

pharma

TECH OUTLOOK

JANUARY - 2017

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Top 10 Analytics Solution Providers-2017

The pharma and life sciences industry is undergoing a gradual shift from traditional paper-driven to modern technology-driven processes such as EHRs (Electronic Health Records), Manufacturing Execution Systems (MES), Data Management Systems and more. However, this transformation has also staged a scenario where pharmaceutical companies continue to grapple with digital data deluge and are exploring newer options that will help them gain insights out of this data.

Pharma analytics emerges as a productive as well as profitable option here with its numerous capabilities—from basic reporting and creation of internal dashboards to advanced predictive and prescriptive analytics. It also supports the entire decision-making process for organizations—from drug discovery and

clinical trials, to meeting regulatory demands. Organizations can effectively implement pharma analytics to gain a competitive edge in a challenging market.

In this edition of Pharma Tech Insights, we bring to you “Top 10 Analytics Solution Providers 2017”, featuring the best vendors providing solutions and services in the pharmaceutical and life sciences industry. The companies featured here showcase extensive business knowledge combined with innovative strategies and talent base across locations.

A distinguished panel comprising of CEOs, CIOs, VCs and analysts including the Cloud Tech Insights’ editorial board selected the top companies that are at the forefront of tackling challenges in the pharmaceutical and life sciences market in the U.S.



Company:
Ozmosi

Description:
Ozmosi provide strategic consulting services including market analysis, forecasting, portfolio management and company valuation based on big data analysis.

Key Person:
Beau Bush
Founder & President

Website:
ozmosi.com

Ozmosi Uncover Opportunities in Drug Development

The healthcare ecosystem which includes patients, doctors, nurses, insurance companies, pharmaceutical companies, social and governmental organizations, life sciences companies, and more is changing rapidly due to technology.

Ozmosi Founder and President, Beau Bush, realized that this transformation has led to the creation of mountains of data that most healthcare and pharmaceutical companies were still trying to fully access, understand and leverage. He saw that two skill sets—big data analysis and healthcare industry experience—hadn't traditionally intersected and created a vacuum. Bush realized that by combining healthcare industry expertise with strong data services through Ozmosi, he could provide healthcare and pharmaceutical companies with four key services—market analysis, forecasting solutions, portfolio management and company valuations—all based on big data and the ability to understand its meaning to enhance the quantification of strategic recommendations and uncover new opportunities.

Consolidation of data from multiple sources, both internal and external, plus client collaboration can produce insight and understanding to identify new services, drugs, medical devices and diagnostic tools, while maintaining a patient-centric approach. Through their data analysis capabilities, Ozmosi can combine data sets from market scans to assess

forecast decisions and evaluate a company's portfolio. Ozmosi can value a company's entire pipeline based on this information, giving the company an assessment of competitive impact or apply that same methodology to a competitor to better understand the potential competitive environment.



Beau Bush

“Our mission is to build the tools to support our clients and help the healthcare ecosystem evolve to a higher level of collaboration, resulting in better decision making, better tools, and better strategic planning, through data services and analysis,” remarks Bush.

Ozmosi is a young company entering its fifth year, producing solid growth each year. Initially, Ozmosi provided only consulting services to help organizations evaluate their strategy by asking questions like: Are we investing in the right disease areas?; Which project should we invest in?; How can we be more patient centric?; What is the best way for us to prepare to go to market?; and How



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will our service or drug compete in the timeframe of our market launch? These are just a few of the things the best companies explore when developing strategic plans to not only understand their current strengths and weaknesses, but also the market outlook for the next 3-5 years.

Ozmosi intends to use their Data Services to help their clients validate their answers for key business questions. For example, Ozmosi's Data Services is developing a consolidated database to homogenize all the free data available on clinical trials for the U.S., European Union, Japan and China. The data will be standardized as much as possible; and upon completion of the initial phase in 2017, the database will be provided on an open source platform to the public. “We hope the clinical trials database will become a resource to healthcare analysts in many different functional roles and help them gain insight across geographies,” says Bush.

Ozmosi's roadmap recognizes the impact that personal health monitoring devices and related wearables, will have on the delivery of services as well. Data will be much more accessible to doctors, facilities, and the patients themselves. Many services may begin to integrate this data into their healthcare models, making diagnosis and treatment plans more individualized. “We see the future of healthcare as a collaborative ecosystem, combining data from multiple sources to create larger, more complex data sets that provide insight into diagnostics and patient needs, allowing treatments to become more patient centric in all that they do,” he concludes. **Ph**