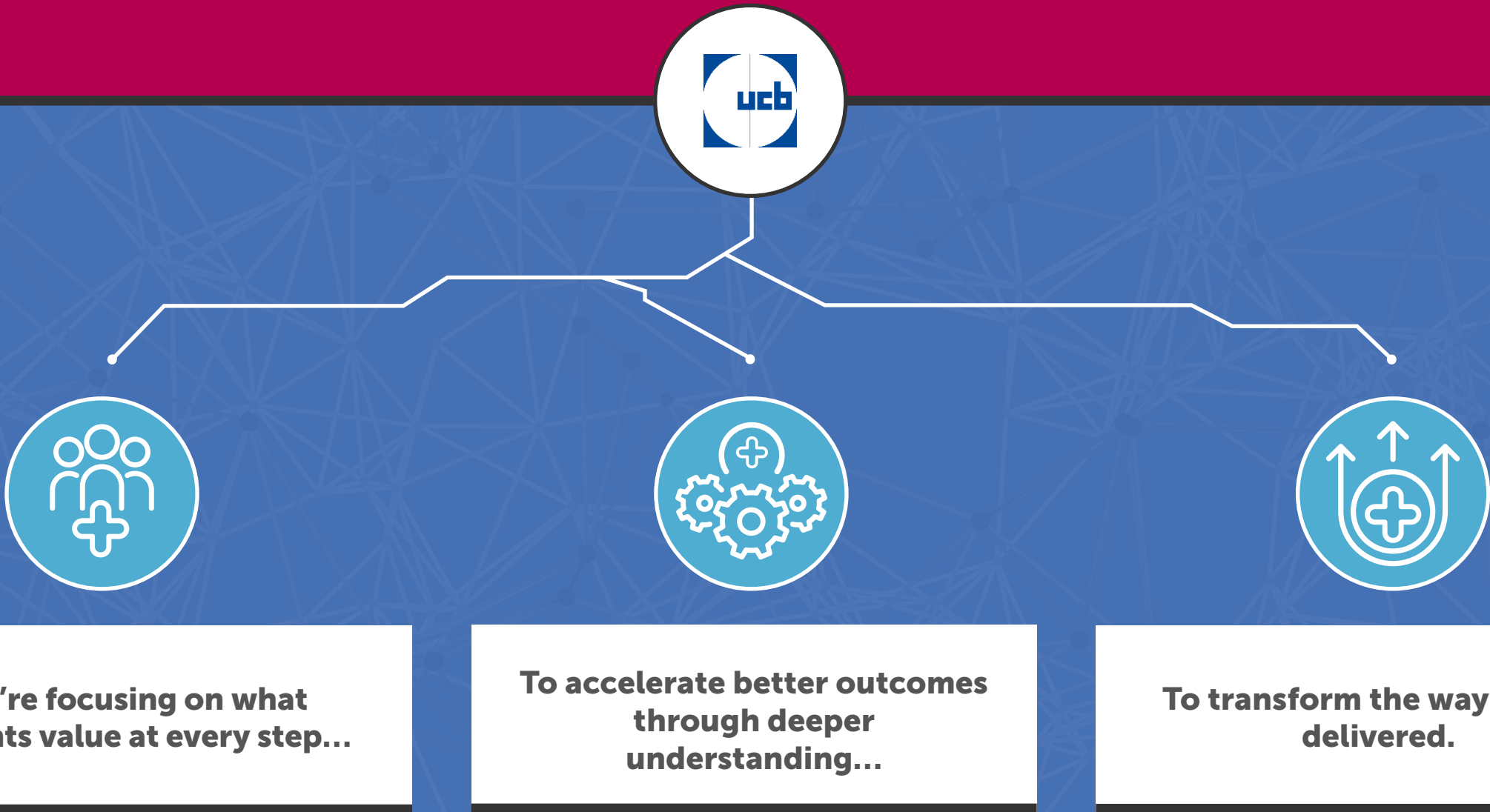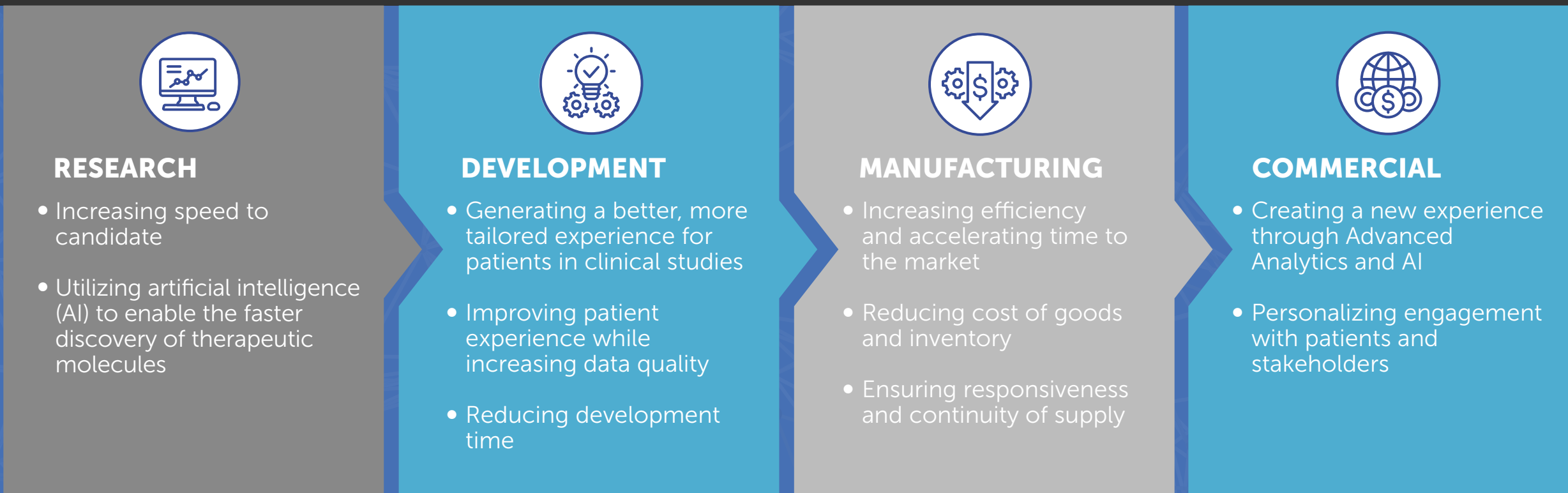# UCB'S DIGITAL BUSINESS TRANSFORMATION

Unleashing the power of digital innovation,
enabling solutions that allow patients to live the lives they choose,
now and in the future.

We're focusing on what patients value at every step...

To accelerate better outcomes through deeper understanding...

To transform the way care is delivered.

ACROSS THE VALUE CHAIN:

RESEARCH
- Increasing speed to candidate
- Utilizing artificial intelligence (AI) to enable the faster discovery of therapeutic molecules

DEVELOPMENT
- Generating a better, more tailored experience for patients in clinical studies
- Improving patient experience while increasing data quality
- Reducing development time

MANUFACTURING
- Increasing efficiency and accelerating time to the market
- Reducing cost of goods and inventory
- Ensuring responsiveness and continuity of supply

COMMERCIAL
- Creating a new experience through Advanced Analytics and AI
- Personalizing engagement with patients and stakeholders

HOW WE'RE DOING IT

EMPOWERING OUR DIGITAL MINDSET

Building digitally-versed teams with a passion to improve patient experiences

- **Customer-centricity,** leveraging digital technologies to make customer interactions more informed, reciprocal and transparent, boosting trust and engagement on all sides
- Establishing a **data-centric culture** where data is each of our responsibilities, informs decision-making and amplifies value creation
- **Agility** and a **risk value mindset** to encourage people to pilot, experiment and learn
- **Adaptability** and a **growth mindset** enable investment in multi-disciplinary skills and encourage our people to pilot, experiment and learn
- **Connectivity** builds empowered, cross-functional teams with a holistic view and end-to-end thinking, able to introduce and realize new ideas and partnerships

USING DATA & TECHNOLOGY WITH A PURPOSE

Unlocking new insights to deliver what patients need, when and where they need it

- **Computational designs** and **AI** enable the faster discovery and delivery of therapies
- **Real-world data** from our decentralized clinical trial model enables flexibility, resulting in strong patient continuation rates in studies
- A go-to-market vision using **distinctive channels** and **predictive analytics** allows us to generate better experiences
- **New digital care** solutions enable multisided digital platform ecosystems to transform the patient experience

PARTNERING FOR GREATER IMPACT

Investing in partnerships so we can harness the collective tools and knowledge needed to cultivate deeper connections across the healthcare system

- **Microsoft®** to discover and deliver treatments faster using the cloud and AI
- **Stanford Medicine** to explore digital phenotyping using AI and data science
- **Nile AI,** an epilepsy care management platform that serves as a digital extension of the healthcare provider (HCP), to provide patients with peace of mind between consultations
- **MyHealthTeams** to gain insights into patient experiences
- **Aetion®** to advance real-world evidence using rapid and robust analytics

We know that patients today need solutions that help them live healthier lives. With the right capabilities and tools, the right partners and our passion that powers it all, we can lead the way in transforming the patient experience, paving the way to better health.