Powering the Future
of Healthcare ▶

CitiusTech

Life Sciences

Digital engineering, data, analytics, and AI services and solutions to drive engagement, automation, and digital transformation

www.citiustech.com

Who we are

As a strategic partner to some of the world's largest healthcare and life sciences organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem.

With 100% focus on healthcare and life sciences, we are uniquely positioned to optimize complex research and development processes as well as commercial operations, using data driven strategies, digital engineering, advanced analytics and AI.

11 of Top 15
Global Pharma companies
use our services

4 of Top 5
Clinical Research Organizations
(CROs) are our clients

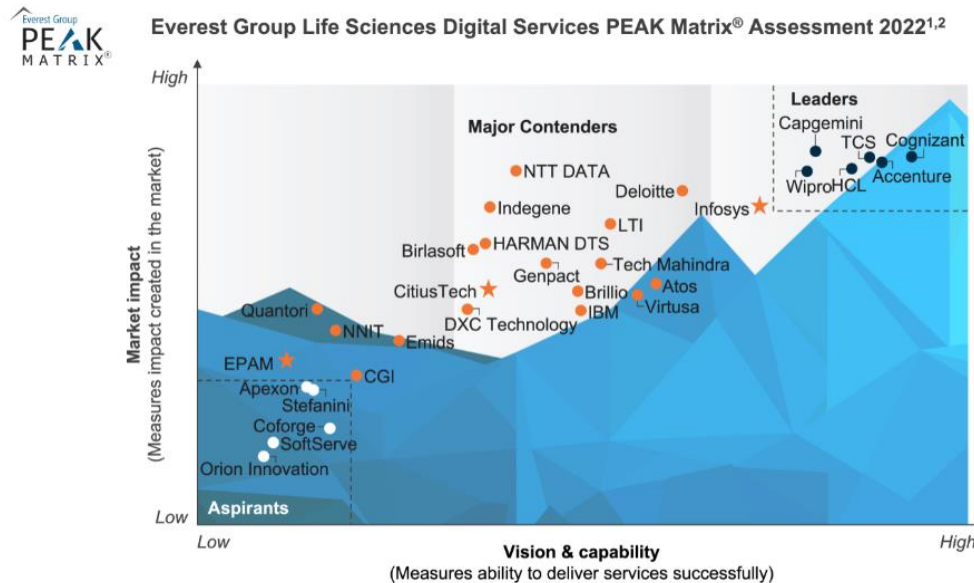# Accelerating transformation and innovation in life sciences

More than 800 professionals at CitiusTech focus on life sciences, providing proven technology and consulting solutions that deliver collaboration and digital innovation.

We help life sciences organizations leverage digital technology to enhance engagement with patients and healthcare professionals. Our deep expertise in clinical data spans enterprise healthcare applications like EHRs and imaging platforms, as well as therapeutic areas like oncology, cardiovascular, neurology, diabetes, and nephrology.

Our technology capabilities are complemented by a team of highly experienced life sciences consultants, with deep, hands-on expertise in clinical research, virtual clinical trials, omnichannel strategies, pharmacovigilance, regulatory compliance, RWD analytics, digital marketing operations, and product lifecycle management.

CitiusTech featured as a Star Performer in Everest Group Peak Matrix for Life Sciences Digital Services Assessment 2022

Everest Group Life Sciences Digital Services PEAK Matrix® Assessment 2022[1,2]

"This is a testimony that our continued investment in digital innovation and Life Sciences domain expertise is making a measurable market impact for our clients and for CitiusTech."

- Shreejit Nair, SVP, CitiusTech

"CitiusTech's domain capabilities, coupled with its consulting competence and investments in bringing right talent onboard, along with its client management skills are well appreciated by clients"

- Chunky Satija, VP, Everest Group

Leveraging next-gen technology to address mission critical business challenges

Real-World Data/ Evidence

- EHR, claims, omics, syndicated and imaging data integration
- Value-based care and HEOR analytics
- Cloud-based data
- management
- CDSS and personalized healthcare

Patient Engagement and Analytics

- Integration of patient engagement tools and devices with EHR, payer systems, claims systems, pharmacy software, etc.
- AI/ML (chatbots, self-diagnoses applications, facial morphing)
- Advanced analytics

Clinical Operations Digitalization

- Transformation of data from wearable, bio-sensors, LIMS, and device integration
- Decentralized Clinical Trials (DCTs), pharmacovigilance and regulations

Next-Gen Commercialization

- Launch readiness and program management
- Omnichannel marketing execution
- MLR automation
- Value-based pricing analytics
- Next-best-action planning
- Analytics-driven HCP engagement strategy

Value Delivery Across

Companion/Education Application	*Remote Patient Monitoring*	*SaMD Filling*
Treatment Pathways	*Disease Progression Models*	*Improved Patient Outcomes*
Improved Collaboration	*Clinical Decision Support*	*Clinical Operations Efficiencies*

Business transformation focus

▶ Accelerating innovation across the clinical value chain through next-gen technologies (mobility, IoT, Cloud, UI/UX), application modernization, data and advanced analytics with AI/ML, and intelligent automation

▶ Driving convergence and analytics throughout the diverse data ecosystem, including imaging, genomics, and FHIR®

▶ Building digital healthcare solutions for a spectrum of patient and professional needs, including IoT and device integration, remote monitoring, telehealth, AR/VR-based imaging, and SaMD

▶ Tapping into deep and wide life sciences consulting expertise through our subsidiary, FluidEdge, including commercial operations, product launches, brand strategy, and lifecycle management

Strong experience across multiple therapeutic areas

Oncology

Cardiovascular

Diabetes

Respiratory (COPD)

Nephrology

Neurology

Dermatology

Success stories: Accelerating digital transformation for leading life sciences organizations

Global leader in biopharma and skincare

Relationship timeline: 2+ yrs.

- **Preferred global partner**
- **Product engineering:** medical imaging, mobile, dose management and patient data analysis (AI/ML)
- **Multiple models: End-to-end** program management, blended teams, strategic staffing
- Product **integration and migration**

Leading provider of renal care solutions

Relationship timeline: 11+ yrs.

- **Digital transformation,** application modernization and development quality analytics
- **Next-gen application development** and long-term support
- **Enterprise data warehousing** for eligibility, claims, referral data, etc.
- Set up QA **Center of Excellence**

Largest biotechnology company in US

Relationship timeline: 3+ yrs.

- **AI engineering:** Custom AI/ML scientific collaboration platform to create, share and refine healthcare data models
- **Cloud native** platform leveraging AWS infrastructure
- Actively used by **2000+ data scientists** for AI/ML model development in medical oncology

Success stories: Enabling commercialization and patient assistance programs for leading life sciences organizations

Global leader in immunology

Relationship timeline: 5+ yrs.

- **Rare disease drug launch:** Determined true market size for the drug and HCP profiles
- **Patient journey mapping:** Analyzed large datasets to map disease progression and factors leading to missed/delayed Dx
- **HCP engagement strategy:** Determined medical unmet needs and recommended HCP engagement strategies

Multinational pharmaceutical company

Relationship timeline: 3+ yrs.

- Designed a **patient assistance program** and created a vendor procurement platform for new drug launches
- **Recommended patient support models** based on assessment of patient journey and market approach
- **Workflow automation** for efficient medication distribution

Leading biopharmaceutical company

Relationship timeline: 5+ yrs.

- **Personalized Medicine:** ML-driven personalized risk prediction for disease progression in patients
- **Integration** with leading EHR to retrieve patient history for generation of risk scores
- Facilitated **HFE/usability studies** as well as **regulatory filing** of the SaMD candidates

About CitiusTech

With 8,000+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem.

We provide strategic consulting, digital engineering, data, analytics and AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

100%
healthcare focus

130+
healthcare clients

50M+
lives touched

4.5/5
client satisfaction score

Key Contacts

Shreejit Nair
Sr. Vice President and Head – Life Sciences
CitiusTech
shreejit.nair@citiustech.com

Scott Shohen
Sr. Vice President – Life Sciences Consulting
FluidEdge Consulting (a CitiusTech Company)
sshohen@fluidedgeconsulting.com

Resources for Life Sciences Executives

www.citiustech.com