

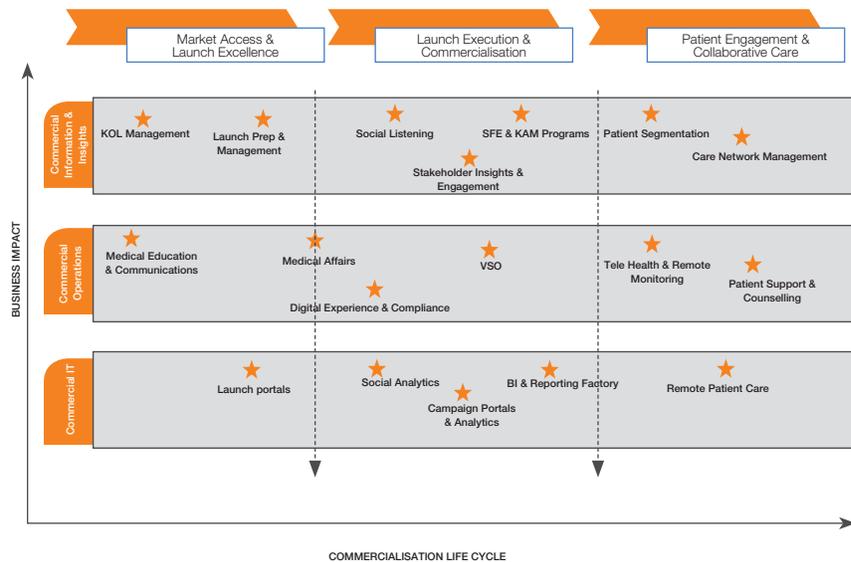
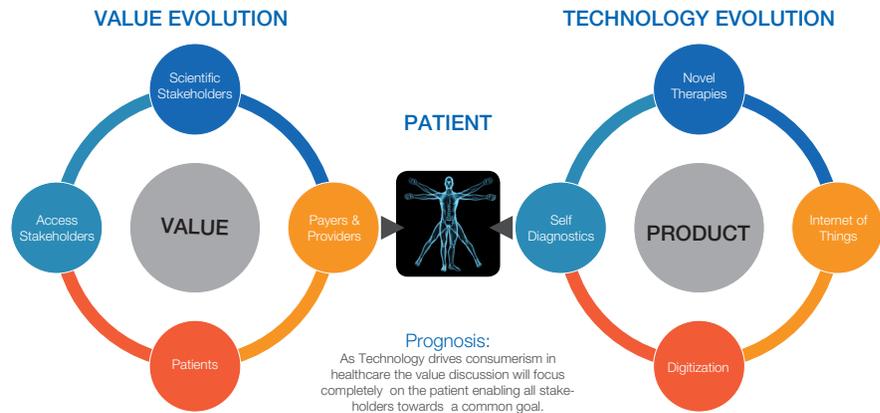
A photograph of two scientists in a laboratory setting. They are wearing white lab coats, purple gloves, and safety glasses. The scientist on the left is a man with dark hair, and the scientist on the right is a woman with brown hair. They are both focused on their work, using pipettes and a multi-well plate. The background is softly blurred, showing laboratory equipment and bright lighting.

HCL'S INNOVATIVE
SOLUTIONS FOR
NEXT-GEN HEALTHCARE

A lifetime of care

The drive to value has transformed the industry with new transformation initiatives such as prevention, patient centricity, remote monitoring, self-care, self-diagnostics and behavioral influence. This has led a fundamental change in the way healthcare ecosystem evaluates and delivers value to the consumers.

HCL's approach to this evolving business challenge is multi-faceted. While we work with most of our customers in traditional technology spectrums such as IT system integration, data warehousing, BI Reporting, Mobility and Analytics, we have been investing in building capabilities and solutions for Healthcare Insights, which is a Big Data proposition and Business process led Commercial Operations.



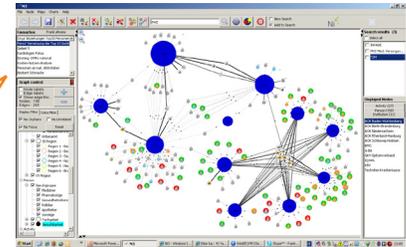
HCL's HealthCare Analytics™ enables Pharma to be agile, efficient and customer centric by providing holistic and data driven Stakeholder Analytics coupled with engagement design platforms. This will enable to build a more targeted and better customer engagement services as well as design better patient experiences leading to more successful launches, higher sales for in-market account teams and improved patient engagement for better outcomes at reduced costs!

- **KOLs (Key Opinion Leaders) for trial site identification advocacy development**

Identifying & engaging the right KOLs, at the right time for the appropriate cause can have significant impact on the speed, outcome and evaluation of trials!

- **Launch Preparation & Management**

Web portal and Analytics based solution for effective multi-country launches.

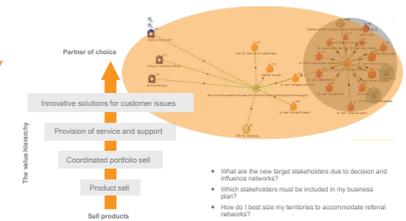


- **Social Listening and SRM**

Capitalizing on the shifting trends and technological innovation, big data and the analysis of it, as well as consumer involvement in social networks, the solution enables real-time listening for effective marketing

- **Stakeholder Insights and Engagement Design**

Analytics led proposition for the highly complex Pharma environment, connected and competitive market, that enables companies to collaborate with payers, providers and more & more also with patients for access of their products and treatments.



- **SFE (Sales Force Effectiveness) and KAM**

Collaboration and Analytics led proposition to ensure flexible and sustainable business models, operational excellence, generating sales and manage costs, as well as focusing on both new and existing customers to serve evolving needs.

- **Patient Segmentation**

HCL provides a solution to scale patient support programs and design the right kind of service experience for the specific patient cluster.

- **Care Network Management**

Get involved in care support, adherence to therapy and regulation enabled by innovative technology such as Remote Monitoring and networked devices





INFORMATION DISSEMINATION

- **Medical Information Management:** Adverse Event reporting, query fulfilment, database management, on-going analytics of queries for anticipated FAQs
- **Virtual Sales Organization:** Platform based solution with virtualized Sales Reps to engage with HCPs using non-traditional channels to provide physicians with pertinent, contextual information tailored to their immediate needs.
- **Virtual Event Management:** Platform based solution to manage end-to-end Event Lifecycle through workflows, content, logistics, KOL documents, scientific content.
- **Patient Support Program:** Platform based solution that aims to enhance the quality of life for patients with chronic diseases through patient education about therapy adherence, lifestyle and behavioral modifications.



INFORMATION MANAGEMENT

- **Scientific Review (Promotional/ Non-promotional material):** A solution provided by team of off-shore pharmacists, physicians and regulatory specialists with many years' of experience in reviewing pharmaceutical marketing materials.
- **Digital Security and Compliance:** Allows company to reduce the time and money spent in dealing with the identification and exploitation of vulnerabilities, thereby minimizing the risk associated and maximizing and bolstering the overall security posture of the organization's digital footprint.



CONTENT CREATION AND MANAGEMENT

- **Medical Education and Communication:** Includes Publication Planning and execution, Medical Education, Management of Events and Symposia, Publication Planning: and execution, Medical Education and Management of Events and Symposia
- **Creative Decoupling:** HCLs Digital Factory executes digital initiatives across digital media platforms and geographies, Localise s global content for different regions and markets and Improves Operational and Executional Efficiencies

As part of HCL's traditional strength and expertise, we bring you experts well versed on the latest IT platforms and Architectures, Sales & Marketing systems, CRM including the Cloud, Mobility, Social Media and Data Analytics utilizing our large pool of technical resources worldwide.

- **Multi-Channel Marketing Enablement:**

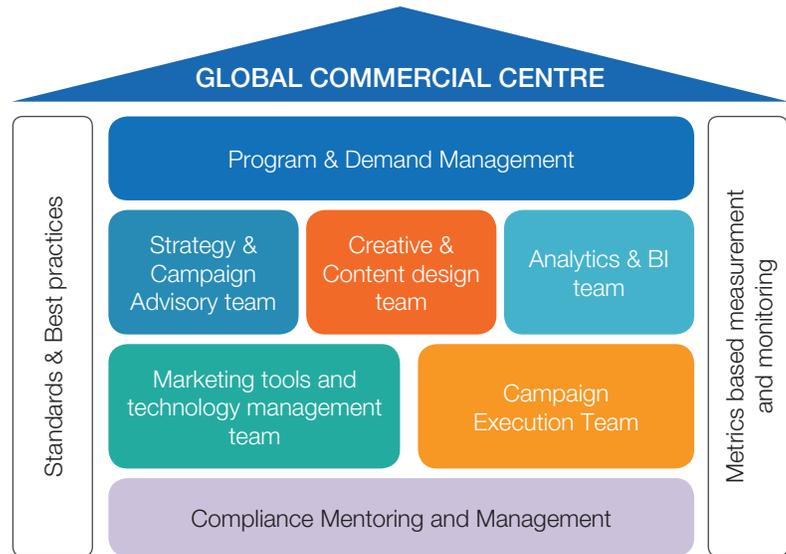
For end-to-end campaign management and execution through a managed services model, leading to 30% to 50% reductions over three to five years in the cost of operations

- **Next-Generation Sales Force Enablement:**

For the transition of the field sales force from laptops to smart devices and BYOD (bring your own device)

- **Compliance Management:**

For overseeing key opinion leaders (KOLs) and speaker management, aggregate spend reporting (for effective management of payments), and events and logistics in a global setup (to ensure compliance with transparency regulations)



- **Patient Adherence Programs:**

For covering the entire patient care life cycle, from enrollment, profiling, follow-up, and evaluation of patient satisfaction to carrying out surveys and running analytics to monitor impact

- **Managed Markets Enablement:**

For end-to-end implementation and support services associated with leading contract management solutions such as Model N and Revitas

- **Commercial Data Hub and Big Data Analytics:**

For processing sales and marketing data feeds, and publishing data in different formats for consumption by different groups, enabling 30% to 35% savings in the cost of managing data assets by leveraging standard connectors and platforms that allow for faster time to market



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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Relationship™
BEYOND THE CONTRACT

HCL