



**Life Sciences Commercialization**

**TECH AND DATA ACCELERATOR**

# How to accelerate and maximize technology and data investments in 2025

While leveraging emerging technology and data remains a challenge, we've seen clients achieve measurable progress - unlocking efficiency and delivering real value to their organizations.

Some of the key factors we've observed that propel forward progress and success include:

- ✓ Centering around the customer
- ✓ Strengthening the data foundation
- ✓ Scaling technology with upward compatibility
- ✓ Building agility into operations
- ✓ Driving adoption and momentum
- ✓ Measuring and improving for sustained impact

This guide will help you identify opportunities areas to strengthen your data and AI foundations, optimize commercial operations, and elevate patient and provider engagement.

You can use this guide on your own with your team, or reach out to [Refresh2025@BeghouConsulting.com](mailto:Refresh2025@BeghouConsulting.com) for a tailored, hands-on session from Beghou.

# Centering around the customer

Being more intentional about having patient and provider success be the guiding principle for organizing data, teams and processes, prioritizing initiatives, and sharing cross-functional insights.

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
Our cross-functional teams and goals are structured in a way that enables coordinated, high-value customer experiences.					
We share data and insights across teams and customer sets <i>(e.g., incorporating local knowledge and influences across patients, accounts, and payers).</i>					
We prioritize initiatives by potential impact on customer success.					

# Strengthening the data foundation

Prioritizing investment in a strong, AI-ready customer data ecosystem – integrating both unstructured and structured data (e.g., claims, lab scans, open notes, patient voice, etc.)

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
We have identified all relevant data use cases and addressed potential data gaps to meet our objectives.					
Our data provides a complete and dynamic view of the patient journey, incorporating both structured and unstructured real-world data such as labs, scans, open notes, and patient voice.					
Our data is managed and structured in a way that supports AI models and other advanced analytics tools.					

# Scaling technology with upward compatibility

Implementing platforms and tools that are flexible and modular - designed to meet today's needs while evolving to support additional brands, new therapeutic areas, and evolving regulatory and privacy requirements.

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
<p>Our tech prioritization framework evaluates use cases by balancing impact and complexity, ensuring high-impact, low-complexity projects are prioritized for maximum efficiency and value.</p>					
<p>Our technology stack is designed with a "build-upwards" philosophy, incorporating scalable, modular solutions that allow for customization as needs evolve.</p>					
<p>Our AI solutions are designed to adapt and evolve in step with regulatory requirements and data privacy standards.</p>					

# Building agility into operations

Developing more simple, adaptable commercial operations and analytics workflows that allow for increased responsiveness to market and customer dynamics.

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
Systems are in place to monitor and respond to key market dynamics (e.g., <i>physician behavior, competitor launches, etc.</i> )					
Operational workflows are built to pivot quickly.					
Cross-functional teams are empowered with streamlined tools and processes to collaborate effectively and make agile decisions.					

# Driving adoption and momentum

Building trust and uptake with field force and home office teams through transparency, change management, internal champions, upskilling, and communication of early wins and impact.

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
There's intentional change management and clear communications to build trust and share impact.					
Teams are equipped with the skills and / or training needed to maximize the impact of new technologies.					
Key ambassadors and power users are actively championing new technologies, building excitement and momentum.					

# Measuring and improving for sustained impact

Tracking and learning from results and quantitative and qualitative feedback to drive continuous improvement – while also periodically assessing your key priorities for investment and innovation.

ACTION	Doing this well	Not working well	Just getting started	Planning to do this	No plans now
For new technology initiatives, we have set KPIs, performance tracking for quantitative and qualitative metrics, and feedback loops across teams.					
We leverage feedback and data to inform decisions, ensuring sustained impact and adaptability in a changing environment.					
We regularly assess and refine key priorities to ensure investments and innovations align with strategic goals.					





## Need fresh thinking and learnings to maximize your data and technology investments?

Beghou is your partner through change and challenge, maximizing your impact through best-fit data, analytics, and technology.

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