

# The Convergence of Health Tech and Lifestyle Brands

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# Health has become the central topic in our lives

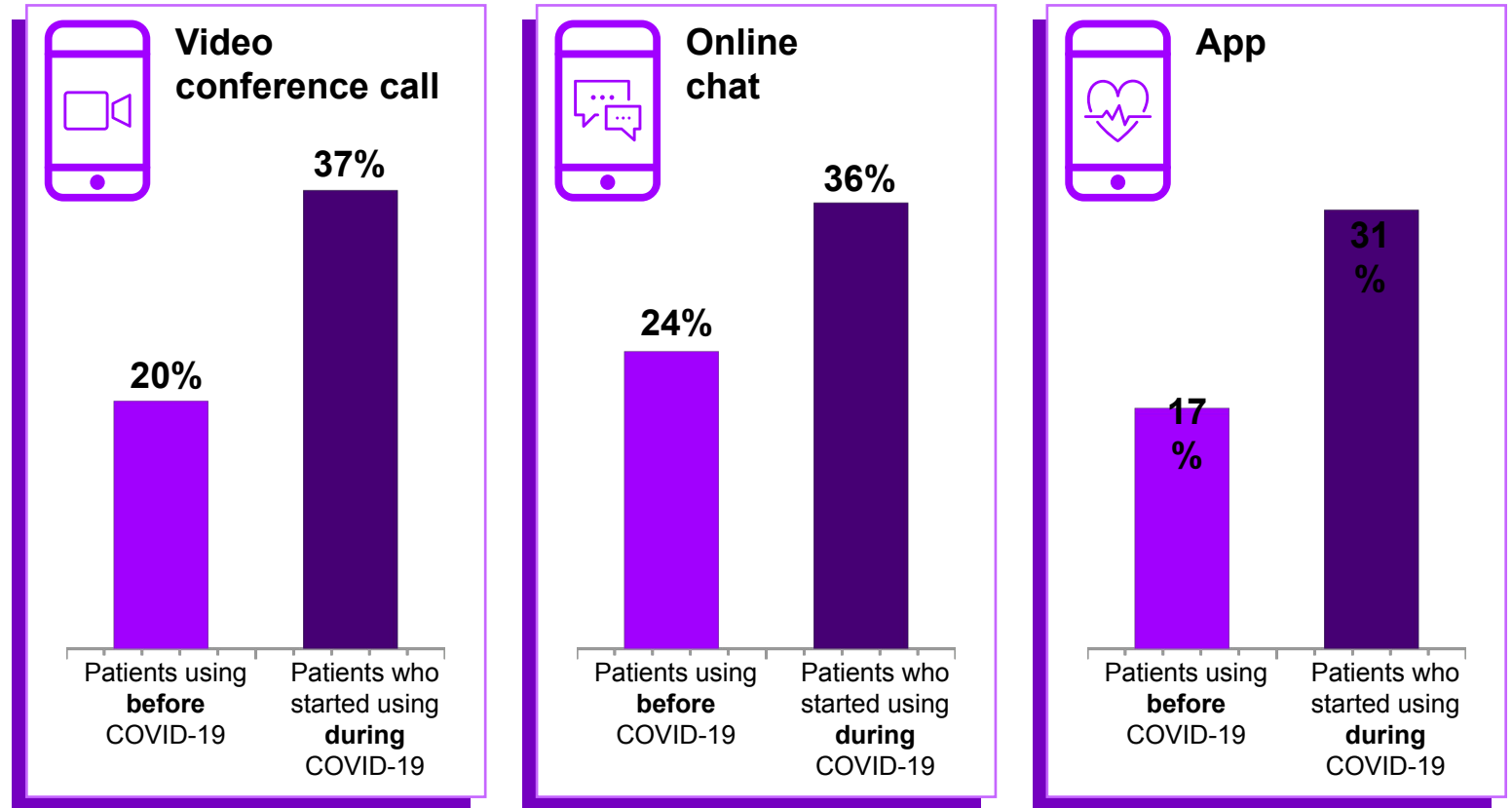
First there was the wearables and health apps boom that brought health data into our hands...

...this led to a huge health & wellness consumerization wave across populations, young and old, all over the world...

**Now, COVID has made us all aware of how fragile our health is, and how difficult it is to access care in a global pandemic – putting healthy people at risk while further jeopardizing those suffering from chronic conditions**

# Additionally, COVID-19 has also accelerated the shift towards digital first and consumerization of healthcare

COVID-19 has boosted the use of virtual tools increased across the board and patients took more advantage of video conference, calls, online chat, and apps.



All numbers based on the Accenture study on How COVID-19 will permanently alter patient behavior, 2020

This has created a new reality for companies across all industries, who try to serve health from their own vantage points

**Life Sciences** leading the scientific development and offering **next gen medications**, leveraging breakthroughs in omics

**Healthcare providers** to **improve efficiency** of care and expand into **telehealth** and serve their clients remotely as well

**MedTech** developing new diagnostic solutions, with an increasing focus on **remote and home solutions**

**Health insurers** push to contain exploding healthcare costs by offering **services** that help manage health and care coordination while enforcing **outcome-based reimbursement**

**Big tech companies** pushing new AI applications that help accelerate development of **new medications**, improve **diagnostics** and develop **personalized services**

**Telco and consumer electronic companies** pushing the consumerization of health services especially around **population health and preventive health**

# Project case study of a lifestyle wearables client

How do we improve and streamline tools, processes, and people to support new device / software development at scale?

## What did we do?



### Discovered

Review existing documents and materials

### Assessed

Gained insights from key stakeholders and users

### Solutioned

Evaluated current state against best-in-class standards and future scale

## What did we find?



### Inefficient Processes

Identify and replace manual processes by associating PLM objects, deliverables and documents for efficient updates

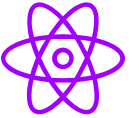
### Suboptimal Tools

Utilize tools and modules to create an integrated ALM/PLM system for improved traceability, document control, and security

### Inadequate Resourcing and Learning Environments

Implement a refined project management process and a robust learning management system to alleviate capacity constraints

## What happens next?



### Foundational eQMS

Optimize and refine current state tools and processes while developing the future state of eQMS

### Automated eQMS

Enhance baseline eQMS through automation to remove manual processes, handle increasing volume or projects, and reduce resource burden

### Improve and Sustain

Perform routine audit of processes and tools and continually address pain points and bottlenecks

**Thank You**

