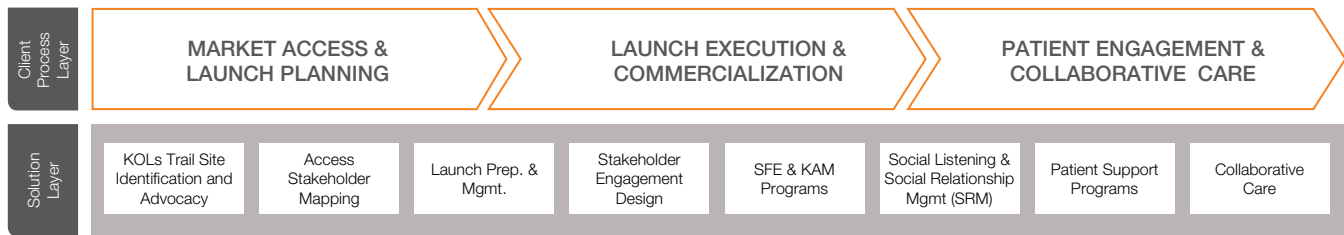# HCL'S HEALTHCARE
A BIG DATA PLATFORM
FOR EXTERNAL INSIGHTS

A lifetime of care

The healthcare market is experiencing a tsunami-like wave of changes. As the connectivity of devices and the collaboration of organizations are increasing, the care landscape is becoming more complex! While the product value proposition is viewed differently by all Healthcare stakeholders in terms of outcomes differentiation, cost vs revenues and quality of life, disruptive technologies are driving ubiquitous treatment knowledge, development of delivery and monitoring devices, as well as the mobile health utilities towards the Consumerism of Healthcare

NOVEL THERAPIES

P

DIGITAL ENGAGEMENT

INTERNET OF THINGS
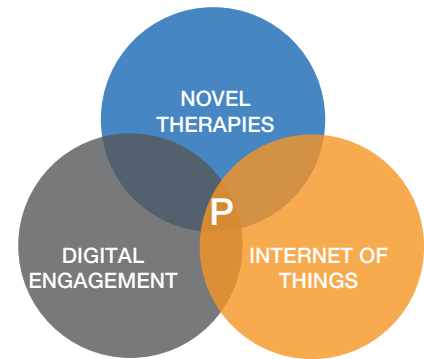
In this setting HCL helps with a Commercial Solution Portfolio covering Launch to Care. Stand-alone Value propositions support our client's processes can be combined to generate the optimum results.

Client Process Layer	MARKET ACCESS & LAUNCH PLANNING		LAUNCH EXECUTION & COMMERCIALIZATION		PATIENT ENGAGEMENT & COLLABORATIVE CARE		
Solution Layer	KOLs Trail Site Identification and Advocacy	Access Stakeholder Mapping	Launch Prep. & Mgmt.	Stakeholder Engagement Design	SFE & KAM Programs	Social Listening & Social Relationship Mgmt (SRM)	Patient Support Programs	Collaborative Care

SOLUTION PRINCIPLES
Covering Launch to Care
Therapeutic Area oriented
Indication specific
Patient centric
Scalable and Sustainable
Solution Services

Analytics and Insights framework across Commercialisation Value Chain

- We identify, profile and map influential stakeholders and develop engagement designs across the value chain

- We source and aggregate unstructured, public domain data to generate actionable insights utilizing state of the art SNA methodologies

- We implement solution platforms to generate sustainable business models for our clients, supported by continuous data refreshes, analytics and metrics from Launch to Care. v

| CUSTOMER ANALYTICS	PERFORMANCE MANAGEMENT	CHANNEL MANAGEMENT	PATIENT MANAGEMENT
Stakeholder Management • Influence • Reach • Engagement • Approachability • Advocacy **CRM & CLM** • Sales vs Activities • Team based selling	**Sales Force Effectiveness** • Targeting – Practice Sales and Potential + • Role-based segmentation • Size and Structure • Coverage and Frequency • Sales	**Social Listening** • Sentiment Analysis • Keyword Analysis • Communities of care • Campaign responses **Social Listening** • Interest • Area of specialization • Needs for information	**Patient Support** • Compliance rating and Therapy adherence • Reduction of lost revenue • Outcomes improvement • QoL scores • Days Doctor seen • Patient Pathway – number of doctors seen

MARKETING ACCESS & LAUNCH PLANNING
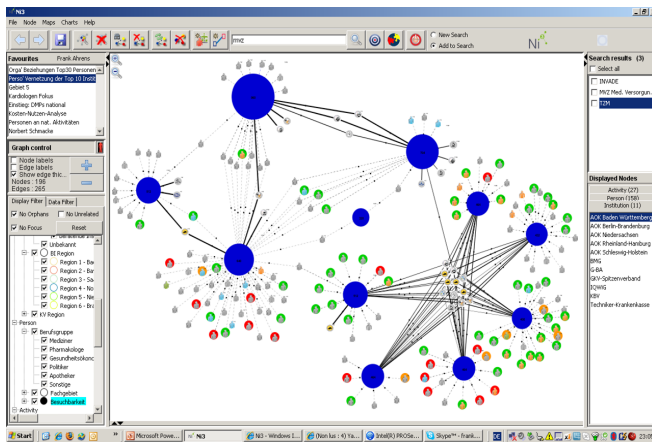
Mapping the affiliations of multiple stakeholder groups (physicians, health economists, sickness fund managers, regulators) to key market access accounts enables the identificat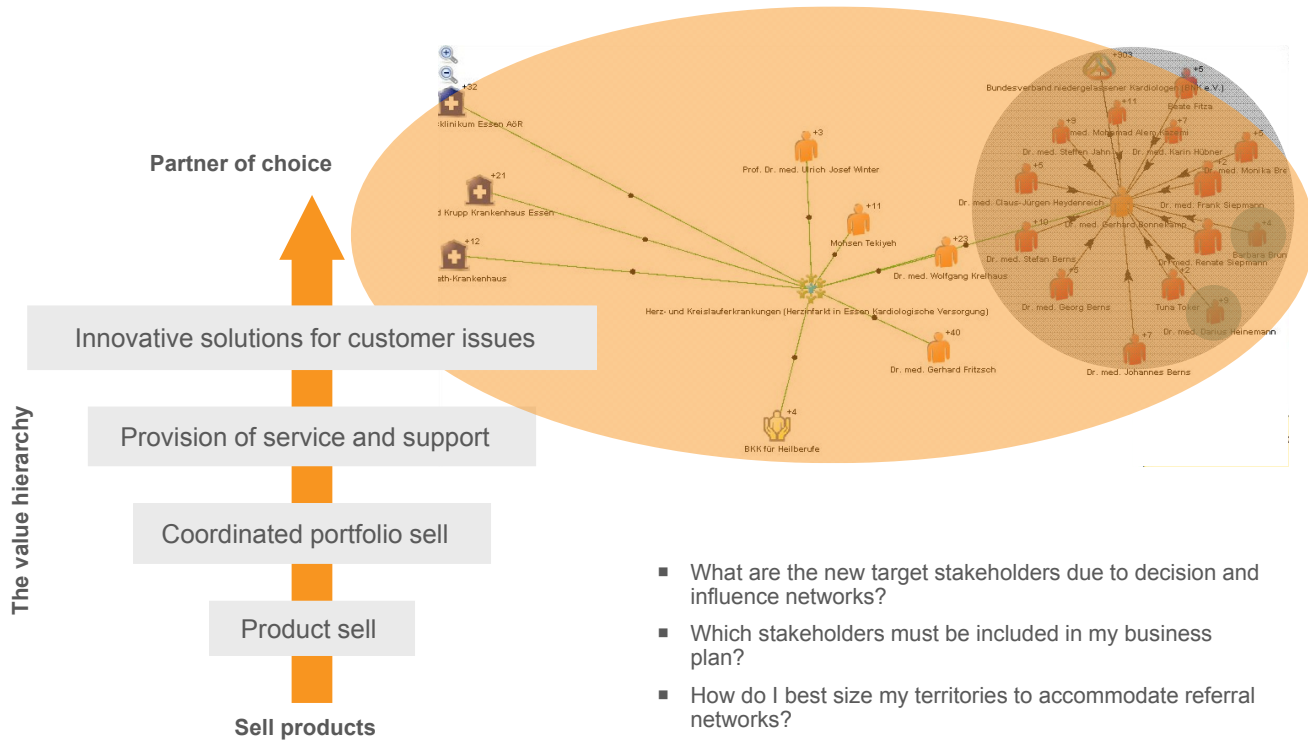ion of bridge-builders across multiple institutions, as well as to better target the mix of influencers across the network depending on the area of decision-making.

By integrating specific customer profiling data within a holistic network approach, PharmaCos can develop more efficient and targeted engagement plans for early launch preparations.

Core activities

• Identify key decision-making organizations

• Identify key stakeholders within those organizations

• Map the overall healthcare landscape and analyse key decision making networks for micro-targeting

• Build engagement and collaboration scenarios for a faster & "right-the-first-time" launches

• Support the overall planning process via a launch platform

• Use collected data to define best practices and benchmarks for a more successful launches

LAUNCH EXECUTION AND COMMERCIALIZATION

The value hierarchy

Partner of choice

Innovative solutions for customer issues

Provision of service and support

Coordinated portfolio sell

Product sell

Sell products

- What are the new target stakeholders due to decision and influence networks?
- Which stakeholders must be included in my business plan?
- How do I best size my territories to accommodate referral networks?

Reductions of resources (20% or more in sales), allocation of selling resources based on local market opportunity, establishment of formal customer-focused teams, investment in data, technology and tools to enable greater use of linked information at the customer level are all changes that reflect the search for new commercial models in the Pharma world.

Building flexible and sustainable business models, ensuring operational excellence, to generate sales and manage costs, as well as focusing on both new and existing customers to serve evolving needs is like trying to square the circle. HCL provides the needed holistic solutions!

Core activities

- Define commercial archetype per country – Salesforce, Account Mgmt, Access/Payor Markets
- Assessment of current Field Force productivity across countries
- Develop size and structure as well a performance KPI for sales forces
- Support teams with micro-targeting data for key decision maker engagements

## PATIENT ENGAGEMENT AND COLLABORATIVE CARE
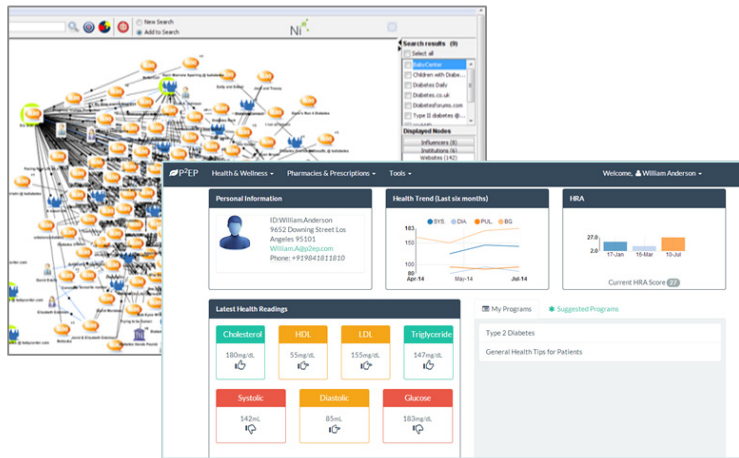
From adherence programs, pill+services, non-clinical interventions to managed patient care, there is a range of programs that may be employed to assist the patient to achieve a better health outcome. PharmaCos wanting to get into this space need to work with partners in order to adhere to regulations remain trustful and appear neutral to the healthcare environment. Additionally technology will need to be deployed to adhere to quality, pharmacovigilance and privacy standards across regions. As care gets more personalized through technology and human intervention PharmaCos will need to find their place in how involved they are willing to be in engaging with patients.

Core activities

- Understand which customers are looking at pill+ or adherence programs for launch or in-market products

- Understand country regulations and form partnerships with Payors and PAGs where possible

- Harness HCL proven PSP experience and platform to pilot solution

- Stronger growth of complex accounts

- More new business opportunities

- Better connections to key stakeholders

GROWTH 20-40%

EFFICIENCY 20-40%

HCL

BUSINESS CONTINUITY IN/OUT?
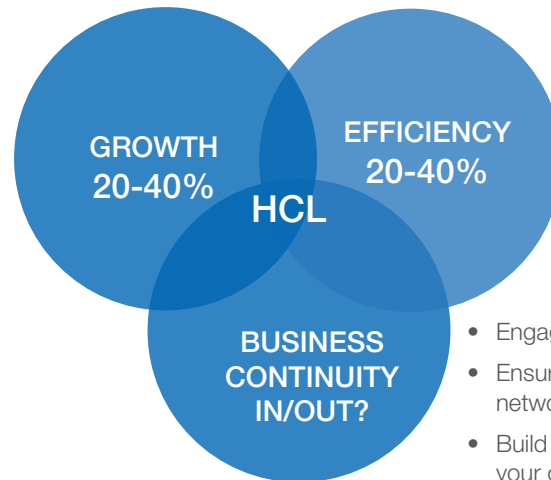
- Better targeting

- Faster message penetration

- Lower cost of sales and marketing

- Engage in key decision maker networks

- Ensure your products are placed/listed in customer networks

- Build a holistic and scalable knowledge base of your customers and stakeholders

HCL LIFE SCIENCES & HEALTHCARE

HCL is a leading provider of Life Sciences and Healthcare Business and Technology services. We are the chosen service provider for enabling new growth drivers for our clients, providing them with industry leading best practices, taking care of their compliance needs and ensuring goldstandard process cycle times. Our clientele includes seven of the top ten global pharmaceutical companies, seven of the top ten medical devices companies, six of the top ten health plans, three of the top five CRO's and two of the top three data providers. Equipped with certified technology experts and domain specialists, HCL offers services in critical areas of the life sciences and healthcare eco system such as drug discovery, clinical development, drug safety, regulatory compliance, manufacturing and plant automation, commercial, Healthcare analytics, Population Health Management [PHM], mHealth, member experience management [MEM], fraud, waste and abuse management [FWA].

Let's connect:

Please feel free to write to us at contact.lsh@hcl.com

ABOUT HCL

ABOUT HCL TECHNOLOGIES

HCL Technologies is a leading global IT services company working with clients in the areas that impact and redefine the core of their businesses. Since its emergence on the global landscape, and after its IPO in 1999, HCL has focused on 'transformational outsourcing', underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Life Sciences & Healthcare. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers its 95,000 transformers to create real value for customers.

HCL Technologies, along with its subsidiaries, had consolidated revenues of US$ 5.5 billion, for the Financial Year ended as on 30th September 2014 (on LTM basis). For more information, please visit www.hcltech.com

ABOUT HCL ENTERPRISE

HCL is a $6.5 billion leading global technology and IT enterprise comprising two companies listed in India – HCL Technologies and HCL Infosystems. Founded in 1976, HCL is one of India's original IT garage start-ups. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 100,000 professionals of diverse nationalities, who operate from 31 countries including over 505 points of presence in India. HCL has partnerships with several leading global 1000 firms, including leading IT and technology firms. For more information, please visit www.hcl.com

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