



**Life Sciences Webinar**  
**How a Strong Data and Analytics Strategy Can**  
**Help Life Sciences and Healthcare Companies**  
**Operate During the COVID-19 Crisis**

June 18, 2020



# Speakers



## **Michael Rabinowitz**

CEO, CoEnterprise

Michael is the CEO and Founder of CoEnterprise. He is responsible for leading the development and execution of CoEnterprise's software and services portfolio.



## **Thomas Minnick, CFA**

Senior Consultant, CoEnterprise

Thomas has been an Analytics/BI consultant, working across multiple industry verticals, for more than six years. He emphasizes visual analytics that reliably produce actionable intelligence.



## **Geoff Somerville**

Lead Solution Engineer – Healthcare & Life Sciences, Tableau

Geoff has 18+ years of pharma, healthcare, and IT experience. Prior to joining the Tableau team, he was a customer for over five years. He has been a Lead Solution Engineer with Tableau in the healthcare and life sciences vertical for two years.

# About CoEnterprise

- We are supply chain & technology experts
- We work with clients across all industries
- We accelerate the time to value of Tableau investments



An award-winning software and services company founded in 2010 with headquarters in New York City.

Our expertise covers everything from legacy migrations and adoptions, to enablement, training, and ongoing support.

- Tableau Gold Partner 6+ years
- Tableau Rookie Partner of the Year
- Tableau Services & Training Partner of the Year
- Salesforce Partner

We've worked with over 250 customers on over 1,000 projects, empowering them to cultivate a more data-driven culture

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**OBJECTIVE:**

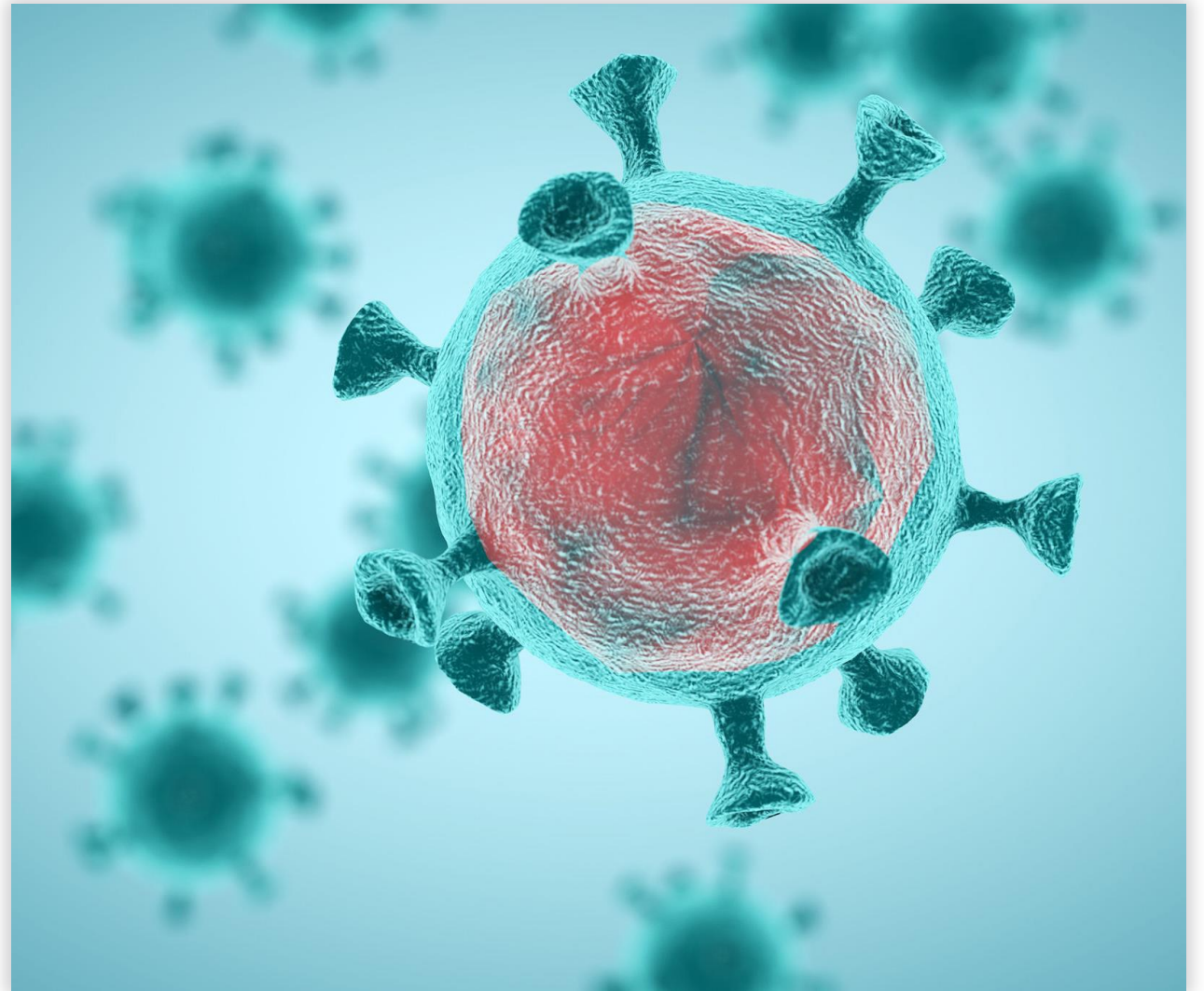
**To provide a perspective on how  
Life Sciences leaders should  
prepare for the new normal  
brought on by COVID-19**

# Pharma: Operating in the New Normal

Pharma and MedTech companies have found themselves front and center—supplying (and rapidly scaling up) vitally important medical products to support patients in their time of need

And...

The clinical and product development “engine” has experienced profound disruption as colleagues adjust to remote work environments and lab capacity is reduced.



# How do we Deal with these New Challenges?

We recommend a three phased response:

1. Immediate crisis response (Resolve)
2. Charting a recovery (Resilience, Return)
3. Shaping the next normal (Reimagination, Reform)





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**Immediate Crisis Response:**

**Safeguarding employee and  
patient safety while charting the  
path forward**

# Immediate Crisis Response

- Emphasize employee protection
- Invest in patient safeguarding
- Decide on an approach to ongoing and upcoming trials





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# **Charting a Recovery:**

**Introduce innovations to sustain  
operations in a period of  
uncertainty**

# Charting a Recovery

- Develop a recovery plan for restarting trials: the which, where, and when
- Build agility into trials—both in-flight and paused
- Given the probability of a gradual and fitful recovery, R&D leaders should consider building resilience in their trial portfolio as they open up new trials and continue the ones already in-flight
- Embrace the “digital bridge” beyond trials





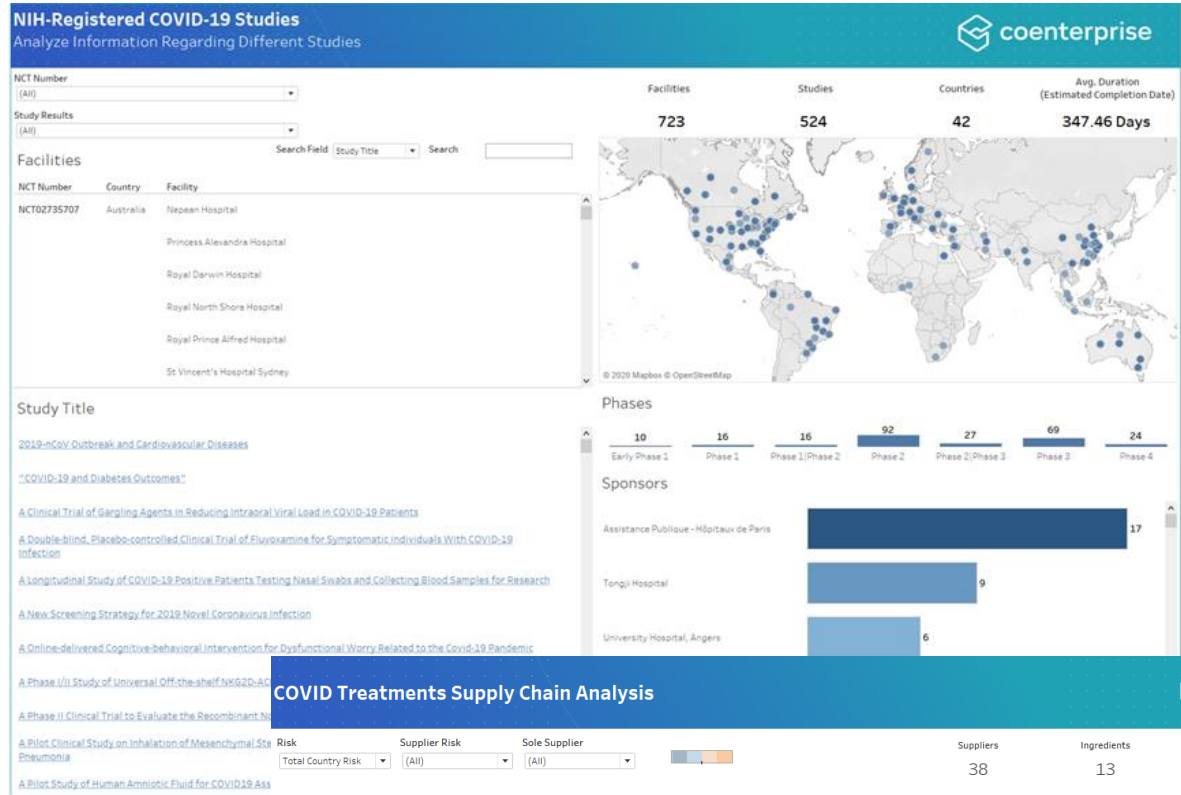
**Shaping the Next Normal:  
Improving and 'hardening'  
recent innovations**

# Shaping the Next Normal

- Refine business continuity planning
- Rethink the post pandemic clinical trial of the future
- Reset the medical field model with digital and data
- Create greater resilience in sourcing models
- Diversify approaches to evidence generation
- Participate in potential regulatory evolution in new drug development



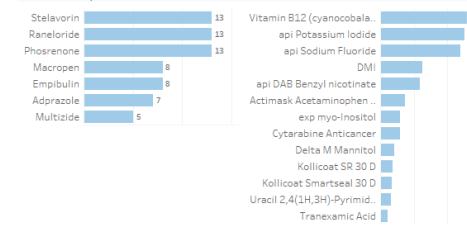
# Tableau Life Sciences Dashboards



### COVID Treatments Supply Chain Analysis

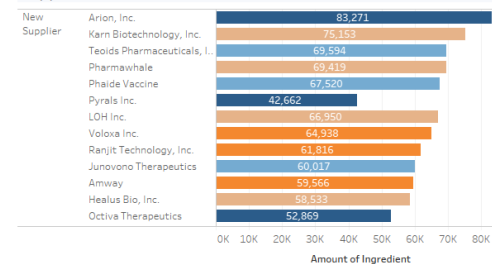


### Vaccines / Ingredients Needed

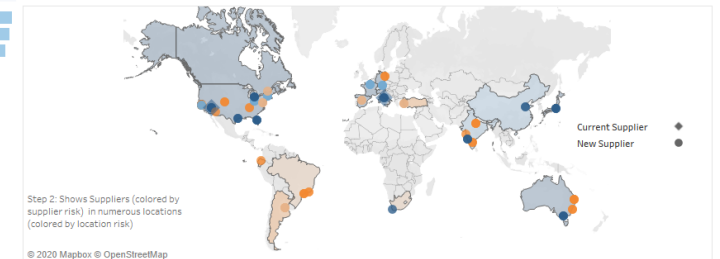


Step 1: Select Vaccine (Number of Ingredients Needed) & Ingredients (Amount Needed)

### Supplier Score



### Supplier Locations



### Price / Availability





# COVID-19 Clinical Trials



- **524** NIH registered studies
- **723** facilities conducting studies in 42 countries and over 300 cities
- **418** distinct sponsors for the studies consisting of universities, foundations, research institutions, and charity groups
- **348**-day average estimated duration of studies based on estimated completion date

## Top 3 Intervention Types:

1. 239 Drug Studies
2. 42 Biological Studies
3. 30 Diagnostic Tests



# We Can Help You...

- It's time to be aggressive with change and we can help
- CoEnterprise + Tableau have the experience and tools to help you through these turbulent times
- We work with many of the big brand pharma companies – leverage our expertise
- Most companies know either the data or the questions – we know both



# In Summary

- As the peak and panic associated with the current crisis subsides, R&D leaders will be faced with a crucial choice: attempt to return to some version of pre-crisis “business as usual” or embrace the change and fundamentally reimagine the drug and device development paradigm
- For all its disruption, COVID-19 has, out of necessity, accelerated innovation and experimentation in medical product development and clinical trial conduct in ways that have benefited patients and caregivers
- Building on that energy and momentum in a thoughtful but committed way is critical in a rapidly changing development paradigm

# Q & A

Please enter your questions into the module on your screen



# Thank you!

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