

Recover, Rebuild and Revive: 5 Key Capabilities for Building a COVID-19 Resilient Pharma Organization



As healthcare organizations emerge from the COVID-19 pandemic, key decision makers must rethink how they organize their capabilities and resources to enable business recovery and sustainability in a continuously evolving environment.

Here are the 5 key capabilities highlighted by healthcare leaders from a [C-suite feature interview series](#) to help you rebuild and grow for the future:

1 Patient-first approach

Disruptions in patient journey, accelerated by the pandemic and technological advancements, are **placing patients at the centre** of health ecosystems.



Keeping pace with technological advancements in **personalizing healthcare** is key.

2 Multifaceted omnichannel engagement with HCPs

Rise of 'digitally-savvy' healthcare professionals (HCPs) in the post-pandemic world has increased expectations from pharma companies.



It has resulted in the need for **personalized content**, seamlessly delivered across **multiple channels**.

3 Closer collaboration with healthcare systems

Increasing digitization is driving **expansive, consolidated and data-rich healthcare systems and payers**.

Robust stakeholder collaboration is vital to share data access and work towards common objectives.


4 Corporate agility and flexibility

The **ability to adapt** and shift focus during fast-changing situations is essential.



Balancing short-term vs. long-term focus helps companies to survive current challenges as well as keep themselves ready to gain growth momentum.




5 Restructure and re-skilling

Human capital becomes even more critical in the post-pandemic era as customer expectations are quickly changing.

It is imperative for companies to apply the **right structure, resource allocation and the right capabilities**.

BUILD YOUR HEALTHCARE ROADMAP WITH IQVIA TODAY.

To learn more, contact your IQVIA representative:

Erwin Widjaja
Principal, IQVIA
erwin.widjaja@iqvia.com