Designing a global IT architecture to support digital patient interactions

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Disclaimer

This presentation and discussion represents the personal views of the speaker and not the view of Sanofi U.S.
Sanofi key facts

A WORLDWIDE PRESENCE

+100,000
EMPLOYEES IN
≈100 COUNTRIES\(^1\)

87
MANUFACTURING
SITES IN
38 COUNTRIES\(^2\)

GLOBAL BUSINESS UNITS & THERAPEUTIC AREAS

OUR 5 GLOBAL BUSINESS UNITS & MAJOR THERAPEUTIC AREAS

DIABETES & CARDIOVASCULAR

VACCINES

SPECIALTY CARE
Rare Diseases
Multiple Sclerosis
Oncology
Immunology

GENERAL MEDICINES & EMERGING MARKETS
Generics
Established Rx products

CONSUMER HEALTHCARE

PUSHING FOR INNOVATION

€5.2 billion
Invested in R&D in 2016\(^3\)

≥ up to €6 billion annual investments by 2020

4 R&D HUBS
across Europe, North America
& Asia

44 PROJECTS
under development\(^4\)

6 KEY INNOVATIONS
between 2015-2020\(^5\)
Growing footprint of digital tools for patients

• Addressing unmet needs through technology innovation
• Supporting education effort and understanding of treatments
• Contributing to better adherence and monitoring
• Multiplication of communication channels
• Increasing personalization of the solutions
Drivers for acceleration and opportunities

- Economic burden of chronic conditions
- Focus on patient experience, leading to increased engagement
- Growing expectations, digital transformation in consumer markets
- Technology innovation in mobile devices and connectivity
- Feedback loops enabling optimization
Architecture framework

• Create global IT capabilities to enable and accelerate transformation

Global operations
Local focus

Business operations
- Governance and oversight
- Service design
- Content creation

Channel execution
- On-line / traditional
- Push / pull
- User experience focus

Orchestration
- Workflows / Business rules
- Cross-channel coordination
- Localization

Data & Integration
- Data standards and analytics
- Secure 3rd party data hosting
Key challenges

- Legacy of fragmented technology landscapes
- Evolving regulations and data privacy laws, variable across regions
- IT architecture choices to enable cost efficiency and scalability
- Change management impacts and required pace of adaptation
- Predictability, documentation and traceability
- New operating models
High level technology requirements

- Standardized technology platform and shared data models
- Distributed infrastructure and operations, following local rules
- Core support pathways and digital content addressing common needs
- Re-useability of the foundation layer and specialization of individual solutions in their context
- Iterative/agile creation of platform components, based on projects implemented in 3-6 months cycles in different regions
Discussion

What technology or operational innovations are most likely to improve data integration across the chain of care?
THANK YOU!