

# IDC Health Insights: Worldwide Life Sciences Commercial Strategies

The *IDC Health Insights: Worldwide Life Sciences Commercial Strategies* service focuses on the transformation of the post-approval (sales and marketing, manufacturing, supply chain, revenue management, and others) commercial systems environment in pharmaceutical, biotech, and medical devices.

## APPROACH

This service develops comprehensive data and unique analysis through focused topical surveys, secondary research, and insights from industry experts, practitioners, and vendors. Since 2003, IDC Health Insights has been conducting ongoing quantitative and qualitative research with providers, life science companies, and payer consumers, enabling us to assess and track historical trends. To ensure relevance, IDC Health Insights' analysts work with subscribers to identify and prioritize specific topics to be covered in research reports.

## TOPICS ADDRESSED

Throughout the year, this service will address the following topics:

- Digital transformation and its implementation and strategy
- Generative AI in commercial life sciences
- AI, ML, NLP, advanced analytics
- Industry 4.0 in life science manufacturing
- IT outsourcing (ITO) and business process outsourcing (BPO)
- Strategic consulting
- Industry investment and budgetary trends across software, hardware, and IT services
- Pharmaceutical sales and marketing efficiency and effectiveness
- Sales force automation (SFA) and edetailing
- Customer relationship management (CRM)
- Omni-channel sales and marketing optimization
- HCP master data management (customer data)
- Supply chain management (SCM) and optimization
- Contract manufacturing organizations (CMO)
- Drug safety and anti-counterfeit initiatives
- Drug serialization and track and trace
- Cold chain drug supply chain including IoT
- Product life-cycle management (PLM)
- Revenue management, chargebacks, rebates, returns, and contract management
- Cloud strategy

## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. How can life science companies further cost reduction efforts without sacrificing operational productivity?
2. How can the adoption of new technologies and business process changes improve market intelligence and penetration?
3. How can third-party expertise and outsourcing partnerships be better utilized by life science companies?
4. How can companies derive maximum business value from regulatory compliance efforts and spending?
5. How can life science companies keep ahead of industry evolution to protect strategic advantages and remain competitive?

## WHO SHOULD SUBSCRIBE

This service is ideally suited to support the needs of pharmaceutical, biotech, and medical device manufacturers and distributors; technology vendors with commercial solutions within the life science industry; and firms offering consultancy services to the life science community.