

## An industry leader achieves understanding of the implications of eConnectivity to the healthcare industry and plays a meaningful and pioneering role.

**The Background:** A major U.S. pharmaceutical corporation recognized that although a central corporate group had been monitoring and partnering with a number of healthcare 'e' initiatives, there was minimal ownership and support from across the operating companies given the lack of clarity about how and when the 'e' impact would get traction and scale within the Healthcare industry.

**The Challenge:** The corporation was faced with identifying the likely imminent outlook for eConnectivity within U.S. Healthcare and comprehending the implications. A further challenge was to fully engage the senior management in the efforts to surface, lead, pilot, support, and monitor initiatives in this newly-emerging area.

**Introduction to the Approach:** The Atlantis Group interviewed and researched expert resources, and customized their process to involve a cross-section of operating company management, outside experts, stakeholders and the core e-Health corporate group. The methodology enabled the implications and options for eConnectivity to be clearly identified. The Atlantis Group analysis revealed a "blueprint" for eConnectivity which in turn provided the client with the required future perspective from which to develop a considered plan. *Contact The Atlantis Group to learn more about our methodology.*

**The Result?** The corporate group developed and communicated an extremely coherent and focused plan, and, importantly, identified immediate pilot programs to be initiated with external and internal (relevant operating company) partners.

The process created a large and totally engaged community who were aligned behind the vision and the execution plan that had been put in place. This community has formed a core group (corporate management, operating company management, outside experts and stakeholder groups) which has remained connected, and is updated via the proprietary Beacon monitoring process.



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