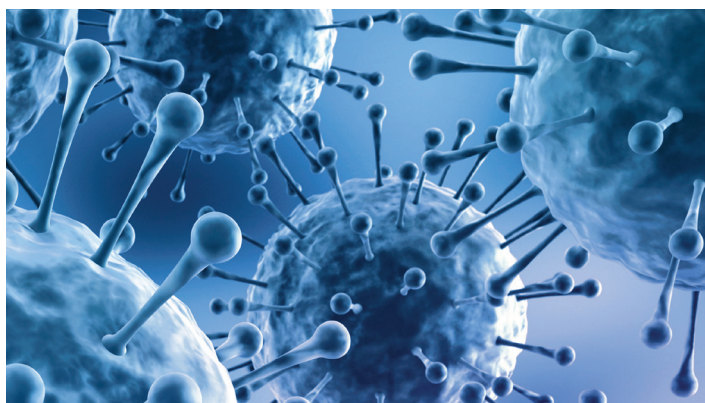


Welcome – the future starts now!

In addition to ever-present success factors in the life sciences, such as vigorous academia, entrepreneurship and access to capital, three key technology-driven trends with global impact place new demands on healthcare societal decision makers and industry participants. But these trends also present numerous opportunities and are posed to change healthcare for the better. NLSDays participants are collectively well positioned to shape this future, with the right counterparts for collaboration. Start your search for such match today and be part of the future!

Three key technology-driven trends



1. **Digitalization** is still set to reshape the healthcare industry as it previously has the media and retail industries and many others. It promises, for example, AI-based decision support, wearable health monitors and fully integrated healthcare infrastructures.
2. **Precision and preventive medicine** is driven by an increasing understanding of disease causing mechanisms and genetic involvement. New sequencing technologies and big data management will accelerate the development, all while legal and ethical concerns must be addressed.
3. **Breakthrough therapies** such as diabetes cures and cancer vaccines could turn established business models upside-down while significantly relieving the healthcare system. Potential advances in e.g. stem cell and gene therapies, nano-medicine and 3D bioprinting make the future an indeterminate yet exciting place.

To stay competitive, small and large **companies** active in the healthcare ecosystem must navigate digitalization by generating and sharing data efficiently. This holds for B2B as well as in relation to payers and consumers and will require global standards, innovative approaches and collaboration at multiple levels. Companies should also keep up with the increasing demands for precision medicine, by integrating diagnostics, treatment and follow-up and create teams that can develop these integrated solutions to the benefit of both patients and providers. It will also be of importance for companies that want to stay competitive to create necessary structures for continuous anticipation of breakthrough therapies and their effects and implement systematic methods for efficient innovation. All criteria imply companies must take a holistic view and collaborate unconventionally with existing and new counterparts.

To maintain and accelerate vitality and to keep up with the possibilities that are available in society, the political frameworks that govern the unconstrained sharing of progress will need to stay proactive. Societies must enable data collection and sharing by opening registers and EHRs, while maintaining integrity. They must also enable personalization by aligning the healthcare system structure and incentives from the patients' perspective, including supporting individualized clinical trials. Meanwhile, new disruptive therapies and technologies quickly render regulatory frameworks outdated. **Societies** with flexible regulations and governing bodies are thus best positioned to quickly make use of new technologies, also making them attractive as hosts of such innovations.



YOUR TICKET TO THE FUTURE

Collaboration across the boundaries of the healthcare ecosystem will need to become intensified in a globally open society which has to be able to anticipate, innovate and transform concurrently to take advantage of the three permeating technology trends of digitalization, precision and preventive medicine and breakthrough therapies.

Success factors

Societies

Companies

Digitalization

Societies that succeed in both opening up EHRs and registers for exploration of patient and research data with retained integrity, and developing robust systems for management of big data, will have a competitive advantage.

Companies that manage to generate relevant data, build capacity to handle it, and find efficient ways to share it, while also looking at business models that foster much more direct patient engagement than in the past, will stay relevant also in the future healthcare ecosystem.

Precision and preventive medicine

Societies that transform their healthcare systems to create an infrastructure truly centered around the individual patient will achieve most value for money and be an attractive region for research, development and innovation. Supporting individualized clinical trials as well as increasing patient engagement in medicine will be key to success.

Taking individual variability (genetic, environmental etc.) into account when designing clinical trials, and collecting enough data over sufficiently long time as frequently as possible, will give companies a competitive advantage. The ability to develop cross-functional teams that are capable of creating integrated innovations around diagnostics, treatment and follow-up is fundamental for success.

Breakthrough therapies

Breakthrough therapies often demand new ways of relating to regulatory frameworks. Societies that are successful in recognizing new therapy approaches and developing agile governing bodies and regulatory frameworks will be faster in taking advantage of new breakthroughs and become more attractive for innovative companies.

To stay competitive in the new era of breakthrough therapies, companies need to see and understand their value chain both of today and tomorrow and being capable of driving business model innovation at all levels. Focus on outcomes, transparency of results and ensuring capacity to engage in shared learning curves will be crucial for success.