

GLOBAL PHARMA BOOSTER

Leveraging PharmaTech to
accelerate your business

powered by

digital
pharma
lab



hello
tomorrow

What is **PharmaTech**?

New digital entrants, using new technologies to...

Innovate and face the challenges of the pharma industry

New treatment discovery



Clinical trials



Compliance



Propose new solutions competing or completing the traditional pharmacopeia

Medical devices or Digital therapeutics



How can Pharma companies integrate those digital solutions and culture **to leverage this growth potential?**

Digital solutions have become an integral part of new businesses and operational excellence in the pharmaceutical industry.

This can be done with startups who have the agility to quickly develop those solutions, **but finding the right ones and working with them can be challenging.**

« As a pharma, we are only providing a small piece of a patient pathway which is the molecule and treatment, we'd dreamed to be the integrator of all the services and the solutions »



Clarisse Pamies

Head of Digital @Janssen, a J&J company
during the Global Pharma Booster conference



[→ Watch Clarisse's full intervention](#)

The challenges faced by pharmaceutical companies

Some challenges are “historical” as others are linked to the digital transformation of society.

External challenges (non-exhaustive list):

- Economic constraints: price control on medicines and generic drugs, reimbursement issues, cost of R&D, taxes
- Regulatory constraints and policy reforms
- Lack of new molecules
- Innovative versus less innovative drugs
- Slowed market growth
- Unmet medical needs and how to address them
- Emergence of a new innovation ecosystem
- Intensified patient centric approach
- New technologies' impact on pharma
- Technology new comers in the healthcare sector

“Digital Innovation is very key to accelerate R&D processes and outcomes. It takes at least 10 years for new drugs to go to the market and a lot of compounds are lost in the processes. Pharma companies definitively look for how to speed up market access strategies and procedures. Ongoing discussions are taking place with the FDA, EMA, and other payers. Data based innovation and health outcomes measurements can make the difference to create additional value and demonstrate the value to the payers”.



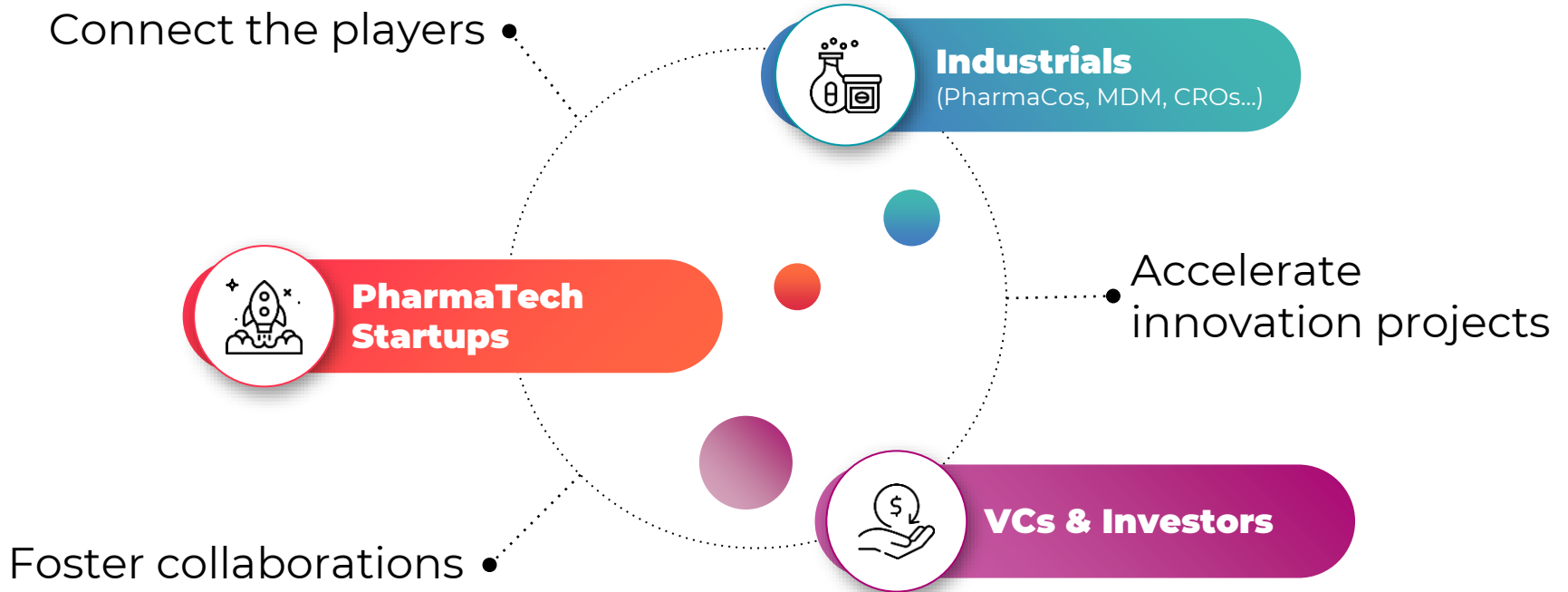
Thibaud Guymard

Global Head of Product & Strategy
Biogen Healthcare Solutions

during the Global Pharma Booster conference



[Watch Thibaud's full intervention](#)



GLOBAL PHARMA BOOSTER

A 5-month global
acceleration program

powered by



hello
tomorrow

6 weeks

PREPARATION

3 weeks

ALIGNMENT

3 months

SPRINT

1

Access

the largest international
PharmaTech & HealthTech
startup community



2

Benefit

from our startup-corporate
agile collaboration methods
and tools



3

Leverage

your collaboration with
business-oriented people
and experts



6 weeks

3 weeks

3 months

PREPARATION

- ✓ Workshop to **formulate your needs**
- ✓ International **startups recruitment** campaign
- ✓ **Selection** committee

ALIGNMENT

- ✓ **Pre-collaboration alignment** workshop
- ✓ Governance & groups creation
- ✓ Tools & methods

SPRINT

- ✓ Regular **meetings**
- ✓ **Agile coaching** with a dedicated Customer Success Manager
- ✓ **Progress tracking**

EVENTS & COMMUNICATION

- ✓ Content & communication **personalised roadmap** pushed by Hello Tomorrow & Digital Pharma Lab networks
- ✓ **Exclusive participation in conferences** organised by Hello Tomorrow & Digital Pharma Lab
- ✓ **Internal and external events** to set the pace and boost your company engagement
- ✓ **1 Virtual Business Trip** to discover startups and accelerators in Singapore, Japan, China and others

July

August

September

October

November

December

PREPARATION

International startup recruitment campaign operated by Global Pharma Booster Team

- ◆ **July 2020**
Selection committee
- ◆ **July 2020**
Virtual business trip

ALIGNMENT

- ◆ **08/09/2020**
Launch conference

Onboarding of teams

Alignment workshop

Groups & governance

SPRINT

- ◆ **22-23/10/2020**
Hello Tomorrow Global Summit

- ◆ **December 2020**
Demo Day

- ◆ **October 2020**
Alignment committee

Regular meetings & progress tracking

Data anonymization allowing the **sharing of sensitive data for analysis purposes** while ensuring patient safety

Development of a digital therapeutics in pain management with patients and HCPs

Unique mapping of the competition and partners by research area: startups, KOL, competition

Fine modeling of good practices in pediatrics / neonat / obstetrics, with data from public-private sources and a datavisualization directly actionable by the teams

Using AI to predict the effectiveness of potential investigative centers before starting a phase III trial

Development of the first patented digital therapy for Parkinson's and neurodegenerative diseases

Use Machine Learning to correlate, explain and predict behaviors based on DNA

Your project 

2,000+ PharmaTech & HealthTech startups worldwide



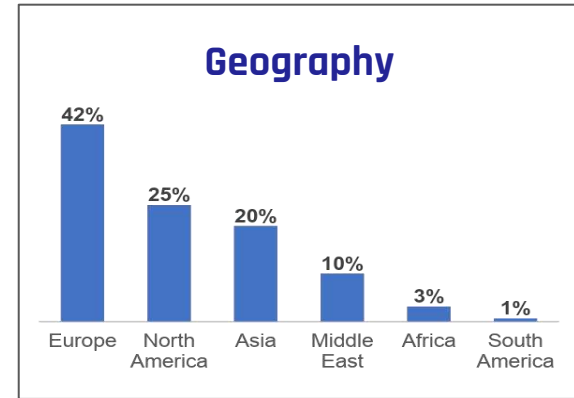
inato



Invenis



MyScienceWork





William Quéré

Partnership & Account Manager

william.quere@hello-tomorrow.org

+44 747 347 2531