

A close-up, low-angle shot of a microscope's objective lenses and stage. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of precision and scientific inquiry. The text is overlaid on this background.

Healthcare & Lifesciences

Support the transformations underway

by Jean-Baptiste Guillaume, Partner

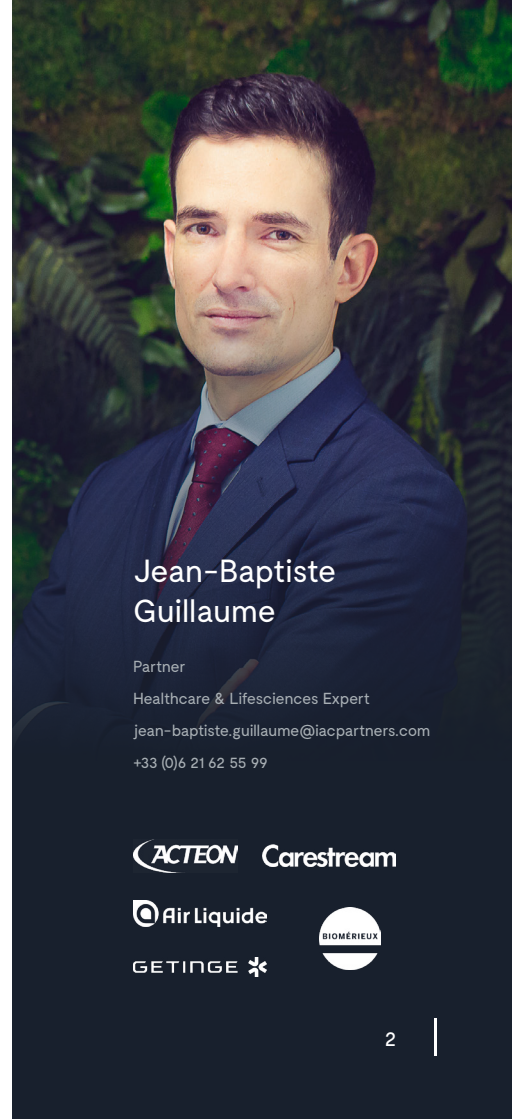
“ *The transformations underway in the Healthcare & Lifesciences sector are deep and sustainable. Cost pressure, normative evolutions, technical innovations and the increasing importance of the patient in the value chain are game changers.* ”

Our clients in the medical sector faced three major challenges in 2018, linked to a need to optimize the global health system: the evolution of business models, the growing interest in the patient's journey, and finally, a continued strong pressure on the direct costs of the equipments.

Equipment manufacturers, as well as healthcare providers, need to adapt their business models to current evolutions of the sector: outpatient hospitalization, e-health, IoT and the use of big data to optimize care. But, evolving towards more services when you are a “pure tech” company, or integrate technology when you are a pure service provider is not easy nor painless.

Patient's journey within the various institutions is also a growing area of work to optimize the quality and efficiency of care and flow regulation within the institutions. We are witnessing a real paradigm shift: a supplier used to offer equipment for health professional, but now his objective is to provide the patient with the best possible care experience. The patient is therefore integrated directly in the development process through the “Living Labs”.

Finally, in recent years, all players of the Healthcare sector have been facing unprecedented pressure on direct costs of equipment, on the time required to develop new solutions, as well as on the amount of new investments.



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Perspectives

Healthcare actors are shaping their next business models to adapt to changes in the entire system. They will gradually refocus on patients' many expectations with a controlled level of intervention and will grow in the cost management maturity.

The digitalization of care, the use of artificial intelligence and the advent of big data exploitation will lead health actors to use the mass of data generated to offer a so-called precise, personalized to each patient (healthcare, decisions, treatments, practices or medical products) medicine.

The reduction of the overall cost of the health system, in particular through the improvement of the patient journey, will allow

the development of "Homecare" solutions. It's not only the taking of medication which can be done at home, but also the control of certain parameters, the installation of equipment or the intervention of specialists.

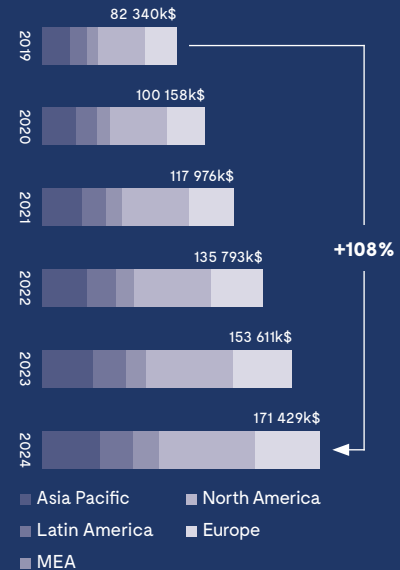
The precision medicine market is expected to double by 2025

The actors concerned will need to adapt their range of products and services with remote management.

Finally, the optimization of the total cost of ownership for equipment suppliers, will lead them to develop predictive maintenance solutions, to ensure their service rates, stay competitive and respond to growing market pressures.

2019-2025 Challenges

Trend in the global precision medicine market by region (\$K)



Source : Persistence Market Research in Journal of Precision Medicine, 2018