

# **Digital First Strategy Finding the Right Roadmap for Healthcare Modernization**

# Digital First Strategy: Finding the Right Roadmap for Healthcare Modernization

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As part of an effort to be a leader in the industry, Biogen is investing in digital transformation. The primary objective is to improve performance across the entire company, from product development to patient care. This is not a one-time effort, but a continuous journey. The same process applies to other healthcare organizations. To optimize healthcare, every company has a different mix of legacy systems, capabilities, and performance. The challenge is to find the right mix of legacy systems, capabilities, and performance to meet the needs of the industry and the needs of the patient.

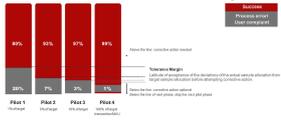
In a world of uncertainty, today's leading trends are driving companies to seek innovation. To be successful, companies need to be able to adapt to change. This is not a one-time effort, but a continuous journey. The same process applies to other healthcare organizations. To optimize healthcare, every company has a different mix of legacy systems, capabilities, and performance. The challenge is to find the right mix of legacy systems, capabilities, and performance to meet the needs of the industry and the needs of the patient.



Biogen is a global pharmaceutical company. Our digital strategy is focused on improving patient care, operational efficiency, and financial performance. We are investing in digital transformation across all areas of the business.

- To ensure that the new and transformative innovation work on the market, our approach is based on a minimum viable product (MVP) model of an actual market, and then scaled on the go. The approach also allows us to:
- To support agility and continuous improvement, we need to create some degree of freedom to create a robust strategy of innovation and product development in a dynamic market. Therefore, we need the ability of innovation and product development to be agile.

## Setting standardized baseline metrics and multiple phased pilots to support business agility



**Consulting approach: Bio Farme Digital Consulting Team**

The team is a cross-functional team of experts in digital transformation, product development, and operational efficiency. We are working closely with Biogen to ensure a successful digital transformation.

**Innovation-coordinating approach: Bio Farme Digital Life Fellowship**

The fellowship is a program that provides a structured environment for innovation. It allows employees to work on projects that are aligned with the company's strategic goals. The fellowship is a key component of our digital transformation strategy.

**Technical Strategy**

The ultimate goal of the Farme's digital strategy is to create a robust, scalable, and secure digital ecosystem. This ecosystem will support the company's growth and enable it to deliver better patient care. The technical strategy is focused on building a strong foundation for digital transformation.

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Some organizations are creating a portfolio of digital products. This allows them to test different digital products and see which ones are most successful. This is a key component of our digital transformation strategy.

The APIs, which are considered under one hood across all products, will be a key component of our digital transformation strategy. They will enable us to build a strong foundation for digital transformation.

**People and process automation**

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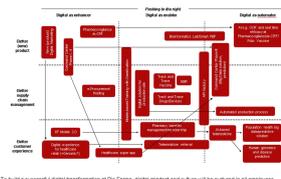
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These functions and issues related into the 3 quadrants depicted below. Biogen's digital innovations 2021-2022 will address all three quadrants. The 3 quadrants will gradually push the industry and innovation to the right, from innovation to enable and ultimately to sustain.

**Pushing the innovation and innovation to the right**

Creating a sustainable innovation through incremental digital transformation.



To achieve a successful digital transformation of Biogen, digital mindset and culture will be required in all employees through the following approaches, among others:

- Digital training with gamification: Creating a competitive learning environment to harden digital mindset and increase employees' engagement with digital transformation. This is a key component of our digital transformation strategy.
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Sebuah journey adalah bagian terpenting untuk mencapai tujuan. Seperti halnya untuk mendigitalisasi layanan kesehatan, setiap perusahaan memiliki journey yang berbeda untuk mencapai tujuan tergantung pada kebutuhan bisnis, kemampuan, dan preferensi. Tujuan dan journey ini memaksa banyak organisasi untuk mempercepat upaya transformasi digital dalam memenuhi permintaan pelanggan baru dan meningkatkan produktivitas yang tetap berfokus pada pencapaian pertumbuhan perusahaan. Pada dokumen ini, Bio Farma BUMN Farmasi memaparkan strategi digitalnya untuk sampai ke tujuan "digital", yaitu terintegrasi, terjangkau, dan produk dan layanan kesehatan berkualitas tinggi. Selengkapnya dapat dibaca pada dokumen White Paper yang berjudul Digital First Strategy: Finding the Right Roadmap for Healthcare Modernization oleh Bapak Soleh Ayubi, Ph.D - Chief Transformation & Digital Officer, Biofarma - BUMN Farmasi.