



HARNESSING TECHNOLOGY AND HUMAN INGENUITY

VIDEO TRANSCRIPT

Brad Michel:

2020 took us beyond our tested limits. COVID-19 created incredible instability and grief. And in the life sciences industry, it really affected all areas of the business from clinical trials to supply chains. And yet the life sciences industry led and responded with purpose, innovation and agility, delivering a vaccine in just 10 months. Life sciences companies now are challenging themselves to take the ways of working that they had during the pandemic and that they used for the vaccine development and applying those same practices, the same digital technologies to the rest of their pipeline, to the rest of their R&D process in order to try to accelerate those drugs to market. And there's incredible value in this new rate of speed. There's value in being leaner and being faster and being smarter.

Brian Kalis:

We have entered a new era of leaning into people and really the move to people-centric healthcare. The pandemic ultimately accelerated use of virtual visits and tele-health to keep people safe and in their homes.

There's a great opportunity for healthcare organizations, really, to deliver on the promise of technology and human ingenuity. A big part of this begins with working from the person backward and seeking to understand wants, needs, and meet them where they're at. And a strong digital foundation is key and almost required to actually enable these experiences for healthcare organizations and pharmaceutical companies.

Brad Michel:

Science isn't always happening in Petri dishes anymore. Discoveries are being made in silico, in the cloud, for the use of algorithms and artificial intelligence. And all of that is leading to ultimately a better outcome for the patient, a better therapy, as well as more affordable solutions.