Driving positive outcomes
Digital Reinvention™ in life sciences

Disruption has fundamentally changed the life sciences industry

- 49% of surveyed life sciences executives report that traditional value chains are being replaced with new value models
- 48% of surveyed life sciences executives say that boundaries between their industry and others are blurring
- 55% of surveyed life sciences executives say that competition is coming from new and unexpected places

Life sciences executives recognize the imperative to digitally reinvent their business

Digital transformation
Digitize entire aspects of a business, producing consumer experiences that support individuals’ needs or wants

Digital Reinvention
Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

Life sciences businesses need to seize the digital advantage

To learn more, please visit ibm.biz/drlifesciences

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