

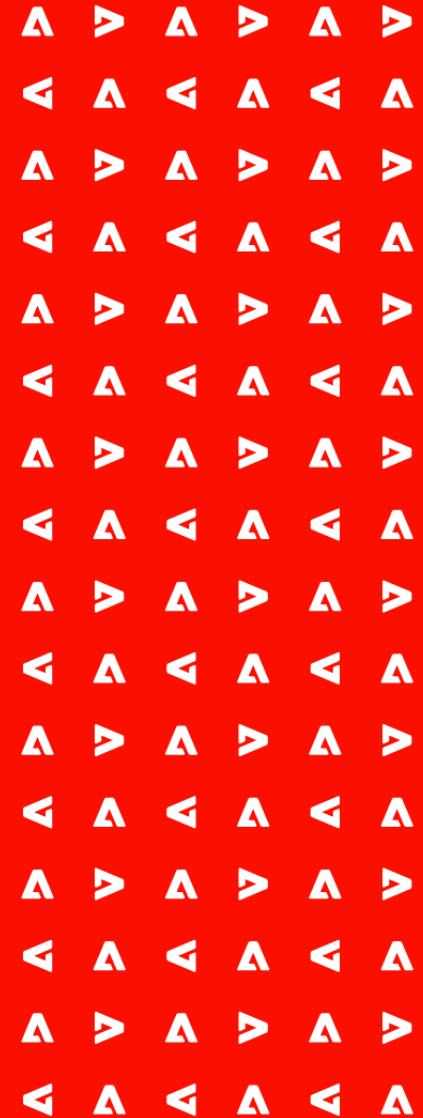


Healthcare & Life Science: In the age of digitization

Jay Ramakrishna | Head of Industry: Healthcare & Life Science

*Michael Point | Group Mgr, Technical Product Marketing &
Evangelism*

Jan 27th 2021



Agenda

Trivia & Poll

Industry Snapshot & Telehealth

“Frictionless Experience”

Demo: Adobe Live Signing in Microsoft Teams

Q&A

Trivia

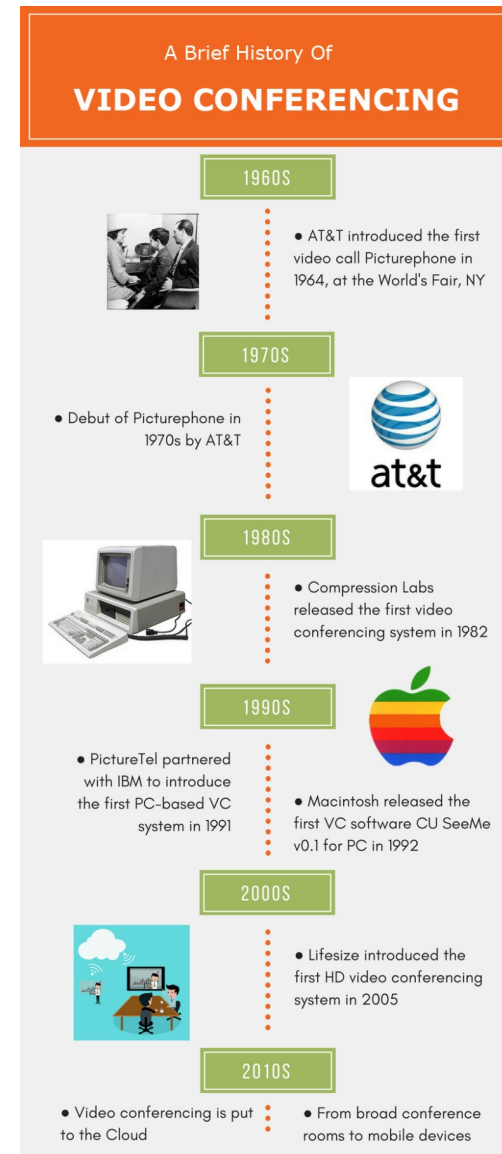
In 1968, video conferencing was first introduced and packaged as a commercial solution at the World's Fair in New York. What was it called?

Trivia

In 1968, video conferencing was first introduced and packaged as a commercial solution at the World's Fair in New York. What was it called?

PicturePhone

Source: <https://www.eztalks.com/video-conference/history-of-video-conferencing.html>



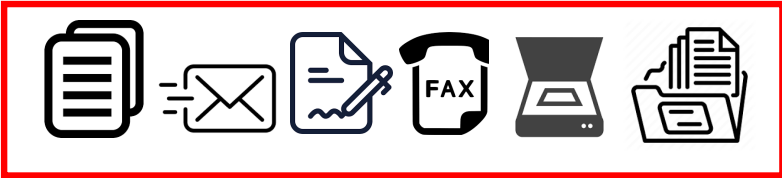
A look across the enterprise ... hidden paper processes

Life Science

- Pre-clinical / Early R&D
- Clinical / R&D
- Process Development
- Regulatory & Compliance
- Manufacturing and Quality
- Commercial
- Medical Affairs
- Government Affairs
- Patient Call Centers

Healthcare

- Hospital
- Dental Office
- Laboratory
- Medical School
- Pharmacy
- Specialty Pharmacy
- Healthcare Insurance



Enterprise efficiency with Adobe Sign

Life Science

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- Healthcare Insurance



POLL

Do you have a business function that can gain productivity by digitizing their paper process?

Automate and elevate in this time of disruption

Seamless Experiences



Speed business with exceptional, 100% digital e-signing experiences that work on any device, from any location



Digitized Business Processes

Transform signing workflows and embed them in the apps your team relies on every day to automate processes, remove delays, and eliminate paper.



Confident, Continuous Business



Backed by Adobe's rigorous security processes and certifications to mitigate business risk



A global standards leader, our services comply with industry, public sector and geo-specific requirements worldwide



Easy to deploy and manage solution based on Adobe's flexible, trusted SaaS platform

1.5 hours saved per signing

28x faster time to business

420% return on investment

Agenda

Trivia & Poll

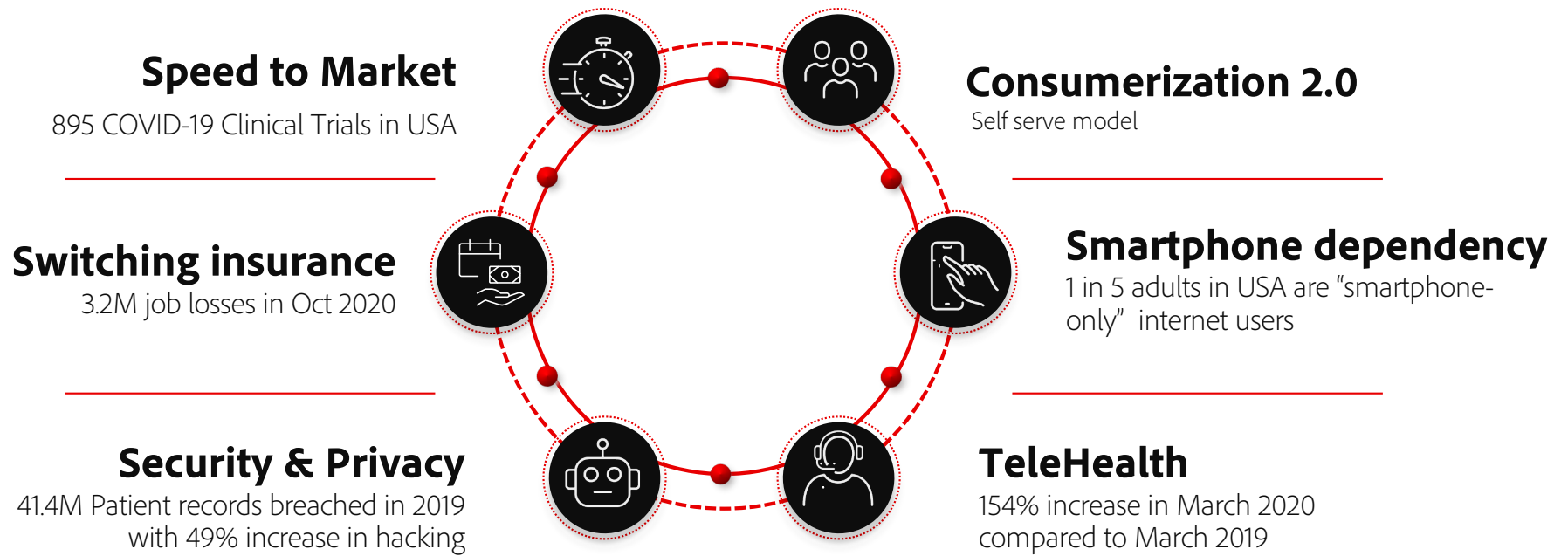
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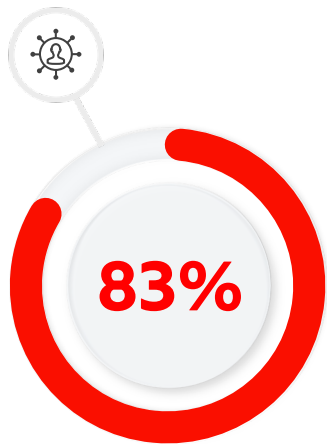
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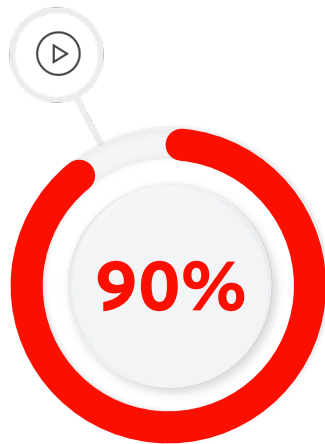
INDUSTRY SNAPSHOT



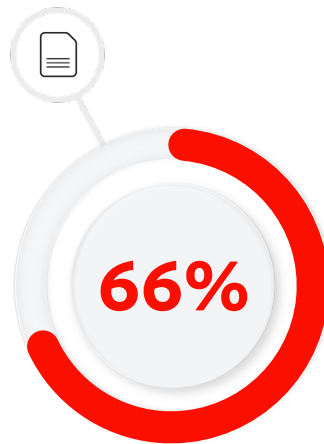
Why Telehealth? Why Now?



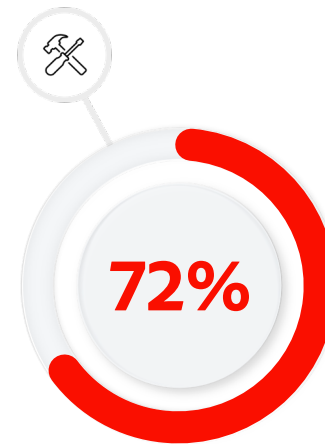
Expect Telehealth use and adoption to grow or stay steady



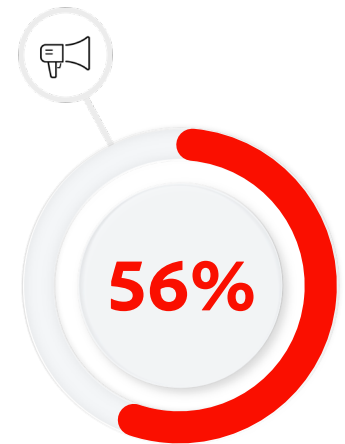
Prefer over in-person visits for convenience, safety



Are afraid to visit a physical facility for fear of exposure



Provides additional access that they previously did not have



Find the interaction to be just as or more personal than an in-person visit

Source: Power of Data – Healthcare Life Sciences

Agenda

Trivia & Poll

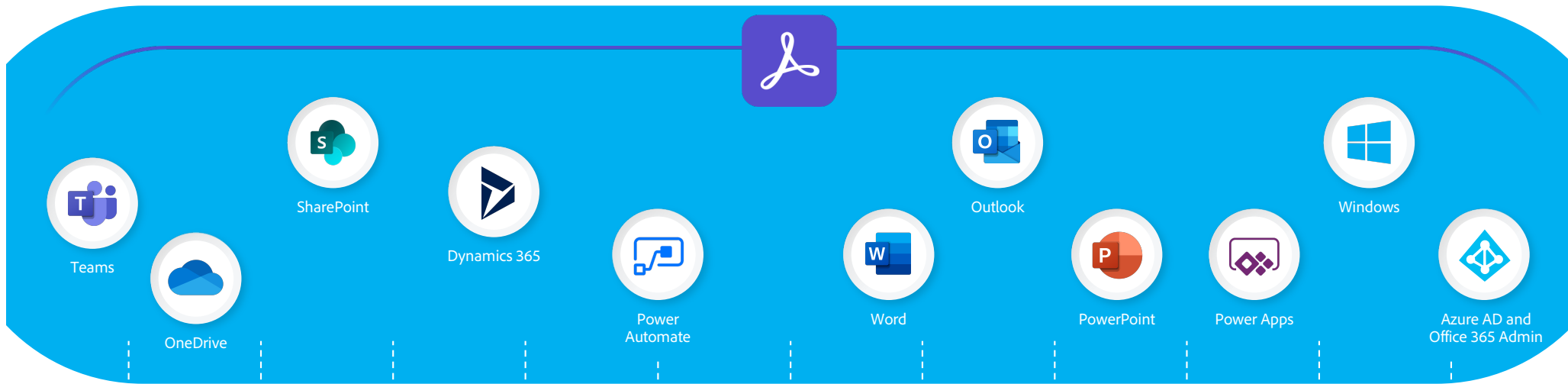
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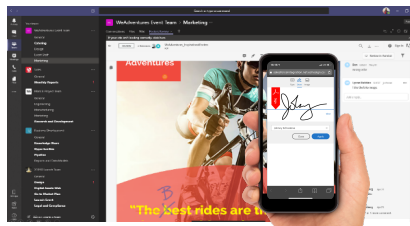
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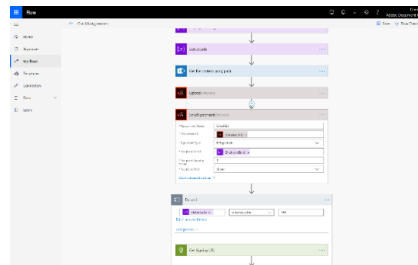
Microsoft & Adobe drive deep business innovation



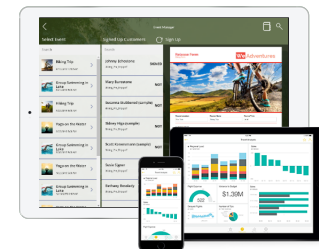
Accelerated Productivity



Connected Data & Automated Workflows



Low Code, Connected Experiences



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GOT QUESTIONS!

Simone Watkins - Business Development Representative
siwatts@adobe.com

