

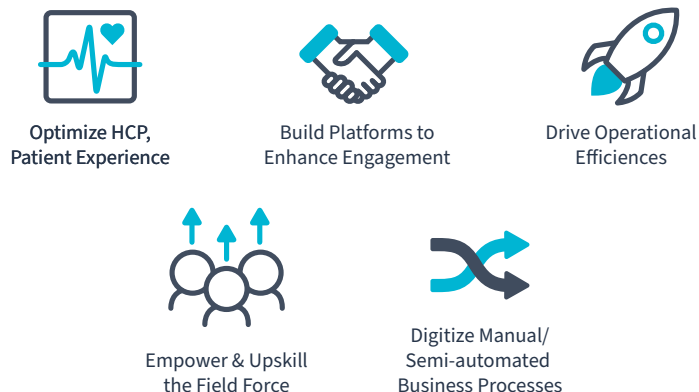
Transforming the Pharma and Life Sciences Industry

Using Liferay

Pharma and Life Sciences Opportunities Through Digital Technologies

Even though the Pharma and Life Science industry is progressing to discover new innovations and breakthroughs, historically the industry has been slow to change the way their business is done. These companies need to start investing into the digital transformation of their business models in order to tackle everyday industry challenges, optimize operational efficiency, and respond to changing patient and user needs.

How Does Liferay Support this Transformation?



Pharma & Life Sciences - Digital Experience Priorities

Meeting these priorities and changing the Pharma and Life Science industry is possible through Liferay's suite of products. Take advantage of an open source and enterprise-ready platform for your business to build tailored solutions to handle these priorities. Pharma and Life Science organizations across the world have customized Liferay's flexible platform to solve their unique problems.

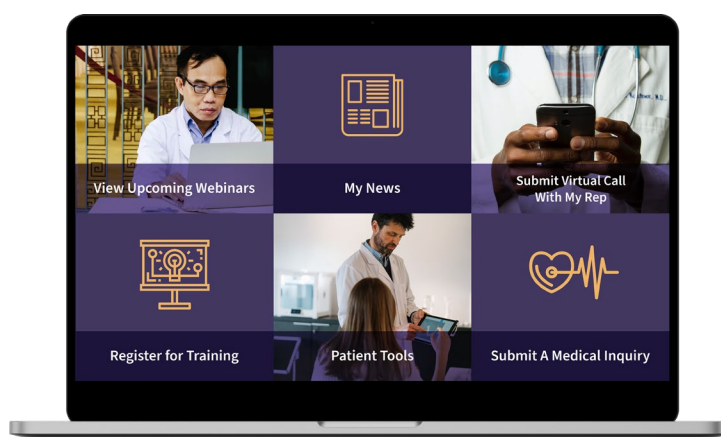
Next-Generation Global HCP Platform

Delivering a positive customer interaction across the journey needs to be a primary focus across pharma and life science organizations; a customer-centric strategy is critical to success. For businesses who serve healthcare professionals, use Liferay to build an engaging HCP solution.

The low physician to patient ratio often leaves the physician very little time for any extra educational engagements. But the new digital era presents an opportunity to learn and sharpen skills through alternate channels as per one's convenience.

With an HCP engagement portal, healthcare professionals can have access to a range of scientific resources, such as infographics, presentations, medical news, patient education material, and more to keep oneself updated with new advances. They can also register and subscribe to the content of interest and get notified on new updates related to their area of expertise. The solution will offer reliable medical information on-the-go to the time-crunched physicians, to promote the best clinical practice and improved health outcomes.

Additionally, healthcare professionals can log into the portal to stay up-to-date with product information, training and relevant news. The portal also provides a convenient way to order samples and virtually connect with representatives.

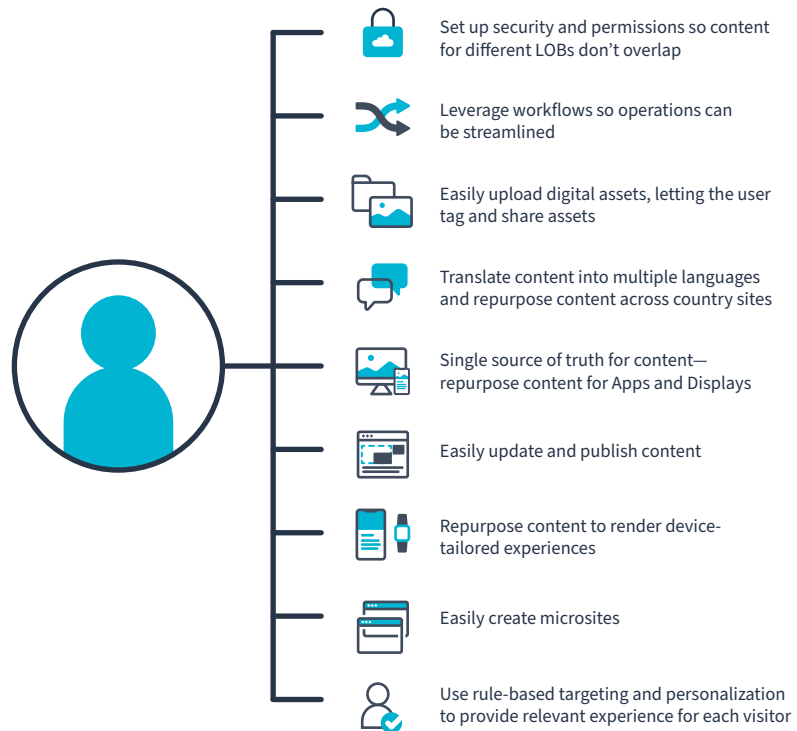


HCP Collaboration

Personalized Experiences to Patients

Optimize the patient's experience across platforms to facilitate content discovery and management. Take advantage of Liferay to create a multilingual global website or portal to deliver a personalized experience to visitors. Achieve greater control over managing personalized experiences across multiple touchpoints for rapid delivery of user experiences. Business users can easily define audience segments with robust rules for fine-grained personalization and engage these segments with a range of personalized experiences across pages, navigation and assets. The website or portal can include details related to various diseases like breathing disorders etc. and patients can search content based on specific needs.

Typically, content tends to be a bottleneck in Pharma and Life sciences due to reliance on external agency partners for content creation and the extensive medical regulatory legal review process. Using Liferay, organizations can effectively accelerate content generation and approval, reducing the legal resources required.



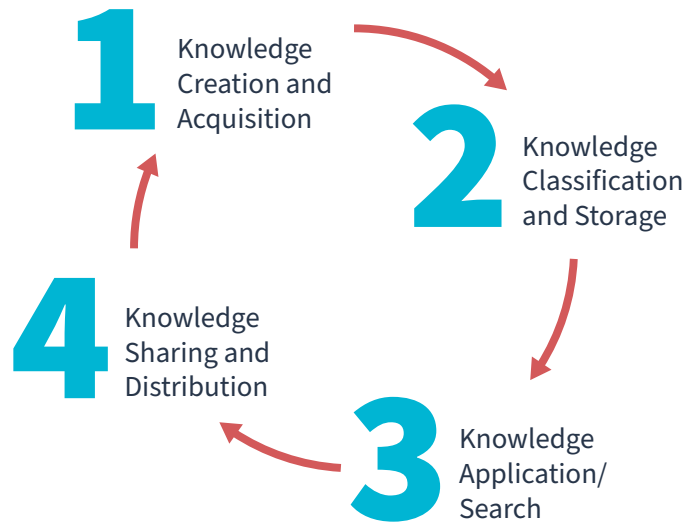
Content Management - Operational Use Cases

Online Collaboration and Intranet Platform

Organizations can increase internal collaboration and communications with an intranet portal that includes capabilities for blogs, forums, surveys, etc. This corporate intranet portal can act as a knowledge hub for exchanging and disseminating ideas, messages, and successful best practices.

Providing employees with a better tool can lead to:

- Improved collaboration, within and across teams
- Consolidation of knowledge and best practices
- Increased communication and efficiency among employees

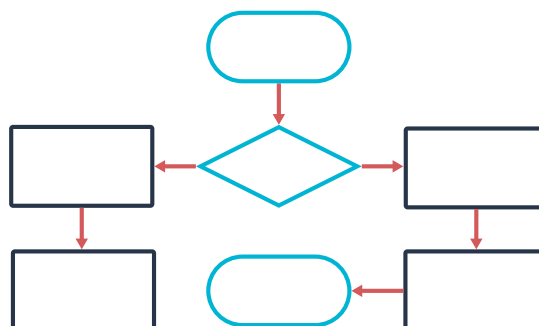


Knowledge Management Life Cycle

Streamlined Business Operations

With a robust and powerful platform like Liferay, businesses can be empowered to make their business processes more efficient. Use the Liferay platform to automate operational and service-related processes, such as vendor and supplier registration and onboarding, using forms and workflows. Additionally, processes for managing the employee lifecycle can be automated on the platform. Easily create individual workflows in addition to these organization-wide ones.

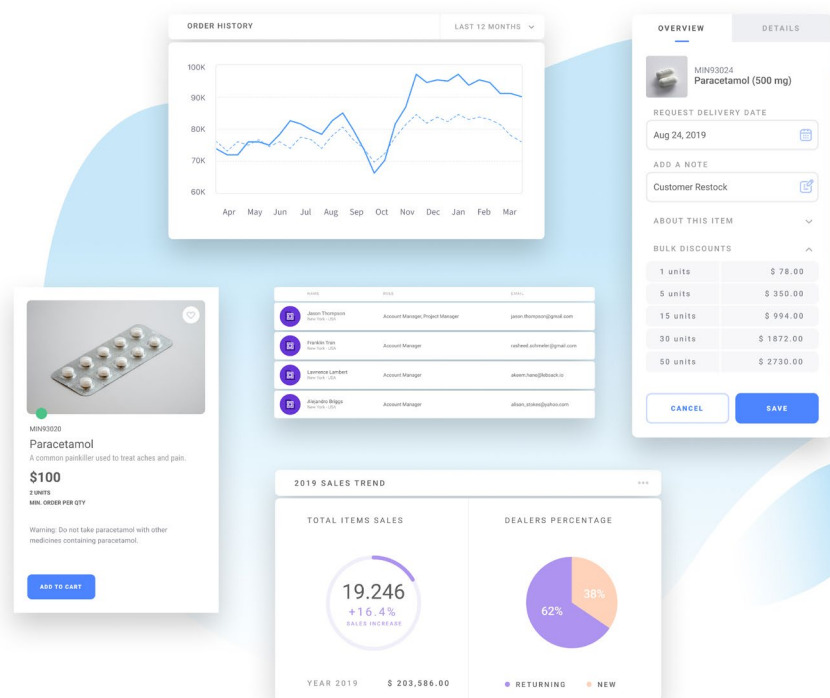
Further it can be extended to create a vendor/supplier portal with capabilities like invoice submission, track status of your invoices, dashboards to track payment status of invoices etc. Liferay can be used to automate operational and service-related processes, as well as employee self-service and HR-related processes that cover the entire lifecycle of an employee (i.e. hire to retire).



Build Simple to Complex Workflows

Improved Distributor Order Management

Improve operational efficiency and create efficient experiences for busy buyers with a B2B distributor platform that can facilitate paperless ordering and fulfillment. Help your B2B customers find what they need online without calling a sales or service rep. With tailored navigation and detailed product information, distributors can discover products and answer questions on their own time, increasing their satisfaction.



Liferay's commerce solution will shorten the time it takes to find the right product with intuitive browsing for B2B catalogs and refines your site's search engine results to ensure distributors find the best information. It simplifies the repeat orders with reorder buttons and saved order lists and allows distributors to independently manage their accounts and view updates on their orders. Using Liferay Commerce, Pharma and Life Science organizations can standardize products and purchasing across their commerce ecosystem. Nowadays, commerce is no longer a stand-alone transaction. Making the right products and services available to the right buyer at any time is how commerce works today.

Why Liferay

Liferay has been at the forefront in the Pharma and Healthcare sector globally, helping multiple organizations solve various digital challenges based on their strategy and approach. Create personalized and heightened digital experiences for every audience across any device to meet the needs of patients and providers in convenient ways that provide value with a recognized Leader in the market. For the tenth time, Liferay has been named a Leader in Gartner's "Magic Quadrant for Digital Experience Platforms" report.

Expand upon the functionalities of Liferay DXP with robust B2B commerce capabilities and powerful analytical features with Liferay Commerce and Analytics Cloud.

Learn how this one platform can be used to create endless solutions that will please your patients, healthcare providers, suppliers, employees, and more.

Moving Forward

Ready to see how Liferay can support the digital transformation of your business? Contact sales at sales@liferay.com.



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://www.liferay.com).

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