



Commercial Solutions

ADVANCING PRECISION MEDICINE: DIFFERENTIATE. ACCELERATE. SUSTAIN.

Precision medicine—the approach to disease prevention and treatment that takes into account people’s individual variations in genes, environment, and lifestyle—is game-changing. But to achieve groundbreaking insights and impact clinical care, organizations must pick up the pace. Research with a decade-long timeline will not suffice. Nor will failing to define a clear strategy and path forward. Turn to Booz Allen to generate momentum and maximize your impact in precision medicine.

A powerful future

Precision medicine is the future of how we prevent, diagnose, and treat disease. It has the potential to extend and save lives, turning once grim prognoses into promising treatment plans. By using molecular markers that signal the presence or risk of a disease before clinical symptoms manifest, precision medicine could enable faster early stage detection and prevention of disease. Though its potential is rich, unlocking the value of precision medicine is far from straightforward. Precision medicine is a highly complex and increasingly crowded endeavor involving a high number of varying stakeholders. The journey to precision medicine is constantly evolving and requires sizable investments, the fruits of which may not be reaped for a decade in some cases.

Booz Allen’s Advancing Precision Medicine team has helped some of the largest precision medicine related initiatives in the country overcome these challenges. We enable providers, research organizations, and nonprofits to differentiate, accelerate, and sustain their precision medicine efforts.

Together, we can make precision medicine more powerful.

Differentiate: Define your precision medicine story

Many organizations have taken note of the potential of precision medicine to revolutionize healthcare. Over the past five years, 42% of all drugs in development were personalized medicines, and biopharma has doubled its R&D in personalized medicine over the same time frame. Additionally, advancing precision medicine has been declared a priority by the White House, and many health systems are differentiating themselves through precision medicine related marketing.

Driving greater impact, however, requires a deep understanding of the dynamic research, reimbursement, and care delivery environment and a clear articulation of the unique position an organization can play. There are opportunities for leadership, but it will require making distinct choices. One organization could choose between promoting early stage research and advanced translational efforts, and another between marketing and investment in cardiovascular precision medicine versus a specific area of oncology. Regardless of your focus, Booz Allen can help you carve out your niche—one that stands out from the crowd and adds real value.

We help organizations unlock the potential of precision medicine.

To learn how Booz Allen Hamilton can help your business thrive, contact:

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Accelerate to impact

Though the promise of precision medicine is huge, it can take many years, possibly even a decade or more, for meaningful changes to hit the market. We believe that the potential to extend and save lives cannot wait that long. The status quo around drug discovery, point of care integration, research funding, and collaboration simply will not do. Organizations must find a way to accelerate insights and results.

Booz Allen can help you apply the right strategies to your precision medicine effort in order to substantially reduce the time to impact. These strategies include:

- **Collaborate aggressively:** To accelerate and increase sustainability of your precision medicine initiatives, stakeholders from scientific, medical, technical, and business capacities must come together to share data, insights and information. Getting this right can be difficult but tremendously impactful when successful. In our experience, this starts by finding partners that complement your strengths, establishing trust, and enabling the right governance and technology structures to ensure privacy and IP protection.
- **Drive to translation:** Organizations must be explicitly geared to move from initial research publication to actual clinical impact. Doing so requires partnerships, creating the right incentives for researchers, explicit coaching, and matchmaking between parties to advance key findings.
- **Do more with your data:** Organizations across the healthcare and research spectrum are sitting on oceans of data relevant to precision medicine – from patient registries to clinical trial data. Most data is chronically under-utilized given outdated technology, data silos, cost, privacy concerns, and a shortage in advanced analytics practitioners. Rather than focus on the collection of ever more data, overcome these challenges to accelerate.
- **Spark innovation:** Your resources can go miles further through the use of internal or external venture investing, milestone-based funding, challenges and prizes, hackathons, and seed grants.
- **Embrace change:** From new coding mechanisms to patient generated data to updates in medical education, precision medicine implies massive changes for health systems. Organizations must embrace the size of this change in their approach and resourcing.

Sustain

In order to make advances in precision medicine, organizations must be willing to invest significant funds in research, data collection, analytics and technology, as well as recruit participants to share personal data. For this to be a sustainable and productive investment in both money and time, organizations must be strategic about how they invest.

To do so, organizations, whether nonprofit or for-profit, need to consider:

- Leveraging partners to reduce risk and extend funding
- Recovering costs and/or monetizing your investment while still preserving the trust of participants and patients
- Attracting funding – whether grants, industry sponsorship, or new donors

At Booz Allen, we help organizations unlock the potential of precision medicine and are helping to lead the way to better healthcare. Let us help you differentiate, accelerate, and sustain your precision medicine efforts.

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Booz Allen Hamilton has been at the forefront of strategy and technology for more than 100 years. Today, the firm provides management and technology consulting and engineering services to leading Fortune 500 corporations, governments, and not-for-profits across the globe. Booz Allen partners with public and private sector clients to solve their most difficult challenges through a combination of consulting, analytics, mission operations, technology, systems delivery, cybersecurity, engineering, and innovation expertise. With international headquarters in McLean, Virginia, the firm employs more than 22,500 people globally, and had revenue of \$5.27 billion for the 12 months ended March 31, 2015. To learn more, visit www.boozallen.com. (NYSE: BAH)