Powering the Future
of Healthcare ▶

CitiusTech

Life Sciences

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

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.

5 of Top 10
Global Pharma companies
use our services

2 of Top 10
Clinical Research Organizations
(CROs) are our clients

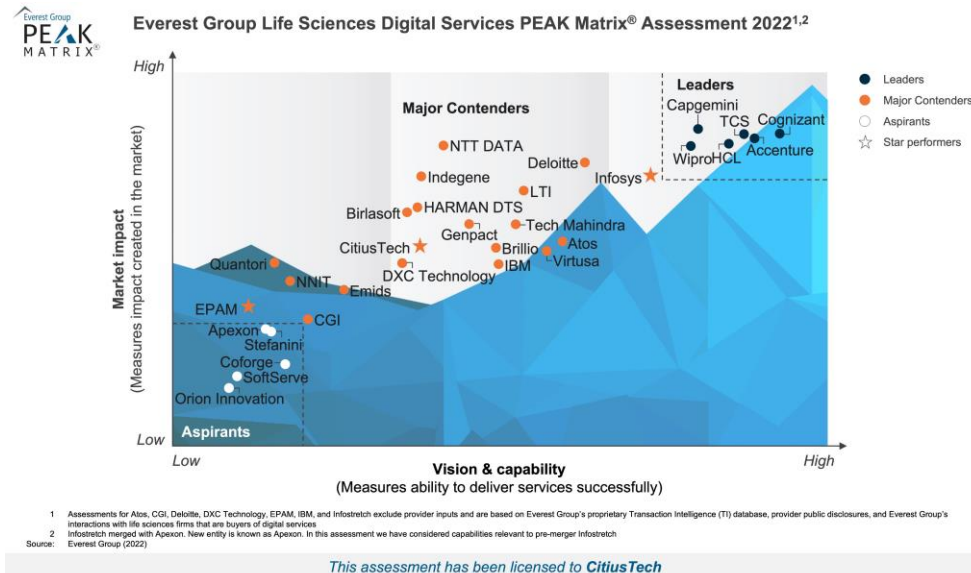## Accelerating Transformation & Innovation in Life Sciences

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 for patients and healthcare professionals. Our deep expertise in clinical data spans across 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 our team of highly experienced life sciences consultants, with deep, hands-on expertise in clinical research, virtual clinical trials, omni-channel strategies, pharmacovigilance, regulatory compliance, RWD analytics, digital marketing operations, and product lifecycle management.

CitiusTech's positioned as a Major Contender and a Star Performer in Life Sciences Digital Services PEAK Matrix Assessment 2022

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

This assessment has been licensed to **CitiusTech**

1. Assessments for Atos, CGI, Deloitte, DXC Technology, EPAM, IBM, and Infostretch exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with life sciences firms that are buyers of digital services
2. Infostretch merged with Apexon. New entity is known as Apexon. In this assessment we have considered capabilities relevant to pre-merger Infostretch
Source: Everest Group (2022)

*"**Everest Group** recognized CitiusTech as one of only 20 "Major Contenders" for 2022, highlighting our mix of digital services ranging from drug discovery and device development to commercial operations coupled with domain-specific consulting capabilities."*

Chunky Satija, Vice President, Everest Group
highlighted "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"

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

Urology

Orthopedics

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 & HEOR analytics
- Cloud-based Data Management
- CDSS & personalized healthcare

Patient Engagement & Analytics

- Remote patient monitoring and management + SaMD
- EHR integration
- Companion & education application development

Digital Engineering & Transformation

- Intelligent automation & RPA
- AI/ML & predictive analytics
- Cloud development
- DevOps & interoperability
- Data management & analytics

Virtual Clinical Trials Enablement

- Patient monitoring application
- IoMT integration
- Clinical trials imaging metadata
- eSource - capturing ePRO, eCOA, wearable and EHR data
- Patient identification & recruitment analytics
- Pharmacovigilance & regulations

Next-gen Commercialization

- Launch readiness
- MLR automation
- Regulatory consulting
- Program management
- Next best action, value-based pricing and analytics

Lab of the Future

- IoT & IoMT integration
- LoTF roadmap & process redesign
- Connected data analytics
- Research productivity

Enabled by a Strong Suite of Technology & Consulting Capabilities

Data Management	**AI/ML & Next-gen Analytics**	**Digital Engagement**	**Management Consulting**

Tech & Consulting Expertise

Data Management	AI/ML & Next-gen Analytics	Digital Engagement	Management Consulting
• Integration	• Data Engineering & Statistical Modeling	• IoT/Device integration	• Omni-channel Strategy & Management
• Interoperability	• AI/NLP	• Patient-Physician Companion App Development	• Launch Planning & Launch Management
• Cloud based DW	• Machine Learning/ Deep Learning	• Cloud based Next-Gen App Development	• Promotional & Medical Legal Review Process
• Big Data	• RPA/Intelligent Automation	• Regulatory Compliance	• Brand Planning, Agency Selection and Mgmt.
• Security	• User Experience	• Computer & Clinical Systems Validation	• Content Management
• Governance			

Domain Expertise

EMR & Registries	AI/ML Partners (JVION, JSL)	Genomics Research Analytics	Mobile App Development	Remote Monitoring & Patient Recruitment
Medical Imaging	Clinical Model	RWD Analytics	Medication Adherence & Analytics	LOE Analytics
Interop (FHIR, HL7, DICOM)	Personalized Medicine	Automated Launch Planning	Patient Journey Mapping	Brand & Product Lifecycle Management
Data De-identification	Decision Support Systems	Physician Segmentation	Next Best Action	SaMD Compliance

Success Stories: Accelerating Digital Transformation for Leading Life Sciences Organizations

Global Leader in Biopharma and Skincare

Relationship timeline: 2+ years

- **Preferred Global Partner**
- **Product Engineering:** medical imaging, mobile, dose mgmt. and patient data analysis (AI/ML)
- **Multiple models: End-to-end** program mgmt., blended teams, strategic staffing
- Product **integration & migration**

Leading Provider of Renal Care Solutions

Relationship timeline: 11+ years

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

One of the World's Largest Biotech Companies

Relationship timeline: 3+ years

- **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 areas like medical oncology

About CitiusTech

With 7,500+ 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 & 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

$420 M
2023 E revenue

Key Contacts

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

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

Powering the future of healthcare ▶

www.citiustech.com