

# 5 Trends & Strategies for Pharmaceutical Digital Experience

How 5 Leaders Flipped the Script on their IT Strategies  
to Eliminate Barriers to Life-Saving Innovation



# Introduction

The pharmaceutical industry is one of innovation. Life-saving drugs, cutting edge vaccines, and transformative technologies are the lifeblood of the field. IT serves to support that innovation, but without visibility into technology performance, they struggle to keep up.

Now in the new era of hybrid work and digital transformation, IT teams in this industry are finding themselves in the spotlight. Pharmaceutical companies able to keep abreast of the latest innovations will develop drugs faster and bring new treatments to market first – giving them an edge over their competition. For IT teams, this means streamlining operations, embracing new innovations, and developing new strategies that eliminate any digital obstacles to drug discovery and development.

We combined knowledge from our healthcare industry experts, research from some of the finest analysts in the field, and stories from our very own pharmaceutical customers to help you understand what trends are driving the pharmaceutical industry right now, and what your IT team can do today to meet these challenges head on.



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## TREND #1

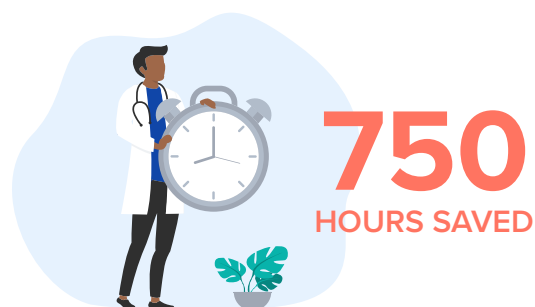
# Decentralized Clinical Trials (DCTs) are the New Normal

DCTs are here to stay. Accelerated by the pandemic, the industry pivoted over the past few years to more decentralized and hybrid clinical trials. Now as positive returns roll in, this model is poised to remain dominant into the future.

As the pharmaceutical industry pushes toward greater digital transformation, DCTs will rely on/upon diverse technologies such as self-service and collaboration tools. For pharmaceutical companies seeking to stay ahead of the curve, swift and seamless adoption of these tools is paramount.

For IT, this creates a clear mandate for digital experience management. IT teams must have visibility into the user experience of digital tools on any device across the ecosystem. Issues such as application crashes or slow device times can prevent essential collaboration, delay research, and ultimately impact the company's ability to bring life-saving innovations to market.

For pharmaceutical companies to stay ahead of the curve in the new world of DCTs, IT must ensure all employees have a great experience with the technology they need, whenever they need it.



## CUSTOMER STORY

### Roche Uses Automation to Resolve, Eliminate and Address Common Collaboration Issues

#### THE PROBLEM

Roche, one of the world's largest biotechnology companies, relies on Google Suite as their collaboration solution. When their IT team noticed an influx of tickets regarding Google Drive, they estimated that each ticket cost 15 minutes of employee time, and 10 minutes of call center time.

Additionally, they estimated that only 15% of impacted users were actually submitting tickets, and that the problem was much larger than ticket data showed. These tickets were wasting employee time, and costing the business money delaying research. They needed to reduce mean time to resolution.

#### THE APPROACH

Roche utilized the end-to-end visibility of their DEX tool to uncover the full picture: over 20,000 incidents related to Google Drive in their environment.

To speed resolution of these issues, Roche updated their L1 checklist with data and remote actions from their DEX solution, enabling call center reps to utilize automations to resolve issues within seconds. What's more, these same automations could be triggered by their DEX tool even when a ticket hadn't been submitted, speeding the resolution of all issues, even those that went unreported.

#### THE IMPACT

These new automations eliminated the need for employees to call the service desk about these common Google Drive issues. Roche estimated that these automations saved the business 500 hours of call center time and **returned 750 hours to employees!**

See Roche's full presentation live from the Experience Everywhere stage in London [here](#).

## TREND #2

# Digital Transformation Creates a Holistic View of Health Care Professionals (HCP)

Prior to the rapid digitalization of the healthcare fields, a unified view across clinical, medical, and sales components of the healthcare field would have been impossible. Never mind data privacy, neither the technology nor the business case to offer that level of collaboration existed.

That's all changing. Emphasis within the pharmaceutical industry to develop complex therapies for rare diseases with smaller patient populations is driving the business case for a holistic view of the HCP. On top of that, pharmaceutical companies now have the technological capabilities to share data across unified systems while maintaining compliance. This will give pharmaceutical companies an edge in the market and enable better research decisions that ultimately create better treatments.

For IT, this means a constant focus on compliance, without bogging down the systems that researchers and other pharmaceutical staff require in order to collaborate across stakeholders. Ensuring compliance and mitigating risk must be achieved without compromising digital employee experience and company productivity.



## CUSTOMER STORY

### Cross-Functional Collaboration Improves Compliance

#### THE PROBLEM

This large U.S. based pharmaceutical company discovered that they had a security problem. Their digital workplace team used a DEX tool to see that 351 devices in the ecosystem were not encrypted with BitLocker. But device encryption belonged to the encryption team, not the digital workplace team. What to do?

#### THE APPROACH

First, the digital workplace team brought the data from their DEX tool to the encryption team. Then, the teams worked together to push an automated fix to all affected devices, saving the company 176 hours of manual work.

#### THE IMPACT

**The company improved their BitLocker compliance by 46%.**

Additionally, this project raised the profile of the digital workplace team and their DEX tool across the IT department. Now, diverse teams understand they can go to the digital workplace team for faster root cause analysis and remediation of critical endpoint issues.

## TREND #3

# Greater Data Collaboration Opens New Doors

Historically, data collaboration in the pharmaceutical industry has been challenging. But with the rapid digital transformation of the industry over the past several years, that is poised to change. Data collaboration will be one of the most important indicators of competitive advantage in the future, and the pharmaceutical companies that seek to stay ahead of the curve must be ready to embrace this new reality.

By sharing data and resources, researchers and pharmaceutical companies can work together to advance the understanding of diseases, identify new drug targets, and improve the design and execution of clinical trials. This not only speeds up the drug development process but also increases the chances of success. As COVID illustrated, drug developers must work together to usher in the next generation of drug innovation.

For IT, this means streamlining the use of technology within their environment and eliminating any technology barriers to data collaboration. System crashes, a lack of sufficient storage capacity, and even slow devices can cause major setbacks in the development of life-saving drugs and slow the velocity to market. If IT can ensure seamless data collaboration while maintaining compliance standards, they pave the way for these life-saving drugs to reach the patients who need them.

## CUSTOMER STORY

### A Proactive Strategy Improves Experience & Saves Money

#### THE PROBLEM

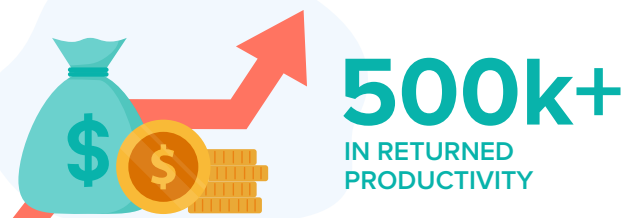
A large global pharmaceutical company was in a reactive state, relying on employees to submit tickets to discover endpoint issues. However, considering that **only 45% of issues are reported** by employees, the IT team decided to search for a new strategy.

#### THE APPROACH

The team integrated their DEX tool with their service desk management solution. They identified their most reported issues, such as BSOD, high CPU usage, missing SCCM, or printing issues, and set up automatic ticket creation and, when possible, automatic resolution for each issue.

#### THE IMPACT

This new strategy revolutionized their service delivery and returned hundreds of hours of productivity to employees. After one year, the company estimated that this new proactive strategy valued **over \$500,000 in returned productivity**.



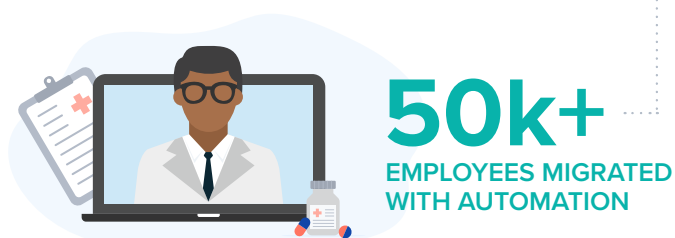
## TREND #4

# Innovation Still a Key Indicator of Value

Innovation within the pharmaceutical industry is crucial for the development of new and improved treatments for patients. It allows pharmaceutical companies to discover and develop new life-saving drugs, improve patient outcomes and reduce the overall cost of healthcare. Innovation also allows companies to create new therapeutic approaches, such as personalized medicine, which can be tailored to the specific needs of individual patients. This leads to more effective treatments with fewer side effects, which improves the quality of life for patients.

Innovation also plays a crucial role in the pharmaceutical industry's economic viability as new drugs and therapies generate significant revenue. It allows companies to stay competitive, maintain their market position, attract investment, and create jobs.

For IT, this need for innovation creates a mandate to drive ever greater operational efficiencies. What this ultimately translates to is a greater need for automation. Automation within the IT space is growing, and IT teams now have more tools at their fingertips with which to automate and streamline processes that once may have taken hours or even days to complete. For IT teams within the pharmaceutical industry, embracing automation means creating a pathway for business success.



## CUSTOMER STORY

### Finding Frictionless Digital Transformation

#### THE PROBLEM

When their entire workforce of more than 100,000 employees suddenly transitioned to remote work at the start of the pandemic, this global pharmaceutical company knew they needed to adopt a solution that would allow their employees to continue to work together, and they needed to move quickly.

The company embraced Zoom conferencing and acquired Zoom licenses for a majority of their employees. They needed a method to deploy the software quickly – and only to licensed users.

#### THE APPROACH

The company used their DEX tool to tag the devices of future proposed Zoom users. Then, they used remote actions to painlessly deploy the Zoom client. At the same time, they deployed the Zoom Outlook plugin via remote action. Finally, they pre-configured Zoom to meet their security and compliance standards.

#### THE IMPACT

In a short time, the IT team had **successfully migrated over 50,000 employees** to the new collaboration tool without time spent installing, uninstalling, and configuring the old and new applications.

## TREND #5

# Pressure Increases to Do More with Less

Pharmaceutical companies are under increasing pressure to do more with less. Bringing a new drug to market costs ~1.3B on average over many years and has a 10:1 failure rate. Companies need to intelligently cut costs without negatively impacting business productivity.

As a result, pharmaceutical companies are under pressure to demonstrate the value of their products, both in terms of efficacy and cost-effectiveness. This means that companies need to find ways to deliver more value to patients and payers, while also keeping costs low. Additionally, the need to comply with regulations stretches resources even further.

For IT teams, this means finding ways to streamline operational efficiencies so they can continue to innovate without driving costs to the business. One of the best strategies to achieve this outcome is to focus on the digital experience that employees have with technology. Experience data allows IT teams to focus on projects that have the biggest impact on business outcomes and productivity, ensuring IT is creating cost-efficient operations.



## CUSTOMER STORY

### A New Strategy with Big Benefits

#### THE PROBLEM

Facing pressure to create a more cost-efficient digital workplace, the IT team at this Fortune 500 pharmaceutical company adopted a DEX solution to help create a more proactive workflow. But they wanted to document the business value of the tool, to understand if it was worth the investment.

#### THE APPROACH

The team used PowerBI to track and visualize the outcomes and business value of each IT initiative. In the first year, they tracked 76 different initiatives across one million devices. Projects included proactive service desk management, MS Project license reclamation, Zoom license automation, and domain issues for remote workers, among others.

#### THE IMPACT

In one year, the team documented a **net benefit of \$10M saved**. This amount was validated not only by the internal IT team and DEX tool data, but also by leadership at the highest levels. In just one year, IT was able to measure their direct impact on business outcomes and business performance.

# Flip the Script to Employee Centric IT that Facilitates Cutting Edge Innovation

We hope you've found these trends in action helpful, and that you're inspired to find new ways to tackle the hurdles that you and your organization are facing. IT departments truly can be the heroes of the day: enabling collaboration, facilitating innovation, and creating a more cost-efficient digital workplace. You just need to be ready to flip the script.

Reach out today to learn more about how Nexthink can help you provide a better digital experience, so that your R&D teams can continue to create the life-saving drugs upon which the world relies.

See Nexthink in Action. [Request Demo](#).



## ABOUT NEXTHINK

Nexthink is the global leader in Digital Employee Experience management. The company's products allow enterprises to create highly productive digital workplaces for their employees by delivering optimal end-user experiences. Through a unique combination of real-time analytics, automation and employee feedback across all endpoints, Nexthink helps IT teams meet the needs of the modern digital workplace.





Want to learn more about how  
Nexthink can help you improve  
employee experience?