

# THE DATA ECONOMY DRIVES INNOVATION. CAN HEALTHCARE AND LIFE SCIENCES FIRMS TAKE ADVANTAGE?

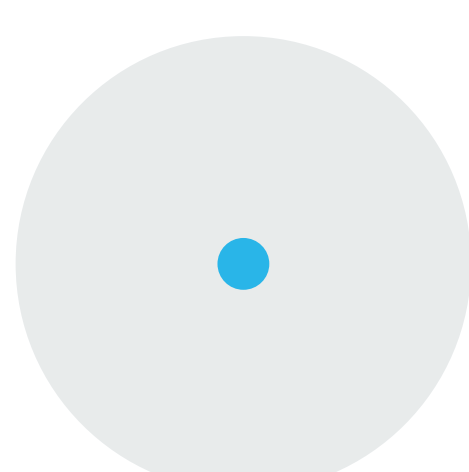
Big data can transform patient care in healthcare and life sciences, and frontrunners are already emerging.

Those that can unlock value from their data are already reaping the benefits. They are Data Economy Leaders.

What makes a Data Economy Leader? To find out, we surveyed 1,000 senior business and technical leaders across eight countries and five industries.

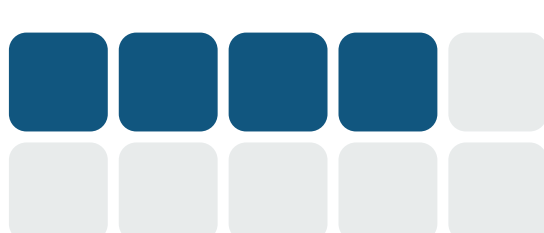
Here's how healthcare and life sciences organizations stack up.

## NOT ENOUGH HEALTHCARE AND LIFE SCIENCES FIRMS ARE PREPARED FOR THE DATA ECONOMY



**JUST 10%**

of firms in healthcare and life sciences say they are using data “to a great extent” to achieve strategic business goals



**ONLY 4 IN 10**

are able to share data with external partners

## BUT AN ELITE GROUP IS LEADING THE WAY

**8%** of firms in the healthcare and life sciences industry are Data Economy Leaders. They:

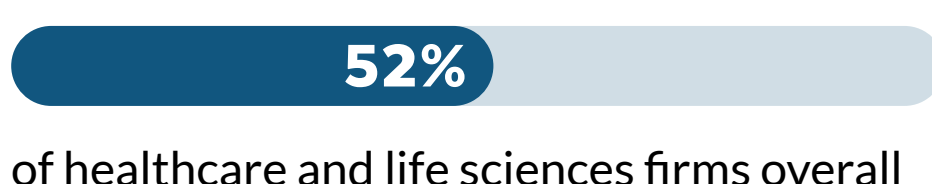
- Have unimpeded access to their data, no matter where users reside
- Are able to share data securely within their enterprise and with external partners
- Are already using data to inform all or most of their business decisions, and to structure and advance strategic business goals

## WHAT ELSE SETS THESE LEADERS APART?

- **THE DATA ECONOMY LEADERS KNOW THAT A STRONG DATA CULTURE STARTS WITH PEOPLE**  
We have a C-level mandate to become more data-driven

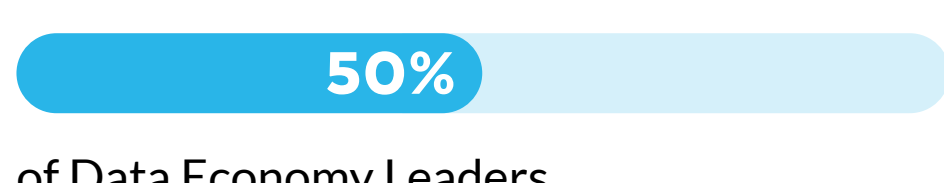


of Data Economy Leaders

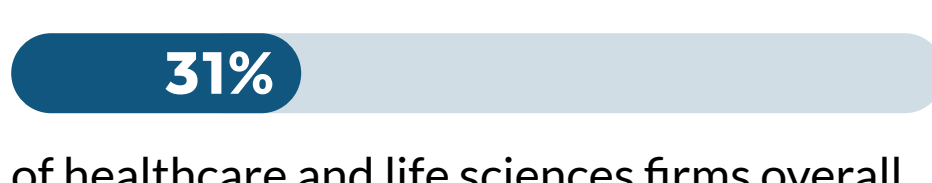


of healthcare and life sciences firms overall

- **THEIR TECHNOLOGY IS FLEXIBLE, SOPHISTICATED, AND RELIABLE**  
The primary solution we use to store and manage data is scalable and elastic

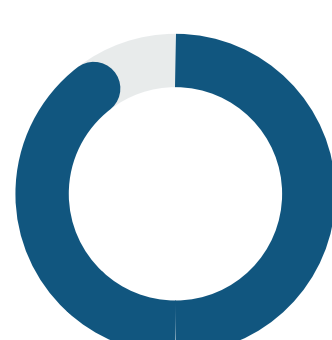


of Data Economy Leaders



of healthcare and life sciences firms overall

- **AND THEY PUT DATA AT THE HEART OF THEIR INTERNAL PROCESSES**  
The primary solution we use to store and manage data is scalable and elastic



**89%**

of Data Economy Leaders are using data to optimize internal processes and streamline operations



**73%**

say they foster a strong alignment between business functions and IT in the ways they source and use data

“The proliferation of data in healthcare—from digitization of medical records to an increase in digital tools, virtual care, and home health options—is only going to increase the amount of data that gets collected, and how much healthcare becomes a data-focused area.”



— **ASHOK CHENNURU**,  
Chief Data and Insights Officer, Anthem Inc.

FIND OUT HOW DATA IS TRANSFORMING HEALTHCARE AND LIFE SCIENCES



- Anthem Redefines the Future of Healthcare with the Data Cloud
- Change Is the Only Constant with Omar Khawaja, Global Head BI Roche Diagnostics at Roche
- The Value of Listening with Loïc Giraud, Head of Digital Delivery at Novartis

### ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)