

Accenture Life Sciences
Patient Inspired. Outcomes Driven.

NEW SCIENCE

Pharma's New Growth Machine



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Change is constant - and in Life sciences that couldn't be more true. The difference is that now that change comes with great opportunity.

The industry is facing compressive disruption --- this is where a series of innovations, macroeconomic factors and other changes combine to squeeze profits overtime.

At the same time, it is facing tremendous opportunity as advances in science and technology combine to enable companies to deliver new, more targeted and effective treatments than ever before.

So we wanted to understand what was driving exceptional growth in this emerging landscape.

How are some companies thriving amidst the disruption?

Our research uncovered that there is a new category emerging that is driving the lion's share of industry growth.

This new category involves treatments that have a new mechanism, modality, indication or emerging health technology —and they serve an unmet need, exceeding the current standard of care:

And in many cases, those in this category also involve a technology companion – think of Abilify myCite.

And in a small, but rapidly growing group, it can be just the technology itself.

Omada Health is one example involving a digital behavior change program personalized to support people at risk for or living with chronic conditions.

We call this collective category “New Science.”

Our research estimates that New Science will drive more than 50% of the industry's sales between 2017 and 2022.

This unique category of science will profoundly shape what treatments and solutions life sciences companies develop...

...who they collaborate and compete with

...and how they manage costs and risks.

Now, on the topic of risk.

Our research uncovered something unconventional.

The prevailing wisdom has always been that these specialized, more complex treatments cost more, and therefore are riskier.

And it's true that they generally do cost more.

But those treatments in the “New Science” category are more likely to reach and pass regulatory review --- and in some cases, do so faster.

The other exciting thing we learned is that those companies who are leaders in New Science are investing a great deal more in data, digital and genomics than their peers.

In fact, 6 to 7 times as much.

So a new day is dawning in Life Sciences.

New Science will drive exceptional growth in the industry.

What will be your path be in new science?

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