



## What is Digital Transformation and why do Life Science firms need to care?

Every few years, new industry buzz words appear, causing confusion and hype.

One of the current industry buzzwords is “digital transformation” – which is the **foundational change**, specific to **utilizing digital channels** by adapting a **data-driven approach** at the cornerstone of the transformation.

**\$2.1T+**

estimated spending on digital transformation efforts globally<sup>[1]</sup>

**62%**

of executives had an initiative to make their business more digital<sup>[2]</sup>

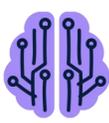
**3x**

more likely for digital-first companies to exceed top business goals<sup>[3]</sup>

[1] IDC Technologies research company  
[2] Gartner  
[3] Adobe

A focused Life Science digital strategy enables **translational, clinical, and medical throughput** to achieve corporate goals, differentiate assets, and **fulfill the medical vision**

Examples of enablers to achieve digital transformation:



**Artificial Intelligence (AI)**



**Augmented Reality (AR)**



**Natural Language Processing (NLP)**



**Robotic Process Automation (RPA)**

While emerging technologies can help enable an organization’s digital change, they are **not the focal point of a successful digital transformation**



## How can you achieve true and sustainable Life Science Experience-Led Digital Transformation?

Transform into a digitally-mature Life Science organization that **anticipates the needs of your customers**.

Acquis Cortico-X enables a cohesive strategy by **reducing the organizational burden** and creating a **seamless intersection of holistic digital solutions** and **therapeutic goals** to achieve your desired outcomes, with a singular focus on the customer.

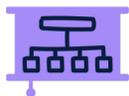
We implement business-guided solutions that unlock the value of digital capabilities through an organization’s:



**Governance & Digital Operating Model**



**Performance Culture**



**Processes and Ways of Working**



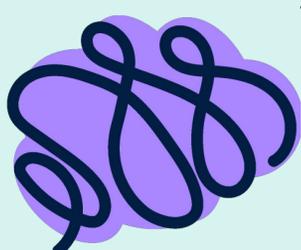
**Data Strategy**



**Technology Maturity**

...to place customer experience at the center of your organization’s digital transformation goals and strategic objectives.

## We bring an experience lens to Life Science digital transformations



Drive **R&D growth** and efficiencies through digital experiences



Imagine how HCPs and patients **experience your brand** through tailored journeys



Establish a **sustainable strategy** around digital innovation and maturity across all aspects of your organization



Develop processes across business functions to harness the power of **data and analytics**



Enable patient-centric cultures, **digital operating models**, and change

This unique combination of **medical subject matter expertise**, business acumen, and **innovative digital transformation experience** enables us to **design and implement comprehensive integrated solutions** for our clients.

**What are your digital aspirations over the next 18 months?**



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