



Innovative products & services

KPMG Connected Enterprise for Life Sciences

In today's digitally-enabled environment, customers hold the ultimate power. That's why a **Connected Enterprise** focuses your entire organization on delivering a better customer experience. A **Connected Enterprise** uses technology to build innovative, customer-centric business models that offer the right mix of pricing, products and services for providers and patients alike.



- » By delivering better insights through advanced data capabilities, a **Connected Enterprise** delivers on the promise of a more agile, responsive, and customer-friendly organization. Innovation labs help you create quality, life-saving products that deliver the outcomes providers and patients expect.
- » With a roadmap to guide you to customer-centricity, you can precision-target the right services to your most relevant provider audiences. By anticipating their needs, you'll be on your way to a competitive advantage in the market.



Key considerations

- Do you have a consistent brand position and experience across all of your channels?
- Does your strategic planning process balance perceived value to customers with value to the organization?
- Do your customer insights and segmentation help you target customers and prospects with the right products?
- Do you design new products and services leveraging deep customer insights and anticipating future needs?



How KPMG can help

- Leveraging our industry expertise to smooth your transition to a future-fit life sciences organization
- Developing and testing new business model opportunities, using a design-thinking approach
- Using our experience and tools to deliver successful outcomes at every stage of your journey

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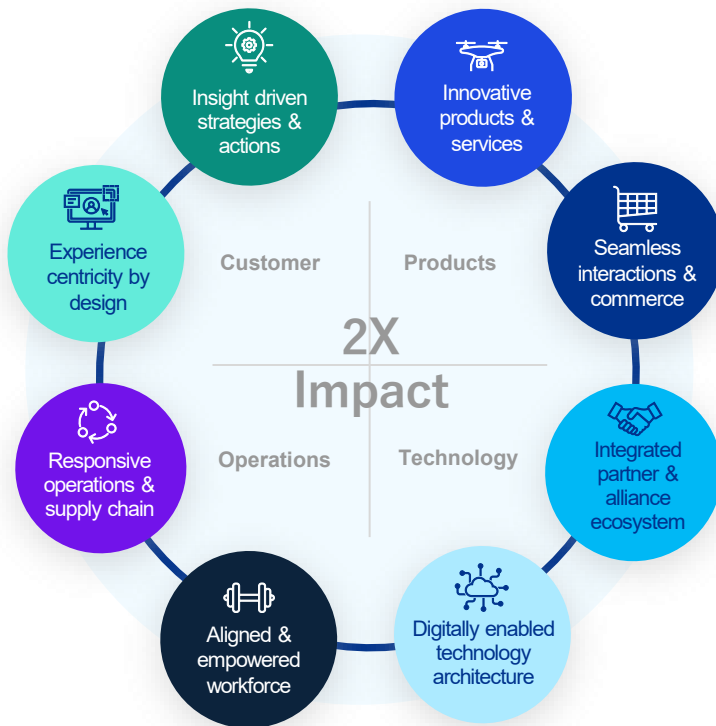
The right prescription for provider compliance

A patient assistance foundation for a global pharmaceutical manufacturer became ensnared in its own success. The foundation, which enabled uninsured and underinsured patients to continue receiving medications free of charge, realized that its traditional spreadsheets could not adequately monitor more than 50,000 prescribing physicians, nor easily visualize results at the individual or whole-program level. KPMG used the latest analytics, automation and machine learning technologies to develop an advanced predictive risk monitoring tool that automatically scans millions of rows of data to detect potential fraud, waste and abuse.

We work with you to get things done.

What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office and back office integrate seamlessly to support your brands, products and services, interactions and workforce.



Make the connection



Generate business value at every stage of your transformation journey



Build an insights-driven, digital and customer centric business



Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to enable agile, high-speed innovation

Contact us



Dipan Karumsi
Principal, Advisory
Procurement & Outsourcing Adv
KPMG LLP
T: 614-249-2384
E: dkarumsi@kpmg.com



Michael Ricci
Managing Director, Advisory
C&O Commercial
KPMG LLP
T: 484-252-6705
E: michaelricci@kpmg.com



Rick Rose
U.S. Lead, Connected
Enterprise, Commercial
KPMG LLP
T: 267-256-2759
E: emrose@kpmg.com

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