



## The Cognizant – Philips alliance

# Accelerate discovery and development to drive human-centered patient outcomes

### Finding patients where they are, when they need care

When the world turned to technology and virtual experiences in the face of a global pandemic, there was an accelerated shift in how people chose to interact not only with their loved ones but with their physicians, clinical trial investigators and even the manufacturers of drugs or therapies.

The typical focus on acute, episodic care has driven a one-size-fits-all approach to healthcare and stymied the broad adoption of end-to-end digital health solutions. However, patients have evolving expectations and want to feel understood, cared for and enabled to take control of their health — whether participating in a clinical trial or living with a chronic condition.

### Meeting the demands to manage costs and increase speed to market

Today's biopharma and medical device companies must deliver both clinical efficacy and measurable health outcomes — all while reducing costs and increasing speed to market.

Throughout the global pandemic, it has been clear that the pace of innovation must accelerate to address immediate, critical health needs around the world. The key to efficiently accelerating the process lies in the secure and compliant collection, management, analysis and application of data insights from across the life sciences enterprise and throughout investigative and care processes.

### Connecting the data to enable human-centered outcomes

Integrated, connected devices, apps and data open new possibilities for clinical trial design, application of data insights and discovery of novel patient treatments. And while data privacy and security are critical, patients are also more willing to share their data to support research and development of new drugs and therapies.

If secure patient information and experiences are connected on a single platform and accessible across the organization, new, data-driven operating models will emerge that will accelerate R&D, uncover new commercial opportunities and drive improved outcomes.

### Patients are ready

65% of patients surveyed at an academic urban emergency department said they would immediately be willing to share some of their digital data with health researchers.

E. Seltzer, J. Goldshear, S.C. Guntuku, et al. "Patients' willingness to share digital health and non-health data for research: a cross-sectional study." BMC Med Inform Decis Mak 19, 157. August 8, 2019. <https://doi.org/10.1186/s12911-019-0886-9>

# Cognizant®

## Our offering: the Cognizant – Philips advantage

The future of digital health must link people to their care through personalized user experiences supported by a connected ecosystem of care.

The Philips HealthSuite platform is a scalable cloud-based platform built on the powerful Amazon Web Services (AWS) Cloud. The HealthSuite platform provides healthcare certifications (HIPAA, Hi-Trust, GDPR 13485) in a secure platform with industry-leading interoperability and plug-and-play integration for consumer devices and more than 100 medical devices.

Through this Alliance, Cognizant's digital engineering capabilities and deep industry knowledge will help clients define, develop and deploy end-to-end digital health solutions with unmatched speed on the Philips HealthSuite Platform.

Newly empowered by these digital health capabilities, healthcare, biopharmaceutical and medical device organizations will be able to more quickly gain actionable insights from clinical and consumer health data, make better research and clinical decisions, and bring new compliant, digital health solutions to patients faster.



### Personalizing the Patient Experience

- Deliver improved experiences for patients
- Help caregivers and patients better manage treatments
- Drive increased patient engagement and adherence



### Capturing New Commercial Opportunities

- Support improved health outcomes and value-based care
- Securely and compliantly collect, manage, analyze and apply data insights
- Speed time to market



### Connecting the Ecosystem

- Enable new models of care for better engagement across the ecosystem
- Empower innovation in the discovery and development of new services, devices, drugs and therapies

## Get started with Cognizant and Philips

1

### Identify Outcomes

We quickly engage with our life sciences clients to listen and understand.

- What is your digital health objective and where are you on your journey?
- Is your cloud journey accelerating your processes?
- How are you modernizing your IT infrastructure?

2

### Accelerate Forward

With a human-centered approach, we design and implement future-proof solutions tailored to your needs by product, category or geography. Our life sciences experts will deliver results efficiently, with unprecedented speed.

3

### Innovate Continuously

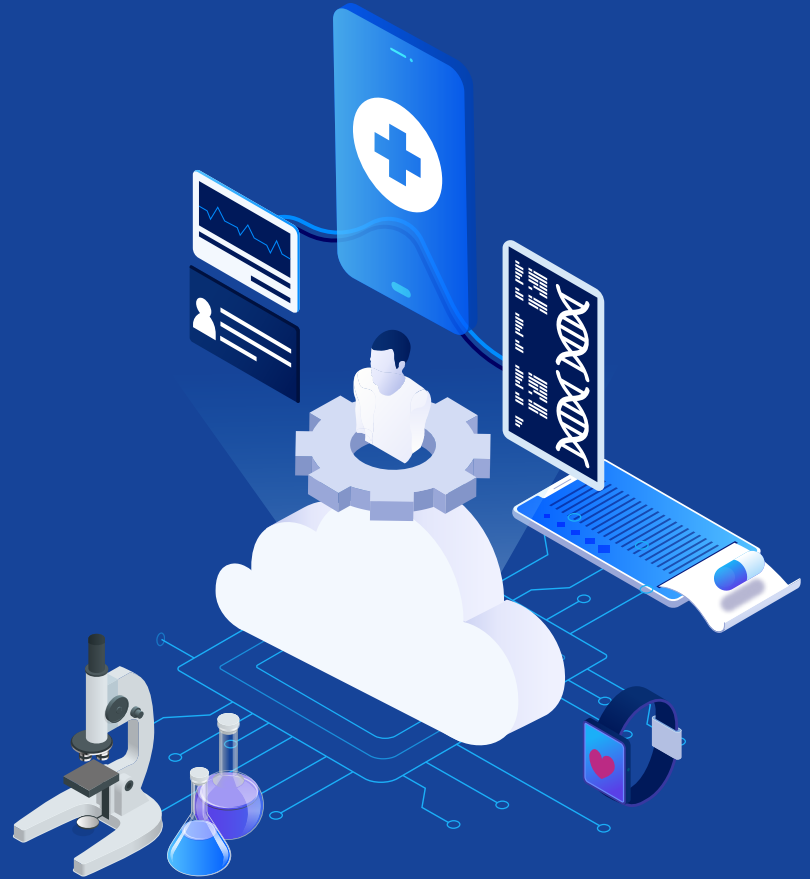
Through Cognizant's digital engineering and human-centered design capabilities, we help our clients unlock opportunities and enable creativity and innovation through the Philips HealthSuite platform.

# Why Cognizant & Philips? Orchestrating the future of digital health

Together, Cognizant and Philips will support our life sciences clients as they orchestrate the future of digital health, shifting away from a focus on solutions for episodic and acute care to a new model of care that engages patients and caregivers to proactively manage health.

Our extensive experience in delivering digital health solutions and our teams' deep domain expertise will help our clients leverage the power of the Philips HealthSuite Platform—recognized for achieving the highest levels of security and regulatory compliance<sup>1</sup>—as they transform their organizations to increase the cycle of innovation and speed to market for new services, devices, drugs and therapies.

The Philips HealthSuite Platform and Cognizant's digital engineering and human-centered design capabilities will enable end-to-end connectivity across the life sciences ecosystem—unlocking new insights and opportunities and supporting the goal to bring new solutions to patients faster than ever before.



<sup>1</sup>Forrester report, Enterprise Health Clouds Q3 2019

## About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.

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