

There's a Faster, Better Path to Personalized Medicine – and It Starts with SAP

The benefits of personalized medicine are limitless. By unlocking the value of patient data, researchers and healthcare providers can:



Empirical Medicine



Determine and use individual factors

If drug X doesn't work

Then choose drug Y

Personalized Medicine



Determine and use individual factors

Use drug X

Use drug Y



Personalized medicine is expected to reduce health costs by up to **US\$750 billion in the United States alone.**

Current solutions just scratch the surface of what's possible.



To deliver on the promise of personalized medicine, researchers need to aggregate and analyze large volumes of fragmented patient information – such as clinical, genomic, medical, and social data – trapped in silos and systems. For healthcare providers, this capability uncovers the insights they need.

But to date, most solutions have come with serious drawbacks:



- ✔ **"Black-box" data sources** that provide no insight into where data comes from or how it's linked

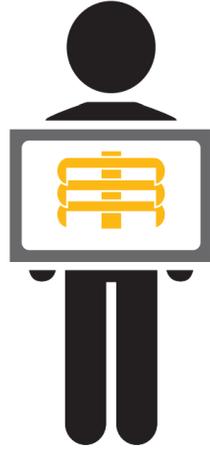


- ✔ **"Give-to-get" solutions** that seek to own your valuable research and healthcare data in exchange for access to larger data sets

There has to be a better way – one that lets researchers own their data, see what's happening to it at all times, and get real-time insights.

Lead the future of personalized medicine with SAP® solutions.

SAP is uniquely positioned to be a trusted innovator for personalized medicine. With SAP Foundation for Health software running on the SAP HANA® platform, researchers can aggregate and analyze massive volumes of data blocked by complex structural, organizational, and legislative boundaries. Unlike other solution providers, SAP enables life-sciences companies, researchers, and healthcare providers to own their valuable data, retain control of the system, and gain full transparency into their information. The SAP Medical Research Insights solution is the first solution from SAP Foundation for Health. It is designed by and for R&D professionals in life-sciences companies to help quickly analyze genomic, proteomic, and clinical data from multiple sources while maximizing medical insights.



SAP is a trusted leader in healthcare and life sciences.

- ✔ **More than 7,900 healthcare providers in 94 countries are innovating with SAP solutions¹**
- ✔ **7 of the 10 best hospitals in the world run SAP solutions²**
- ✔ **97% of the life-sciences companies in the Forbes Global 2000 are SAP customers³**
- ✔ **20 of the 20 pharmaceutical companies with the best innovation processes in the world run SAP solutions⁴**

Delivering Faster, Better Personalized Medicine

- **Real-time data capture and analysis for healthcare and life-sciences organizations** – Perform instantaneous analysis and simulations that are essential for providing time-saving, precise, and cost-effective care.
- **Deeper doctor-to-patient interactions for research and healthcare organizations** – Access user-friendly analytics.
- **Unlock value from all data** – Connect all structured and unstructured data in one system for instant analysis.
- **Freedom for care providers** – Give patients control of their healthcare experience.
- **Faster time to market for life-sciences companies** – Make R&D decisions based on real-time data.

Learn more

Find out more about SAP Foundation for Health and other innovative solutions from SAP:

- SAP.com <http://discover.sap.com/sap-personalized-medicine>
- The American Society of Clinical Oncology video <https://www.youtube.com/watch?v=SJr97W-6pus>
- The National Center for Tumor Diseases video <https://www.youtube.com/watch?v=j62fdWD9rac>

SOURCES:

1. SAP Fast Facts.
2. "Top 10 Global Hospitals 2013," Global Healthcare, 2013.
3. SAP Fast Facts.
4. Analysis of SAP Fast Facts and IDEA Pharma's "Productive Innovation Index 2013"