



EVERSANA™



ASK THE EXPERT: **DIGITAL IN PHARMA**

The Critical Questions

GET THE ANSWERS

Ed Cox, Executive Vice President, Strategic Alliances
& Global Head of Digital Medicine, EVERSANA

“Not every drug needs to have digital tools or wrap-arounds, but every drug needs to know how digital could maximize its value.”

Does every drug really have to have a digital strategy?

ED: Absolutely. These are sometimes multimillion or multibillion-dollar assets. The idea that, in a modern world in which every part of our lives has a digital component to it, an asset of that value would not have any digital involvement, it is highly unlikely. Not every drug needs to have digital tools or wrap-arounds, but every drug needs to know how digital could maximize its value. So, Yes, every single therapeutic asset should at least have a digital strategy.

“There are no universes in which life sciences will become less digital or scenarios in which digital is not a significant component.”

Is there a need to accelerate our digital understanding and strategy as a result of COVID-19?

ED: There are no universes in which life sciences will become less digital or scenarios in which digital is not a significant component. Digital is expanding rapidly and it is a permanent and irrevocable shift – virtual, telehealth and all the other things that fall under digital are here, and they will never go away. Because of COVID-19, digital went from a critical element that you needed to be aware of...to an existential threat to not having.

COVID has opened the door for telehealth and easier paths to reimbursement. The fact is that the pandemic has cleared the pathway to digital healthcare and accelerated it – if you are now not exploring this, then you are not doing your company justice.

Would my company require third-party support or expertise to do this?

ED: That is a great question, and it depends on your firm. What is happening in the healthcare landscape is changing so rapidly and so radically and in so many ways that the likelihood that any company has all of these capabilities internally is extremely unlikely. But what is also true is it's hard to find many outside service providers that have the expertise to understand the nuances of digital through the lens of a company that is intimately familiar with every stage of the commercialization journey within the life sciences or pharma business. That's a real challenge.

In a recent survey conducted with top pharma companies, we asked how critical digital was to their business – most of the companies surveyed listed digital in their top three critical business needs. Still, most of them also had less than ten people working on it across their company. This gives you a better understanding of the importance pharmaceutical companies are now putting on digital but also the significant gap in people that can help move it forward.

"The healthcare landscape is changing rapidly [...] the likelihood that any companies has all [digital] capabilities internally is extremely unlikely."

Am I behind the curve?

ED: Here are the key questions to ask yourself to determine if you are behind the curve:

- Does every single one of my drugs have a digital strategy?
- Have all the critical components of my business been evaluated through digital lenses?
- Is my organization investing in digital? And is it enough to impact the success of our brand?

Request a 1-hour
FREE workshop with
Ed and his team to
discuss your digital
strategy.

[SCHEDULE MEETING](#)



About EVERSANA™

EVERSANA is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

