

A person in a white lab coat is holding a stethoscope and pointing at a tablet. The tablet displays a brain analysis diagram with a network of red nodes and lines. The background is a blurred laboratory setting with glassware and equipment.

**PHARMA, HEALTHCARE,
LIFE SCIENCE, LOGISTICS,
TRANSPORT & CHEMISTRY**



MEGATRENDS 2025 THAT DISRUPT THE HEALTHCARE & LIFE SCIENCES INDUSTRY



eHealth will be smart
(IoT/ Prediction)



Patient Centricity /
Educated Patient



Lagging digitalization in HLS



Integrated care



Tele Health





CLUSTERING OF HLS PORTFOLIO

HLS INDUSTRY

MEDICAL DEVICES

(Investment Grade) &
HCP MedDev

PHARMA

(Bio, Rx, OTC, Cons.
Health) &
End User MedDev,
wearables

HEALTHCARE PROVIDER

(Hospitals,
Care Services,
Integrated Care, ...)

PHARMA SUPPLIER & CHEMISTRY

(CRO, CMO, CSO, APIs,
...)

HEALTH INSURANCE

Statutory health
insurance, private
insurance

Customer Journey: Marketing, Sales, Service

Customer Portals, Communities

eHealth: Digital Patient Folio, vaccination

CLOUD SERVICES

CRM & WORKPLACE

DATA & AI

CYBER SECURITY

TECHNOLOGY TRANSFORMATION & TECHLABS

360° Customer View

Global processes and rollouts



THE DIGITAL JOURNEY FOR HLS

DIGITALL IS A STRONG LEADER FOR DIGITAL TRANSFORMATION & DIGITAL CLOUD EXPERIENCE IN THE HLS AREA. WE HELP YOU TO DRIVE YOUR HLS DIGITAL JOURNEY IN A PERSONALIZED WAY.

SUPPLIER SERVICES

Enablement of pharma and chemistry supplier to manage their customers

- Long term development agreements
- Tracking of fulfillment vs plan
- Supplier management
- Supplier portal
- Medical documentation

HCP

State of the art coverage of HCPs and HCOs to demonstrate the value of the offering

- Digital enablement for Sales Reps
- Commercial effectiveness
- Offline
- Compliant education
- Closed loop marketing
- Innovative offerings

PATIENT JOURNEY

Building solutions around the patient

- Patient engagement solutions
- Integrated care solutions
- Patient portals
- Pay-for-success
- Patient service center
- Hospital on- & off-boarding

END-TO-END DIGITAL TRANSFORMATION PORTFOLIO FOR HLS TO GROW A SUSTAINABLE BUSINESS