

Navigating digital transformation in life sciences

Competitive, regulatory, and technological pressures are continuously reshaping the healthcare landscape.

Next-generation technologies and the explosion of data are enabling more personalized, niche treatments for patients. The costs of developing innovative drugs are escalating, alongside pressures to reduce the costs to consumers. Meanwhile, the global regulatory scene grows more complex, with organizations facing hefty fines when adverse events or recalls happen.

One constant remains: every player across the entire healthcare spectrum is working toward improving long-term health outcomes.

But the challenges are vast:

- Disconnected and inflexible systems make work inefficient and frustrating across the entire lifecycle from innovation through post-market surveillance
- Information siloes limit cross-functional research and limits globalization
- Complexities create poor experiences for clinical trial patients and post-launch consumers
- Disjointed work processes and systems make it difficult to track compliance issues and prioritize risks

Collaboration—both within organizations and with providers and patients—is critical.

To advance as a leader, life sciences organizations must find ways to improve data sharing, data transparency, and interoperability.



ServiceNow helps life sciences organizations tackle these operational challenges to create cohesive processes and systems that improve the experiences of patients and employees.

Improving the patient experience

Patients and consumers need an easier, faster way to get critical information about their prescription drugs, especially if they're involved in a clinical trial.

ServiceNow helps facilitate a smoother and more empowering experience for clinical trial patients. Our solutions help you every step of the way—from accelerating the onboarding process, to creating outlets that keep patients connected and informed throughout their care journey, to improving compliance and reporting. And ultimately, a great clinical trial experience creates loyal, long-time customers.

Creating cohesion to move faster

Move out of the siloed approach that leads to delays, inaccuracies, and employee frustrations.

The Now Platform® integrates with your existing work processes and systems, giving you a centralized hub for action across the front, middle, and back office. Everyone gains a clear line of sight into the data they need and the actions in progress.

We'll also help you intelligently automate manual business process so that any issues—such as adverse events related to a drug—are addressed and resolved faster.



Life sciences customers that rely on ServiceNow

150

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pharmaceutical &
medical device
companies**

About ServiceNow for life sciences

With the Now Platform®, life sciences, pharmaceutical and medical device companies can move faster, work smarter, and create better health outcomes.

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