

# Roadmap 2028

## *Focused on Life Sciences Industry Segment*

16 May 2023

# Global Market

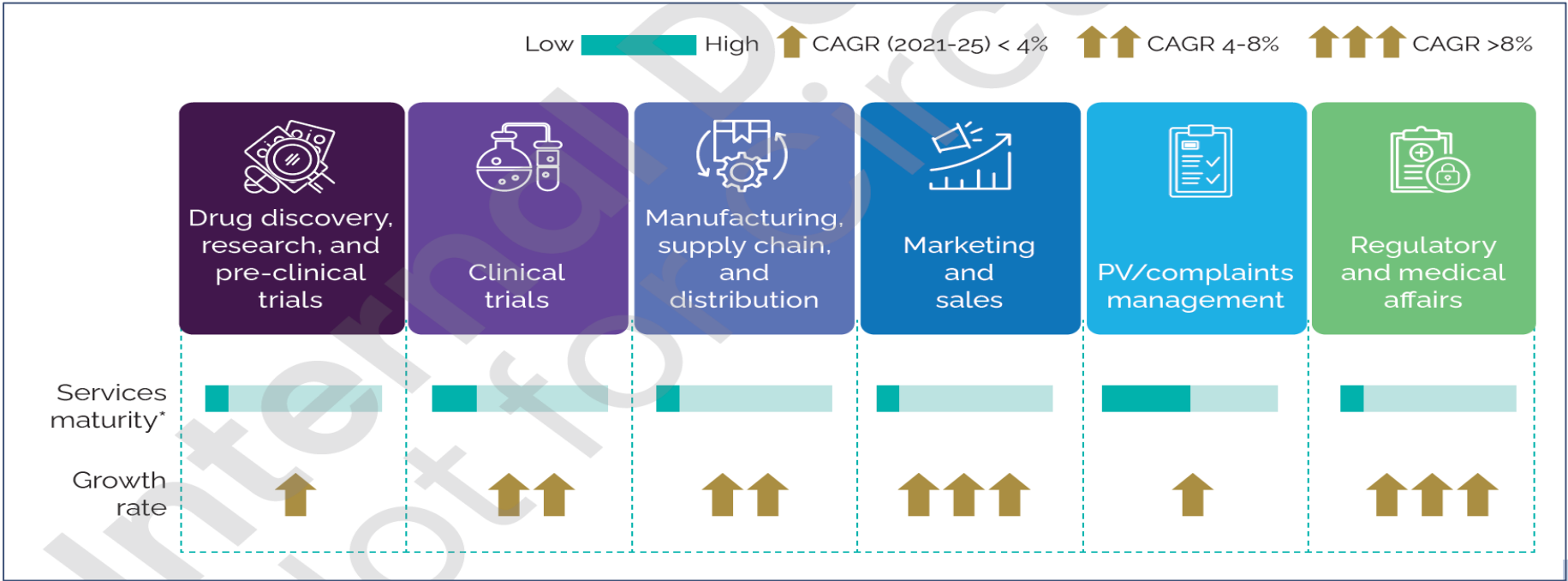
# Global Headwinds & Tailwinds for Overall Healthcare Services Industry

Headwinds	Tailwinds
1. PHI concerns & regulations prohibiting offshoring	1. Increasing cost pressures
2. Changing regulations	2. Increasing compliance
3. Attrition & skilled talent shortage	3. Consumerization & focus on technology
	4. Offshoring ecosystem

# Global Life Sciences Service Delivery

- Changing market dynamics due to COVID-19 pandemic
- Expected to grow at a CAGR of 9-11% in near future
- Factors impacting growth:
  - Rising demand for new medical treatments,
  - Increasing cost of drug development and post-marketing surveillance, and
  - Growing adoption of digital platforms & increasing use of technology

# Overview of Life Sciences Services Value Chain

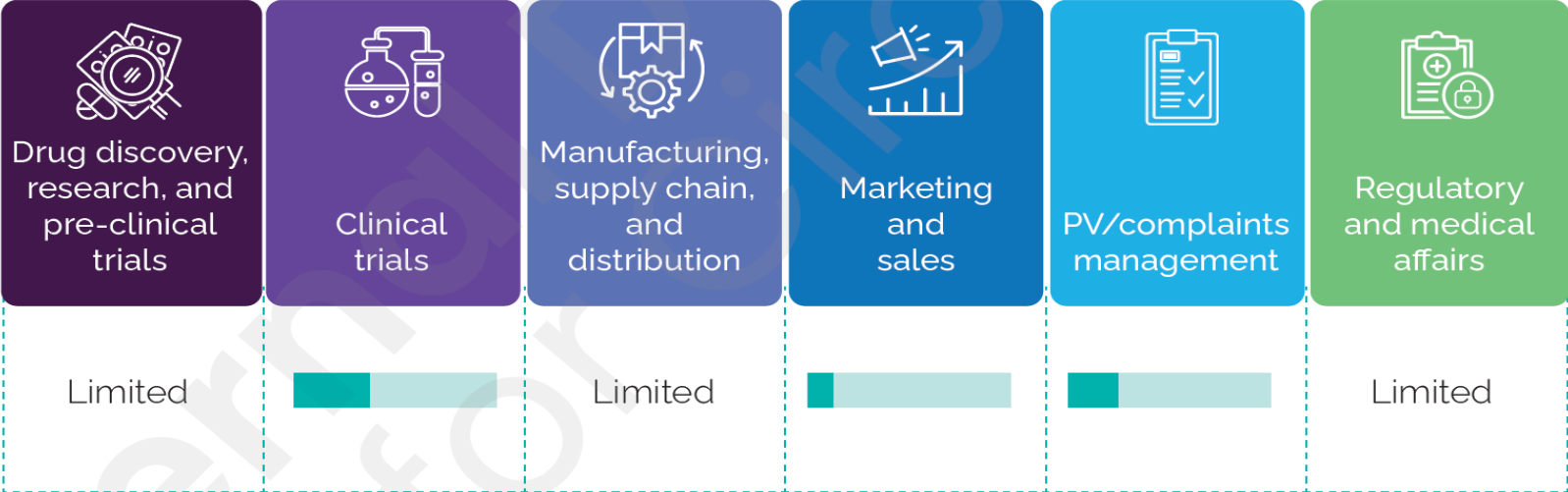


# Philippines Market

# The Philippines Healthcare Services Market Size

- 11% of the overall IT-BPM industry headcount
- 75-80% of the demand from U.S.
- Current services broadly in four sub-segments:
  - IT services
  - Non-voice business process services
  - Contact center services
  - Analytics, clinical research, and other life sciences services
- Life sciences services segment contributes less than 10% to the overall healthcare services industry

# Maturity of Life Sciences Services Delivery

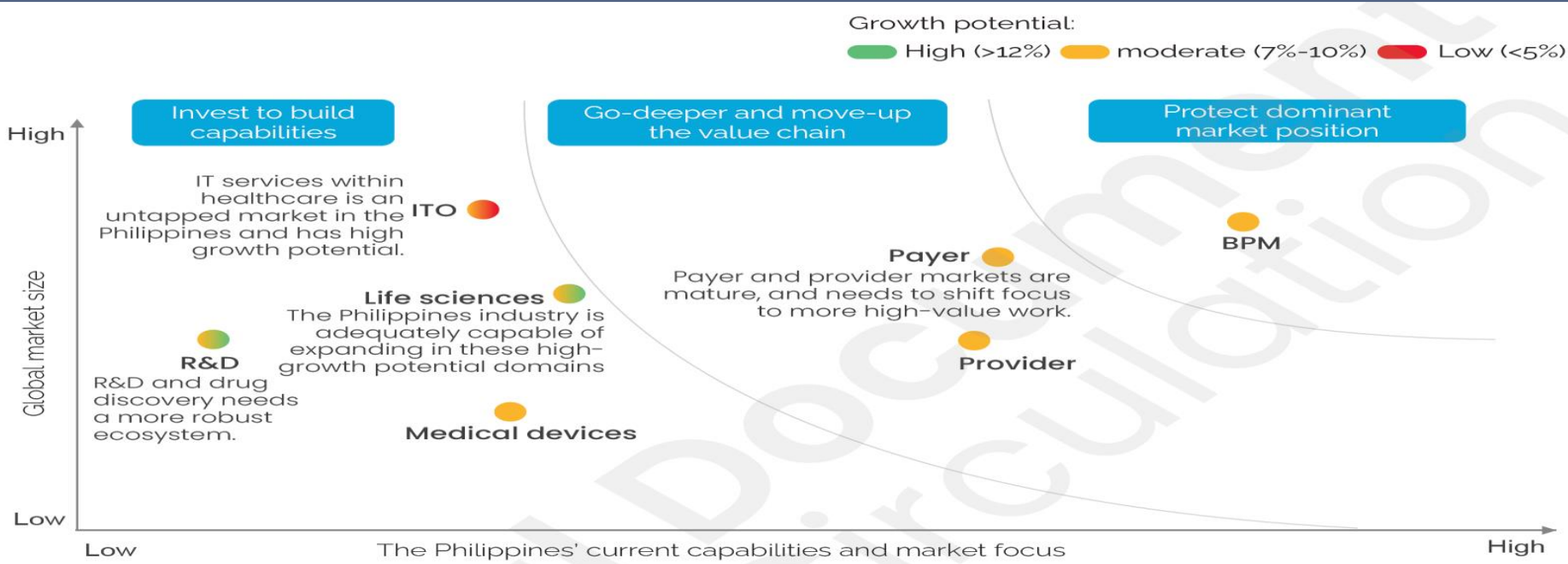


Maturity of services in the Philippines

Low  High



# Current Capabilities & Market Focus



# Growth Areas

# Opportunity for The Philippines

- Life sciences service delivery has lower share in the overall healthcare services
- Lower maturity in terms of the services provided
- Important to establish more Contract Research Organizations (CROs), or expand their footprint
- Increase the skill pool with relevant degrees, such as, B. Pharma, etc.
- Capitalize on the English-language speaking talent pool

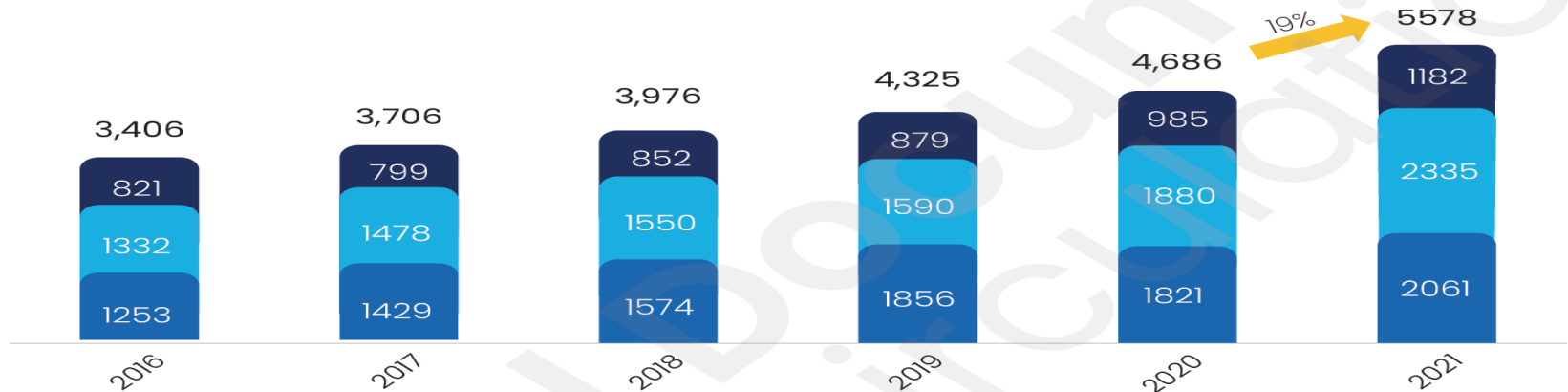
# Clinical Trials

- Globally, number of clinical trials grew with a CAGR of 10% in last 5 years

## Global number of clinical trials initiated

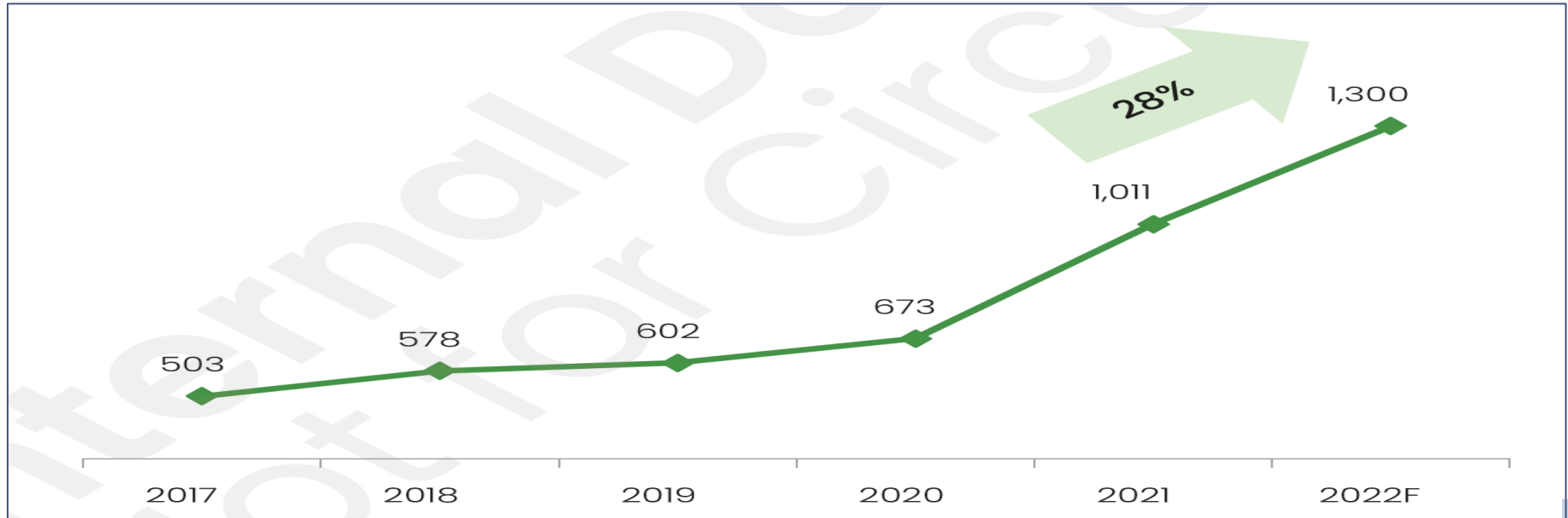
Number of clinical trials initiated

2016-2021



# Decentralized Clinical Trials (DCTs)

- COVID-19 catapulted the adoption of remote DCTs



# What is Decentralized Clinical Trials (DCTs)?

- In summary, it's bringing an increasing proportion of clinical trial activities to the patient rather than the traditional paradigm of patients to the trial site\*.
- Enabled by a constellation of tools, like:
  - Electronic consent
  - Telehealth
  - Remote patient monitoring, and
  - Electronic clinical-outcome assessments
- Higher retention rates reported by early adopters.

*\*"No place like home? Stepping up the decentralization of clinical trials", June 10, 2021, McKinsey & Company*

# Pharmacovigilance (PV)

- Global PV outsourcing market size was valued at US\$2.5 million in 2020 and is projected to grow at a CAGR of ~14% over next 6-7 years
- PV activities are process driven, making them ideal for offshoring. Some examples:
  - Collecting adverse drug reaction (ADR) data & information
  - Case processing activities
- Increasing number of clinical trials has led to increase in demand for PV support

# Medical Device Support Services

- Global market size was valued at US\$ 488 billion in 2021 and is expected to grow at a CAGR of 5.5% in next 4-6 years
- Philippines can play an important role by providing support services like,
  - Customer service through call center, live chat, email & text messaging
  - Wellness counseling
  - App and mobile support
  - Data entry & back office support
  - Billing & adjustments



# Geographic Diversification

- Expand to markets beyond US, like Europe, and also focus on growth of the APAC market
- Maintain dominance in US market while continuing to increase the market share

# Acceleration Levers

# Four Levers to Pull

## Policies & Regulatory Support

- Ensure cost competitiveness through incentives to companies promoting growth sectors
- Streamline regulatory compliance requirements

## Talent Development

- Upskill current workforce & entry level talent
- Increase capacity for specialized degree courses
- Establish early stage interventions to boost proficiency & employability

## Infrastructure

- Improve quality of telecommunications through increased broadband penetration, and last mile connectivity through 5G
- Increase real-estate development in provincial areas

## Marketing & Brand Positioning

- Develop enhanced value proposition of the country
- Propagate the enhanced value proposition

**Thank You!**