

## Supporting the Transition to Digitalization in Pharma

Pharma companies worldwide are rapidly embracing breakthrough digital technologies with potential to transform the way they conduct their businesses. As the rate of digital innovation accelerates, spawning numerous new technologies, it is critical for companies to develop digital strategies to drive smart decision-making and help them achieve their business objectives.

Digital transformation can help pharma companies:

- **Enhance** patient experiences
- **Improve** patient outcomes
- **Increase** clinician and staff satisfaction
- **Drive** operational efficiency
- **Create** new business

To stay competitive, emerging market pharma firms need trusted advisors and investors that share the client's vision for sustainability, impact and long-term success to help them navigate this rapidly changing digital environment.

### The DigiPharma Advantage

Building on its more than \$2 billion life sciences and medical technology investment portfolio, IFC has developed the **DigiPharma** advisory program for its clients. DigiPharma's advisory package helps pharma companies plan, finance and implement successful digital transformation strategies.

Rooted in the World Bank Group's global industry knowledge, DigiPharma draws on:

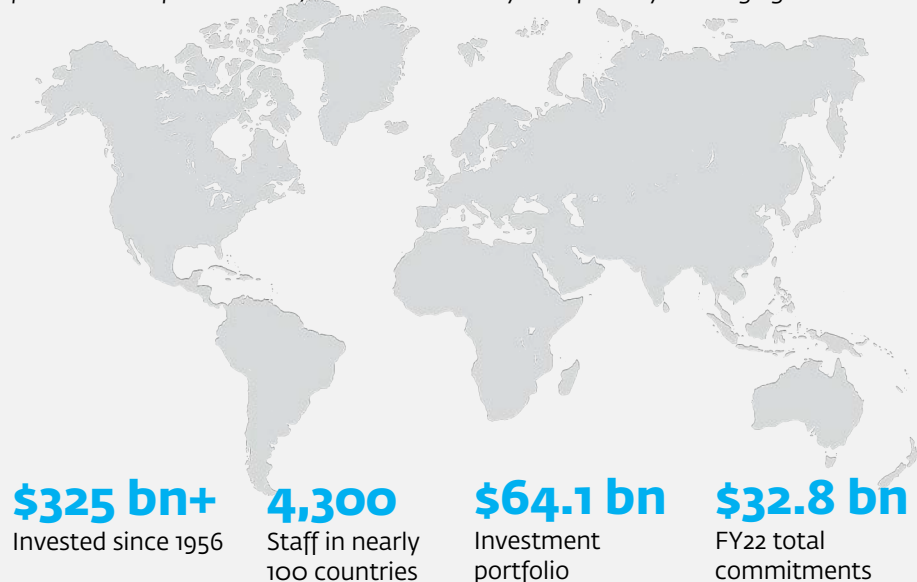
- Pharma and life sciences client, consultant, and investor networks
- Lessons learned from previous digitalization engagement with a wide range of healthcare clients in emerging markets
- Resources for co-developing and financing new digitalization projects with clients from the earliest stages

DigiPharma's objective: supporting clients' digital transformation efforts in order to leverage digital technologies to accomplish their business objectives, ranging from improving their ability to serve their customers (patients and HCPs), improving operational efficiency, and exploring innovative business models.

Digitalization is the use of **digital technologies, processes, and systems** to transform business functions and enhance operational efficiencies across the pharmaceutical value chains.

### About IFC

IFC is a member of the World Bank Group and the largest global development finance institution focused on the private sector, with more than 60 years of history in emerging markets.



## A FOUR-PART PROCESS

We will support your company in defining needs, developing a strategy, guiding implementation, and providing financing. DigiPharma's end-to-end advisory and investment solution has four components, typically delivered over 10-12 weeks:



### PHASE 1 BASELINE ASSESSMENT

Assessing the client's existing digital maturity and identifying gaps to be addressed



### PHASE 2 STRATEGY DEVELOPMENT

Based on an understanding of the client's priority areas for digital growth, technology infrastructure, human resources and processes



### PHASE 3 IMPLEMENTATION GUIDANCE

Including an organization planning framework, governance structure, and change management guidelines



### PHASE 4 FINANCING SUPPORT

IFC can provide equity, quasi-equity, loans, loan syndications, and blended finance using donor resources to augment its own resources

## IMPACTS OF DIGITAL TRANSFORMATION

Enhanced  
Patient Experience

Improved  
Staff Satisfaction

Increased  
Efficiency

Improved  
Quality

Greater  
Agility

## CONTACT US



**Samuel Lee**  
Operations Officer  
Slee52@ifc.org



**Subir Kumar Basak**  
Senior Industry Specialist  
Sbasak1@ifc.org



**Miriam Mamoon Zaki**  
Associate Investment Officer  
Mzakiz@ifc.org