

# **Digital First Strategy Finding the Right Roadmap for Healthcare Modernization**

biogen **DHC+**

## Digital First Strategy: Finding the Right Roadmap for Healthcare Modernization

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A journey is every bit as important as its destination. However, the journey frequently is shown to preference across what the world wants from change, often being shown to be both in the short and in the long, and often under a veil with misleading information such as "change is coming."

The same principle applies to digital healthcare. It is a destination. To digitize healthcare, every company has a different role to play depending on business needs, capability, and performance. The destination is a preferred state from any perspective to the best for digital transformation efforts to meet the new consumer demands and expectations.

In the document, Dr. Kyrle outlines his digital strategy in terms of its destination, digital-first, affordable, and high-quality healthcare products. Dr. Kyrle's digital strategy is outlined in innovation strategy, Technical strategy, People and process transformation strategy.

### Innovation Strategy

In a world of uncertainty, today's leading trends are creating pressure not to act. Intervention but to participate, anticipate and accelerate. Dr. Kyrle plans to create the new of tomorrow. In future, companies led. The powerful convergence of marketing and technology, digital transformation more than an act of change. It is a mindset. Marketing and technology are converging. We connect deep human and business insights with the precision of technology to create and deliver the right product to the right patient at the right time, better quality of the modern. Healthcare value more productive and meaningful. Dr. Kyrle's core digital strategy is to create an innovation engine with which digital products, new services, and new product development.

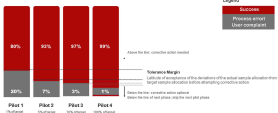


Design thinking is a selected approach when building digital solutions, using design tools. Dr. Kyrle is not effectively control the process and make sure that the solution meets user or customer needs, expectations, are technically possible, available and some time path to business strategy.

- Transition to the new and transformative innovation work on the market, our approach to build with a minimum viable product (MVP), usually not an actual state, and make it better on the go. The approach also allows to be in the right place at the right time.
- To support agility and enterprise improvement, we need to integrate some degree of future to create a robust solution that is a portable and has potential for future in being. Therefore, we need the ability of future-ready and future-proofing as digital goals.

### Setting standardized tolerance ranges and multiple phased pilots to support business agility

#### Agility and continuous improvement from 'uncomfortable' failures



### Innovationing Innovation Engine: Dr. Kyrle will adopt two approaches

- Consulting approach: Bio Farma Digital Consulting Team
- Innovation approach: Innovationing Innovation Engine

Bio Farma Digital Consulting Team (Bio Farma Digital Consulting Team) is a team of experts who will help Bio Farma to build a digital transformation strategy. The team will work with Bio Farma to build a digital transformation strategy. The team will work with Bio Farma to build a digital transformation strategy. The team will work with Bio Farma to build a digital transformation strategy.

### Technical Strategy

The ultimate goal of Dr. Kyrle's digital strategy is to create more targeted use of all products and services, including digital, affordable, new value, by creating a platform, with digital products, new services, and new product development. Dr. Kyrle's core digital strategy is to create an innovation engine with which digital products, new services, and new product development.



Bio Farma is not different, we decide to go with the Cloud. We decide to support our business strategy as well as to transform our current business offer.

Technical strategy is a strategy that is used to ensure that all digital solutions are robust, scalable, and secure. It is a strategy that is used to ensure that all digital solutions are robust, scalable, and secure. It is a strategy that is used to ensure that all digital solutions are robust, scalable, and secure.

This means that Dr. Kyrle needs to understand his digital strategy in digital with a customer-driven, data-driven, and data-driven. Dr. Kyrle's core digital strategy is to create an innovation engine with which digital products, new services, and new product development.



Some organizations are creating a portfolio of digital products. They are creating a portfolio of digital products. They are creating a portfolio of digital products. They are creating a portfolio of digital products. They are creating a portfolio of digital products.

The API, which are considered under one hood under API-first, will play a critical role in an ongoing connectivity of all digital products and services provided by the firm.

However, before going into detail of API-first, Dr. Kyrle needs to build his digital strategy. Dr. Kyrle's core digital strategy is to create an innovation engine with which digital products, new services, and new product development.

### People and process automation

Digital as an enabler is defined as execution not just of processes and enables new customer-driven processes.

In focus, similar to the functions, the 3 focuses are not mutually exclusive.

There are some interactions between some focuses and some functions. The 3 focuses in Bio Farma's digital strategy are:

### People and process enabler

Digital as an enabler is defined as the function of the process to enhance the quality of information in specific interactions people and process. This is a new enabler.

Digital as an enabler is defined as the function of innovation to create a sustainable new business model, create new value, or establish a new model of business. The enabler with digital-first and digital transformation.

These functions and focuses interact in the 3 quadrants depicted below. Dr. Kyrle's digital innovations 2021-2022 will start with a new model. The 3 quadrants will gradually push the innovation and innovation to the left, from innovation to enable and ultimately to innovation.

### Pushing the innovation and innovation to the right

#### Creating sustainable innovation through incremental digital transformation



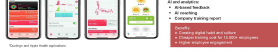
To build a successful digital transformation of Bio Farma, digital mindset and culture will be nurtured in all employees through the following approaches, among others:

- Innovation consulting: Bio Farma Digital Consulting Team
- Digital training with gamification: Creating a competitive learning environment to benchmark digital skills and response employees' progress with a competitive learning environment. In the next phase, the training will allow an integration to the system, performance review, and overall career path. At all activities will evaluate the progress of digital mindset, learning, and innovation.

### Transferring the digital mindset across organization with highly engaging activity

#### Digital training gamification

Creating competitive learning environment to benchmark digital mindset and response employees' progress with a competitive learning environment. In the next phase, the training will allow an integration to the system, performance review, and overall career path. At all activities will evaluate the progress of digital mindset, learning, and innovation.



Sebuah journey adalah bagian terpenting untuk mencapai tujuan. Seperti halnya untuk mendigitalisasi layanan kesehatan, setiap perusahaan memiliki journey yang berbeda untuk mencapai tujuan tergantung pada kebutuhan bisnis, kemampuan, dan preferensi. Tujuan dan journey ini memaksa banyak organisasi untuk mempercepat upaya transformasi digital dalam memenuhi permintaan pelanggan baru dan meningkatkan produktivitas yang tetap berfokus pada pencapaian pertumbuhan perusahaan. Pada dokumen ini, Bio Farma BUMN Farmasi memaparkan strategi digitalnya untuk sampai ke tujuan "digital", yaitu terintegrasi, terjangkau, dan produk dan layanan kesehatan berkualitas tinggi. Selengkapnya dapat dibaca pada dokumen White Paper yang berjudul Digital First Strategy: Finding the Right Roadmap for Healthcare Modernization oleh Bapak Soleh Ayubi, Ph.D - Chief Transformation & Digital Officer, Biofarma - BUMN Farmasi.