

Architecting Health:

Advancing Pharmaceuticals
and Healthcare with
Enterprise Architecture



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Introduction

Facing unprecedented challenges and opportunities in the digital age such as rising costs, regulatory pressures, complex supply chains, and the need for innovation necessitate a strategic approach to managing and delivering value.

Enterprise Architecture (EA) provides a comprehensive framework to navigate these challenges, providing a holistic view of an organization's structure, processes, information, and technology. It aligns business and IT strategies, helping organizations navigate complex landscapes efficiently. In pharma and healthcare, where the stakes involve human health and lives, EA's role becomes even more critical, helping these industries improve service delivery, optimize operations, and foster innovation.

Strategy Focused

Process Focused

Patient Focused



“

“The life science industry stands at an inflection point driven by emerging technologies spanning AI, automation and advanced analytics.”

- Gartner

The Challenges Facing Healthcare CIOs

Chief Information Officers (CIOs) in the pharma and healthcare industries are likely to face a variety of challenges in the future, many of which stem from rapid technological advancements, regulatory changes, and evolving healthcare needs. EA can be a strategic enabler to address these challenges.

In a recent survey of CIOs in healthcare, Becker found that 44% reported a pressing operational burden on healthcare providers was “retaining and budgeting for qualified health IT resources”, while 36% noted a “lack of cross-organization alignment across the care journey” as a top concern.

In this era of transformation, our ability to keep up with the pace of change is not just about survival. Keeping up with change is about thriving and leading the way in innovation and patient care. The acceleration of digital health solutions, the integration of AI and big data in research and development, and the shift towards personalized medicine are redefining the paradigms of our industries. However, these advancements come with their own set of challenges.

As technology leaders, our mandate is not only to navigate these challenges but to harness them as catalysts for growth and innovation. This is where EA becomes indispensable. It offers a strategic blueprint to align technological initiatives with broader organizational goals, ensuring that every investment and innovation not only addresses immediate challenges but also positions your enterprise for future success.



Data management and integration



Cybersecurity and compliance



Interoperability and system flexibility

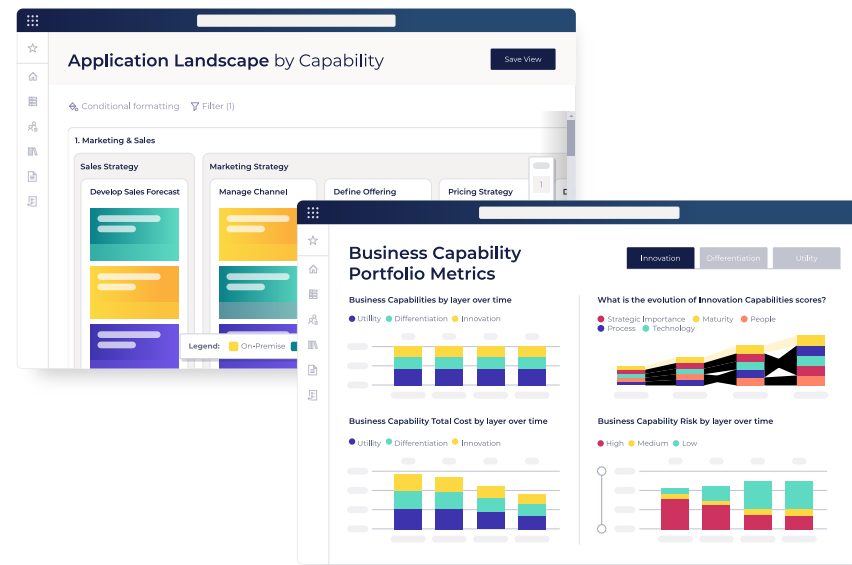


Innovation and efficiency in R&D

The Role of EA in Healthcare and Pharma

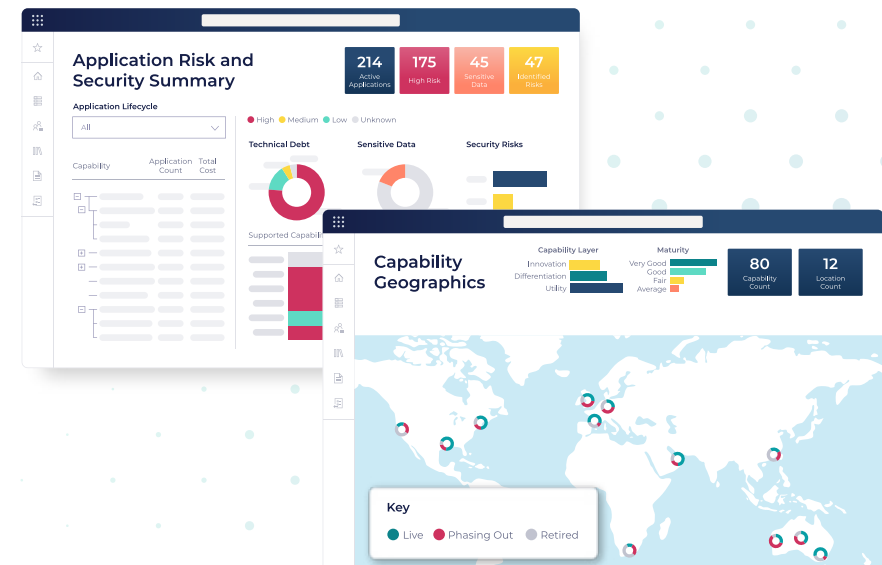
Rolling out new technology at pace

With the advancement of transformative technologies such as virtual care and digital therapeutics, the healthcare industry faces the challenge of implementing these innovations quickly and effectively. EA serves as the central repository from which to address this innovation. By unifying enterprise-wide data in the platform, users can enable smarter, faster decisions and controlled investment, ensuring that technologies benefit the organization and are implemented efficiently.



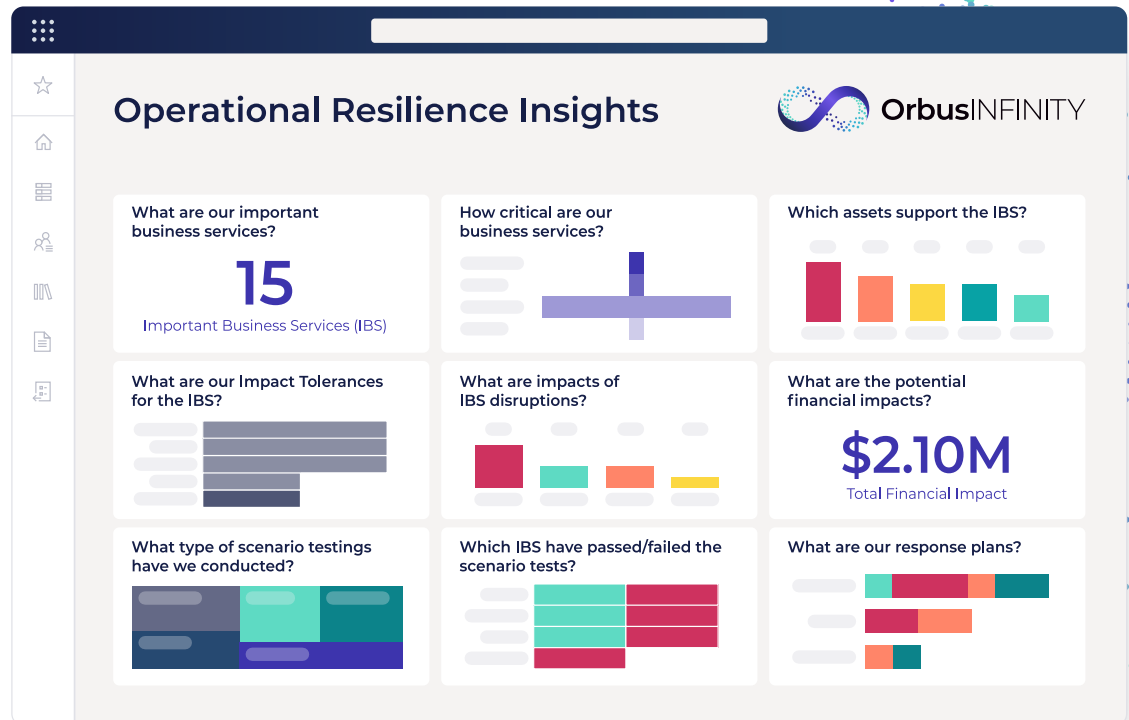
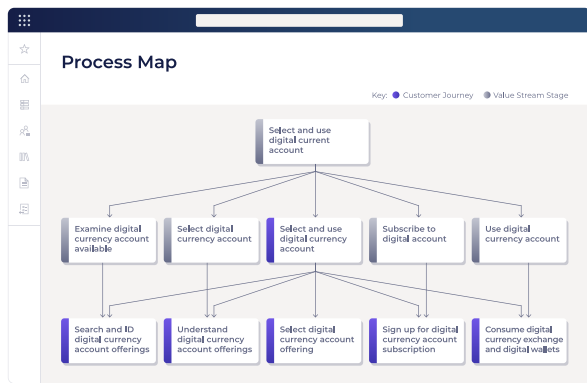
Supporting infrastructure for technology innovation

As new medical technologies evolve, they demand a robust infrastructure. EA aligns strategic business objectives with IT projects, providing insights into future requirements and ensuring that technology deployment meets the new demands of the business in a timely manner, thereby controlling investment and achieving cost savings.



Managing ongoing business and technology change

In an industry characterized by constant changes, such as mergers and acquisitions, efficiency improvements, and regulatory changes, IT departments must support ever-changing business requirements. EA provides full visibility into the IT infrastructure, supporting key business capabilities, assisting with mergers and acquisitions, and managing new regulatory requirements, enabling transformational decisions.



Value streams in pharma and healthcare

EA and technology innovation leaders can use value streams to create, design, and optimize service and operating models, as well as the technology platforms that drive customer centricity.

EA plays a pivotal role in identifying and managing these streams, enhancing patient outcomes, reducing waste, and ensuring regulatory compliance. By mapping the current state, defining the future state, conducting gap analysis, developing a strategic roadmap, and guiding implementation, EA optimizes these value streams, bringing numerous benefits and ultimately providing structure from ideation to implementation.



“Value streams show how organizations create and deliver value to their customers.”

- Gartner

The image displays three overlapping software dashboards. The top-left dashboard is titled "Customer Journey Map" and shows a process flow with steps: Journey Steps, Awareness, Research, Choose, Purchase, Reward, and Recommend. It includes a "Goals" section with descriptive text, a "Customer Experience" section with a line graph showing touch point ratings, and a "Solutions" section with four items. The top-right dashboard is titled "Capability Strategic Alignment" and features three summary cards: "16 Capability Count", "3.4 Avg Strategic Importance", and "2.8 Avg Supported Goals". It includes filters for "Select a Goal" and "Select a Capability", and a grid of capability categories like "Pension & Retirement" and "Call Center". The bottom dashboard is titled "Value Stream Analysis" and shows a search bar, a table with columns for Value Stream, Capability Count, Process Count, Capability, Maturity Current, Criticality Current, and Strategic Importance Current, and three summary cards: "210 Capability Count", "322 Process Count", and "51 Value Stream Count".

How EA Identifies and Manages Value Streams



Mapping the Current State

EA begins by documenting the current state of the organization, including its processes, information flows, and technology landscape. This mapping provides a clear view of existing value streams, helping identify bottlenecks, redundancies, and inefficiencies.



Defining the Future State

With the current state in view, EA helps envision a future state that aligns with the organization's strategic goals. This involves reimagining value streams for greater efficiency, innovation, and patient care.



Gap Analysis

EA enables pharma and healthcare enterprises to conduct a gap analysis between the current and future states, identifying the changes needed in processes, technologies, and organizational structures to achieve desired outcomes.



Roadmap Development

EA develops a strategic roadmap outlining the initiatives and projects required to transition from the current to the future state. This roadmap prioritizes changes based on their impact on value streams and strategic goals.



Implementation and Continuous Improvement

EA guides the implementation of changes, ensuring alignment with the strategic roadmap. It also establishes a framework for continuous monitoring and improvement of value streams, adapting to evolving industry challenges and opportunities.

Our Trusted Partners in North America & Canada

Orbus Software works with Healthcare & Pharmaceutical clients of varying sizes and maturity levels.

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“A powerful and flexible EA Management tool for different sized organizations. – We are ramping up rapidly and taking advantage of the platform across our digital transformation initiatives, specifically application rationalization.”

- **Gartner** “Voice of the Customer” – Healthcare client, Executive Director (company size: 10BN – 30 BN)



OrbusInfinity for Pharmaceuticals and Healthcare

Enhanced Patient Care



OrbusInfinity enables healthcare enterprises to optimize value streams, identify areas of risk or redundancies and ensure that patient care processes are efficient, effective, and centred around patient needs.

Operational Efficiency



By identifying inefficiencies, OrbusInfinity helps enterprises control costs, identify areas for savings, understand capabilities, map current and target states and streamline operations.

Collaboration and Alignment



Breaking down silos and promoting cross-functional collaboration, OrbusInfinity helps healthcare and pharmaceutical organizations to improve alignment and progress towards their goals by providing capacity for data-driven decision making.

Innovation and Agility



Aligning IT and business strategies, bridging the gap between ambition and action. OrbusInfinity's out-of-the-box collaborative tools fosters a culture of collaboration but also readiness, providing up-to-date information and strategic transformation tools to effectively enable innovation, and provide readiness for quick adaptation to market changes.

Compliance and Risk Management



Navigate complex regulatory landscapes, reducing compliance risks, reducing time to answer regulatory questions, mapping the effects of change across the enterprise, and allowing companies to conduct in-depth impact analysis for future regulatory requirements.

Conclusion

In the rapidly evolving landscape of the pharma and healthcare industries, leveraging OrbusInfinity provides a strategic framework to analyze and optimize, driving operational excellence, innovation, and improved patient care. Organizations that embrace EA will be better positioned to navigate the complexities of the modern healthcare landscape, delivering value to patients, stakeholders, and society at large.



Accelerate success with OrbusInfinity.

Book a demo today to find out how OrbusInfinity helps navigate challenges within the pharma and healthcare industry.



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KATOWICE

Orbus Software MENA

DUBAI

About Orbus Software

Orbus Software is a leading global provider of enterprise transformation solutions. We aim to empower customers with a strategic decision-making platform to successfully manage complex change. Our OrbusInfinity platform enables leaders to deliver business objectives, innovate faster, and ensure enterprise resiliency, while supporting them to make more informed, responsible, and sustainable business decisions.

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