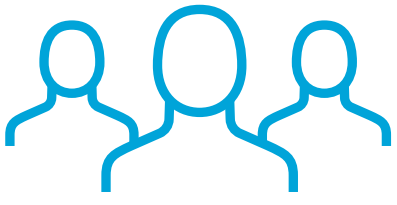




of Technology Enablement in Life Sciences Revenue Growth

Technology has always been the enabler in the commercialization of Life Science products. In response to changing market needs, Pharma and MedTech manufacturers have adapted software and have converged to deliver enhanced value while driving lower healthcare costs.



MedTech
\$11 Billion

Revenue

Pharma
\$104 Billion

1985 - 1995

General Medicine Era

- Both Pharma and MedTech focus on delivering broad application solutions to healthcare environment
- Strong focus on production necessitates need for Enterprise Resource Planning (ERP)



1996 - 2005

Specialty Medicine Era

- Market saturation leads Life Science industry to focus on specialty applications to fill unmet patients needs
- Diversity of specializations necessitates implementation of Customer Relationship Management (CRM) to enable pull-through efforts



2006 - 2015

Personalized Medicine Era

- As gaps in the market become narrower, the industry began specializing in specific therapeutic areas
- To offset prices of complex products, companies look to Revenue Management software to maximize the top line of their income



2016 -

Technology Enabled Medicine Era

- The relationship between Pharma and MedTech has only grown stronger
- Companies are utilizing the cloud as the platform to combine ERP, CRM, and Revenue Management software

2016
FDA approves Medtronic's artificial pancreas

\$530 Billion

2017
FDA approves gene therapy Kymriah

\$1,400 Billion

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