

Our life sciences-specific services include:

- Health Intelligence Platform
- Clinical Research Optimization
- Patient Safety Services
- Health Outcomes and Economics
- Market Intelligence
- Health Management

The resulting architecture has five service layers:

- Overall Solution Stewardship
- Foundational Data Services
- Core Business Intelligence Services
- Health Intelligence Business Solutions

## Life Sciences Companies Strive to Demonstrate Product Safety, Efficacy and Value

Life Sciences companies are facing new pressures in the 21st century, yet are handicapped by the outdated business models and inefficient processes of the 20th century. Biopharmaceutical companies spend nearly \$1 billion to bring a new drug to market<sup>1</sup>, and often have less than ten years to recoup their investment. Several well-publicized withdrawals have resulted in increased scrutiny questioning the true value and long-term safety of approved products. Such scrutiny will further escalate the research costs to address issues of safety, efficacy, cost and value. In addition, life sciences companies have minimal direct contact with patients who benefit from their products and risk losing touch with physicians and medical institutions that prescribe them. As health informatics changes the way in which medical evidence is generated and applied at the point of care, life sciences companies are finding current sales and marketing strategies less effective.

To meet these new challenges, you will need to increase your ability to generate evidence to promote appropriate drug usage, mitigate drug safety issues, accelerate time to market, strip costs out of drug development and post marketing support processes, and produce insights to improve marketing strategies and product detailing. Accomplishing these objectives requires better access to healthcare and scientific data, intelligent applications to generate actionable insight, and more efficient core processes infused with health intelligence.

## Health Intelligence Solutions: Manage Your Information as a Strategic Asset

CSC is well equipped to help you demonstrate product safety, value and efficacy, as well as reduce costs through our Health Informatics Solutions. We build robust platforms to enable you to work with customers and research partners to improve the efficiency and effectiveness of the health system as a whole, monitor safety and conduct observational studies on certain drugs and medical devices. Our life sciences-specific services include:

- **Health Intelligence Platform:** Access, aggregate and analyze scientific, clinical and other healthcare data from sources within and outside the organization
- **Clinical Research Optimization:** Improve productivity of clinical research by organizing existing scientific and clinical trial data and augmenting it with external sources of healthcare data to conduct exploratory analysis, design more targeted studies and speed patient recruitment
  - **Research Network Access:** Link to provider/patient networks to accelerate drug discovery, clinical research and observational research processes

<sup>1</sup> Pharmaceutical Industry Profile: 2007" PhRMA <http://www.phrma.org/files/Profile%202007.pdf>

- **Patient Safety Services:** Monitor patient safety in real-world conditions; retrospectively and in real-time
- **Health Outcomes and Economics:** Measure and benchmark the value, cost and outcomes of medications and devices in real-world conditions
- **Market Intelligence:** Analyze patterns of product usage to guide sales strategy and approaches to provider detailing
- **Health Management:** Improve outcomes and appropriate use while controlling costs by developing programs to manage the health of populations and individuals

### Health Intelligence Framework: A Modular Approach

CSC's Health Intelligence Framework is an open modular approach to deploying new solutions that allow you to add capability while leveraging your existing assets. This method layers the customizable but independent services required to transform data into actionable knowledge that is infused into your core processes (see Figure). It minimizes cost and risk by building data management, analytic and decision support capabilities from generic modular services that are leveraged by a range of users with similar needs. Rather than re-inventing basic services, your team can focus on driving core business processes.

#### About CSC

The mission of CSC is to be a global leader in providing technology enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

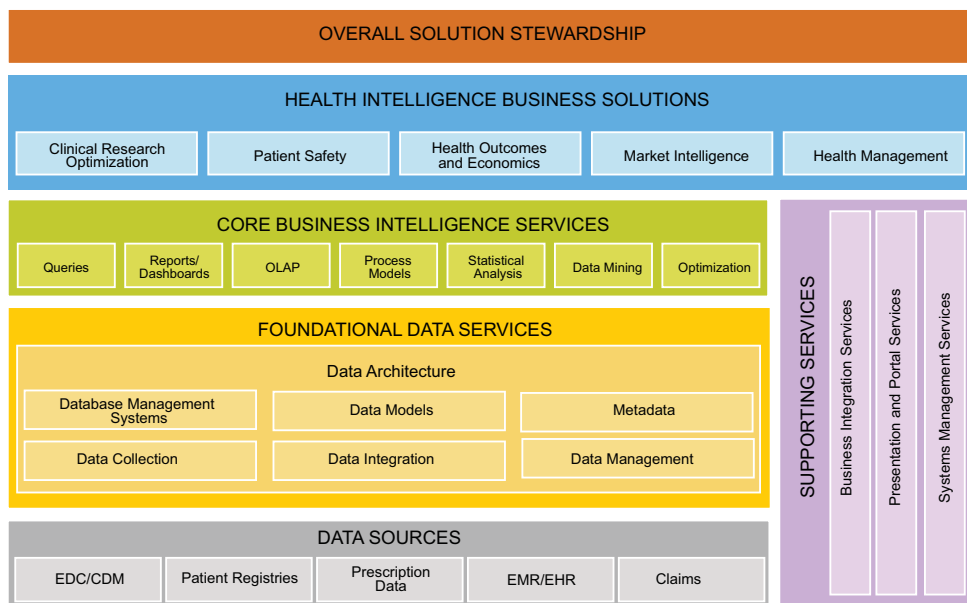
For more than 45 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

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The resulting framework has five service layers:

1. **Overall Solution Stewardship:** Planning, monitoring and coordination/control of business solutions, including the creation and management of business, technology and governance models for sharing and using information within and between internal and external organizations
2. **Foundational Data Services:** Data collection, integration and management services operate on the enterprise wide architecture and serve as the "single source of truth" upon which business intelligence services operate
3. **Core Business Intelligence Services:** Wide range of analytical and reporting methods
4. **Supporting Services:** Standard services required for system operations such as presentation, user access and business/workflow management
5. **Health Intelligence Business Solutions:** Application of core business intelligence and supporting services to deliver specific strategic and operational objectives

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