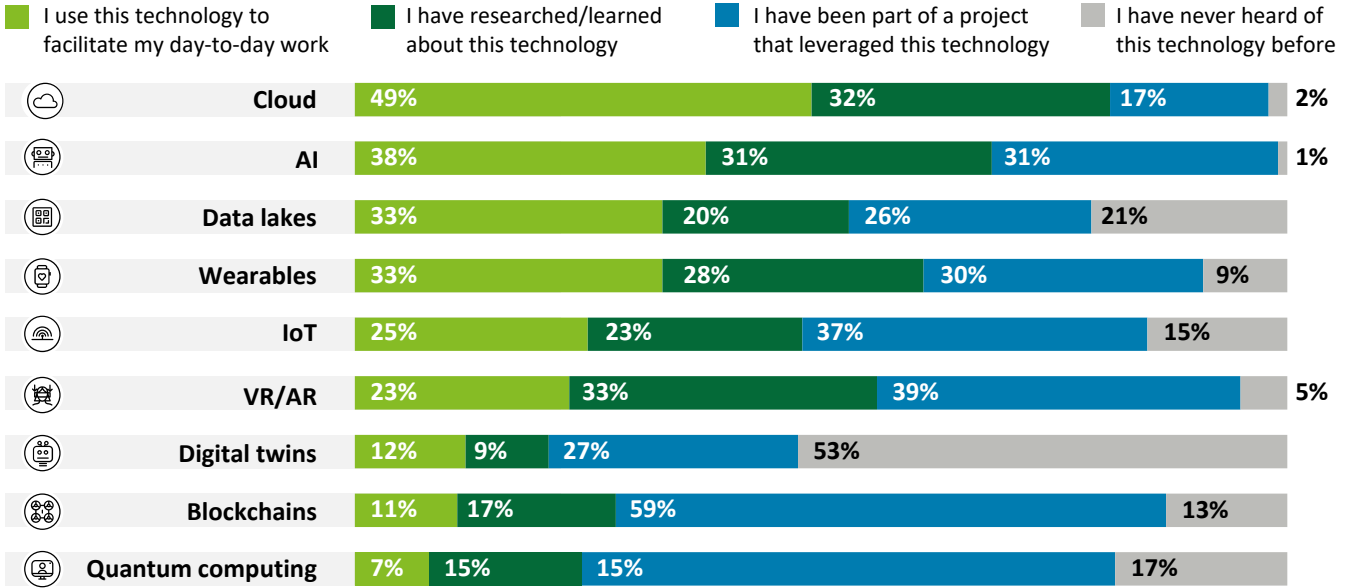


## Biopharma digital transformation

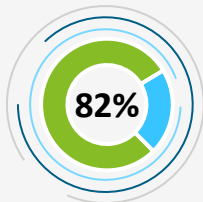
### Gain an edge with leapfrog digital innovation

As the pandemic began, digital transformation roadmaps spanning years were suddenly executed in months, bringing about radical changes in how biopharma companies conduct operations. [Deloitte surveyed 150 biopharma leaders](#) to better understand their experience with digital technologies and the approach to digital innovation in this environment of accelerated change, and here's what we found:

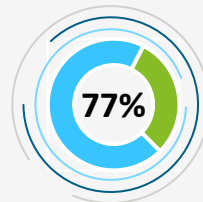
**Certain digital technologies such as the Cloud, AI, Data Lakes & wearables have been adopted in day-to-day operations**



Digital innovation is a burning priority; momentum will likely continue post pandemic

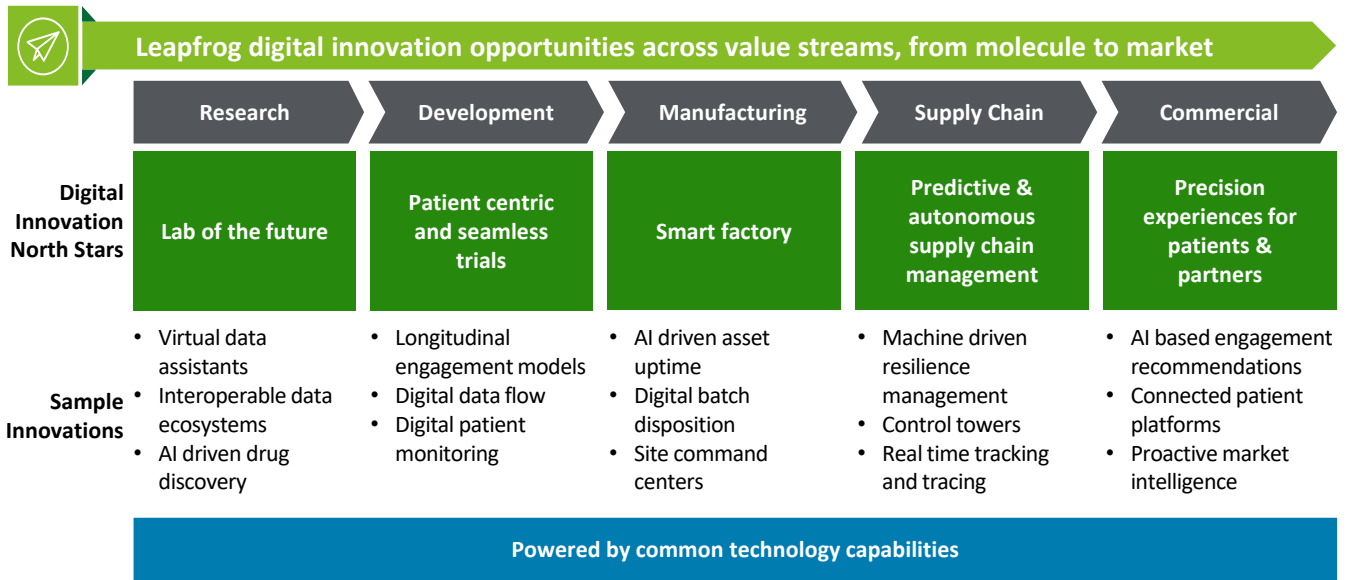
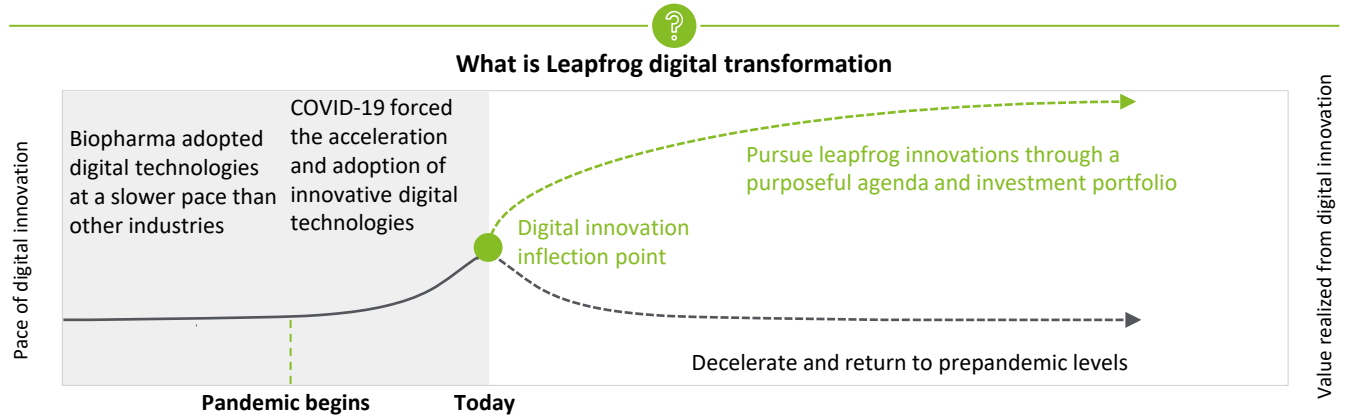


Say digitalization of operations will continue even after the pandemic ends



Say their organization views digital innovation as a competitive differentiator

Companies face an inflection point: Decelerate the pace of innovation or pursue leapfrog innovation through focused investments that can change the status quo



### Call to action: Winning with leapfrog digital innovation

- Establish your leapfrog innovation value streams and north stars**  
What is your winning aspiration?
- Develop a purposeful digital innovation portfolio**  
What will it take to achieve your north stars?
- Determine your innovation archetype (DIY innovator, Crowdsourcer, Venture capitalist, Incubator, Accelerator)**  
How will you develop the innovation portfolio?
- Design your operating model**  
How will you execute and scale?

### Choosing your path at the digital innovation inflection point

The industry is at an inflection point where enterprises can either choose to meet the moment and double down on digital investments through leapfrog digital innovation or decelerate and accept the risk of digital inferiority. Deloitte has worked with many biopharma organizations to assess their maturity and develop a roadmap to help win with leapfrog digital innovation. Ready to gain your edge? OR ready to take the leap?

[Click here to read the full report](#) or contact us to learn more:

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