

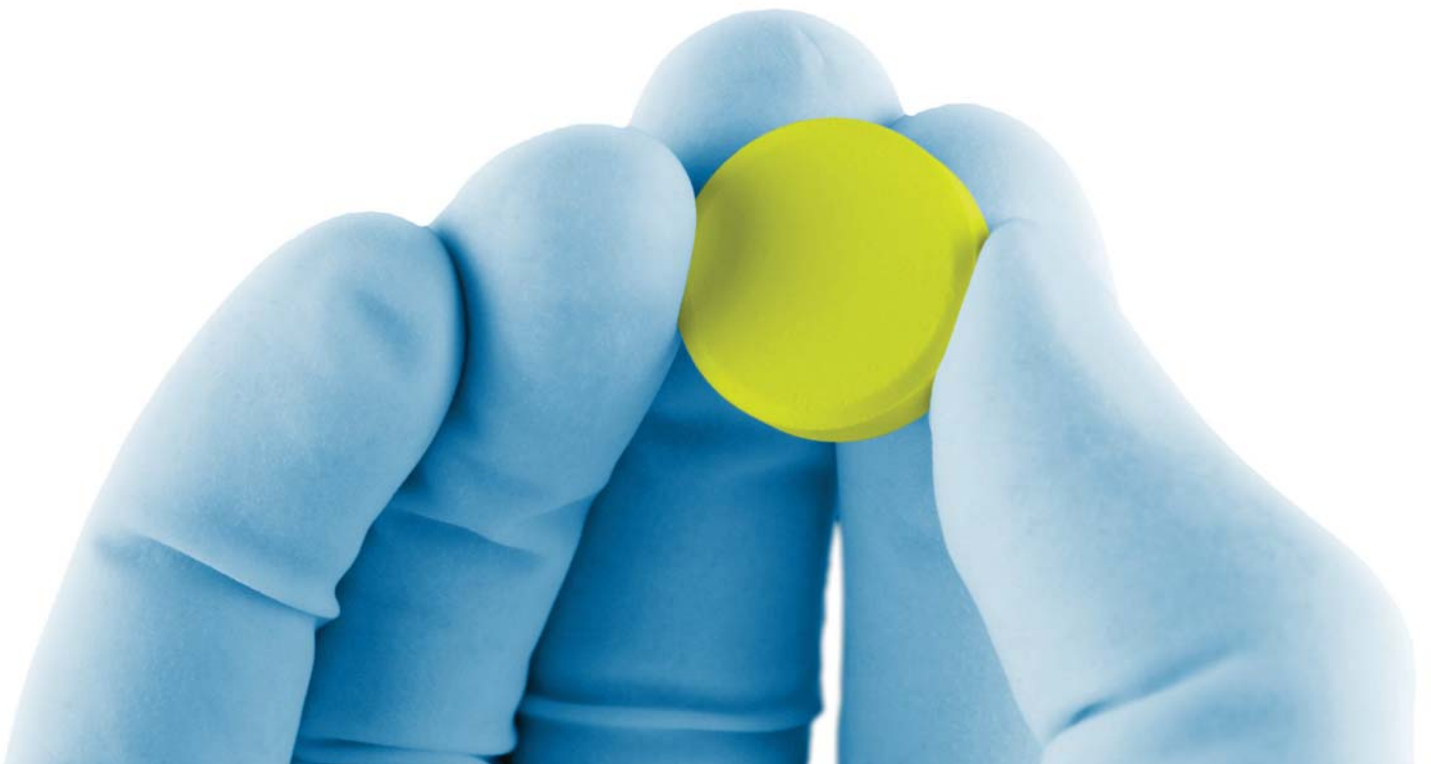
The background of the entire image is a close-up, top-down view of numerous round, textured pills. Most are a vibrant blue, but one pill in the lower right quadrant is a bright yellow, standing out from the rest. The pills are scattered across the frame, creating a dense, textured pattern.

**CSC**

**WHO KNOWS MORE  
ABOUT YOUR PRODUCTS' PERFORMANCE  
THAN YOU DO?**

**Some providers, payors and regulators may already know more.**

Many others are working on it.



## WHAT CAN YOU DO TO STAY AHEAD OF, OR COLLABORATE WITH, THOSE WHO ARE SEEKING TO REDUCE COSTS AND IMPROVE OUTCOMES?

Life sciences companies have overwhelming amounts of data. It's stored in disparate areas of the enterprise and across a variety of business partners — and has become an enormous, but often under-utilized asset. Meanwhile, vast repositories of healthcare and research data are being amassed by others including academic medical centers, health systems, payors, regulators and associations. Why are many biopharmaceutical and medical device companies making data access and use a top priority? Because they need to respond to the opportunities and threats associated with these global trends:

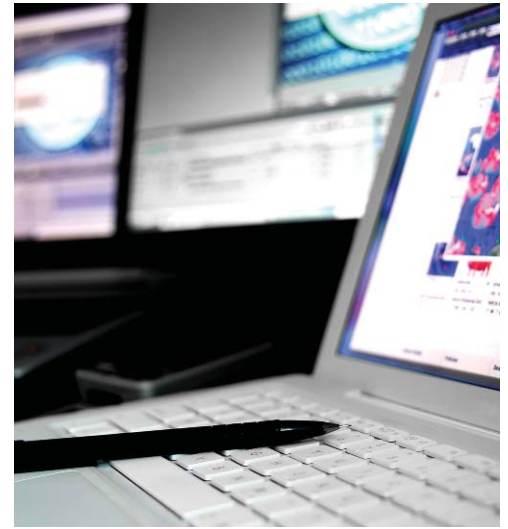
- Accelerated adoption and meaningful use of Electronic Health Records (EHR)
- More rigorous safety monitoring efforts by regulators
- Increased emphasis on demonstrating comparative effectiveness
- Increased genetic profiling of patient populations

## ENTER CSC

We will help you identify and access internal and external data assets to gain insights that can drive meaningful improvements in clinical care, operational efficiency, market positioning, and financial performance. And we are well aware of the growing body of data from a number of sources to better monitor the safety and comparative effectiveness of your marketed products and drive future product development decisions.

**Bottom Line:** It's all about the data and your company's ability to derive insights on product performance better than anyone else. You should be in the best position to do this, but are you? The incentives for leveraging all available data are increasing — globally — and so is the risk of not doing so. Perhaps the question should be:

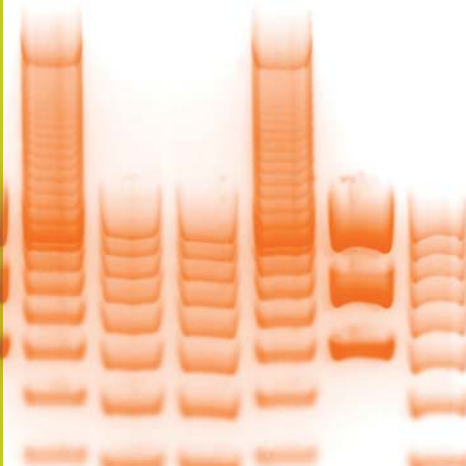
**How soon will others know more about your product than you do?**



## MAKE YOUR BUSINESS HEALTH INTELLIGENT

Historically, research organizations have excelled at collecting and analyzing vast and complex data required for individual studies. The side effect? Robust data management and analysis at the study level — with silos of data, often in different data formats, and using different coding schema.

It's time to reposition your capabilities to use all available data to continuously derive clinical and economic benefit. Move beyond siloed data and study focused analysis, and start at the top to implement an approach to enterprise-wide access to internal and external data assets. This approach will enable your organization to get the full value out of available data assets and more rapidly incorporate new external data assets into daily operations.





## LOOKING FORWARD

Companies that utilize next generation health intelligence will have a broader and deeper understanding of the impact of their products and treatment protocols on patient populations by proactively using all available data including:

- Clinical trials
- Safety data
- Registry data
- Claims data
- Electronic health records (increasingly linked to genetic data)
- Patient reported outcomes

By mobilizing your organization to identify, manage, analyze, and leverage these strategic data assets, companies can achieve what CSC calls Enterprise Health Intelligence.

## Case in point

**Background:** A world renowned top ten pharmaceutical company focused on innovative diagnostics and therapeutic products came to CSC with a problem leveraging and accessing data sources to address a competitive challenge.

**Solution:** CSC helped this client to create a Health Analytics Center of Excellence (COE) to proactively improve the return on investment that went into developing the organization's overwhelming number of data assets. The COE enabled research teams to quickly locate and re-use clinical data to generate new medical evidence, improve timely response to regulatory inquiries and better address product safety issues. At the same time, the global organization was able to reduce the time and cost involved in generating post-market publications, generate new hypothesis for development/research and respond to quickly counter competitive claims about comparative effectiveness.

**Result:** The organization now produces 60 percent of its post market publications from this center while reducing post-market study cycle times by 30 percent.

# WHY CSC?

## DOMAIN LEADERSHIP

Examples of our Health Intelligence experience and domain expertise include the following:

We're part of the Observational Medical Outcomes Partnership (OMOP) whose goal is to determine whether it is feasible and useful to analyze existing healthcare databases to identify and evaluate safety and benefit issues of drugs already on the market. We are working on the OMOP team to build and manage the computing environment, known as the OMOP Research Laboratory, and operate it for OMOP.

We are part of a consortium actively monitoring the safety of the H1N1 vaccine. We're providing data aggregation and analysis services which involves rapid monitoring of claims and registry data at health plans and state registries across the US.

We're working with the National Institutes of Health to develop the Biomedical Translational Research Information System (BTRIS). This system provides a common set of tools for all NIH Institutes to manage, analyze and share data.

We developed and host the Blue Cross Blue Shield Association's Blue Health Intelligence database that aggregates data on 56 million patients from regional Blue plans.

We are implementing electronic medical records covering 60 percent of the United Kingdom.

Daniel F. Foltz, head of CSC's Health Intelligence group, co-chairs the Industry Advisory Board of the American Medical Informatics Association (AMIA).





## HEALTH INTELLIGENCE CENTER

CSC's Health Intelligence Center works with providers, payors and biopharmaceutical companies to derive value from health information.

Our services include:

- Development of business-driven health intelligence strategies
- Development and management of data repositories
- Data analysis
- Cloud computing
- Support for collaborative research programs with research based institutions, payors and public health agencies
- Solutions to optimize study design, patient recruitment, safety surveillance, outcomes research and market research
- Evaluation of data sources

Count on CSC for an innovative approach to industry challenges with solutions developed through significant domain knowledge and experience. Our World Sourcing delivery model helps companies reduce cost and improve quality by utilizing a combination of on-site, off-site and offshore resources.

For more information visit [www.csc.com/healthinformatics](http://www.csc.com/healthinformatics) or contact us at [lifesciencesinfo@csc.com](mailto:lifesciencesinfo@csc.com)





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#### **About CSC's Healthcare Group**

*CSC's Healthcare Group serves healthcare providers, health plans, pharmaceutical and medical device manufacturers, and government health agencies around the world. CSC is a global leader in transforming healthcare and medical research through the effective use of information.*

*CSC's advanced capabilities include systems integration, business process outsourcing and management consulting. Headquartered in Falls Church, Va., CSC has approximately 92,000 employees and reported revenue of \$16.2 billion for the 12 months ended July 3, 2009. For more information, visit the company's Web site at [www.csc.com](http://www.csc.com).*