

THE VIEW

Life sciences | March 2021



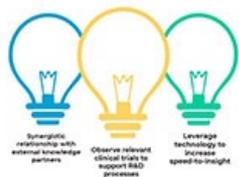
Hi there,

As the pandemic-fueled economic fluctuations continue, it's imperative for companies across the life sciences industry to focus on securing their market positions through strategic decision-making. In this month's newsletter we explore how lifesciences organizations can use competitive intelligence to their best advantage in the current climate, while highlighting some of the key updates in the industry.

Competitive Intelligence in Pharma and Healthcare

It's important to keep a close eye on the competition in fast-paced industries like pharma and healthcare. A strong competitive intelligence (CI) strategy can help companies make smarter business and strategic decisions as well as offer a holistic analysis of industry fluctuations.

Best practices for Pharma CI



[Best practices for conducting CI in the pharma industry](#)

[Applications of CI in the healthcare sector](#)

[Reimagining healthcare market access post COVID-19](#)

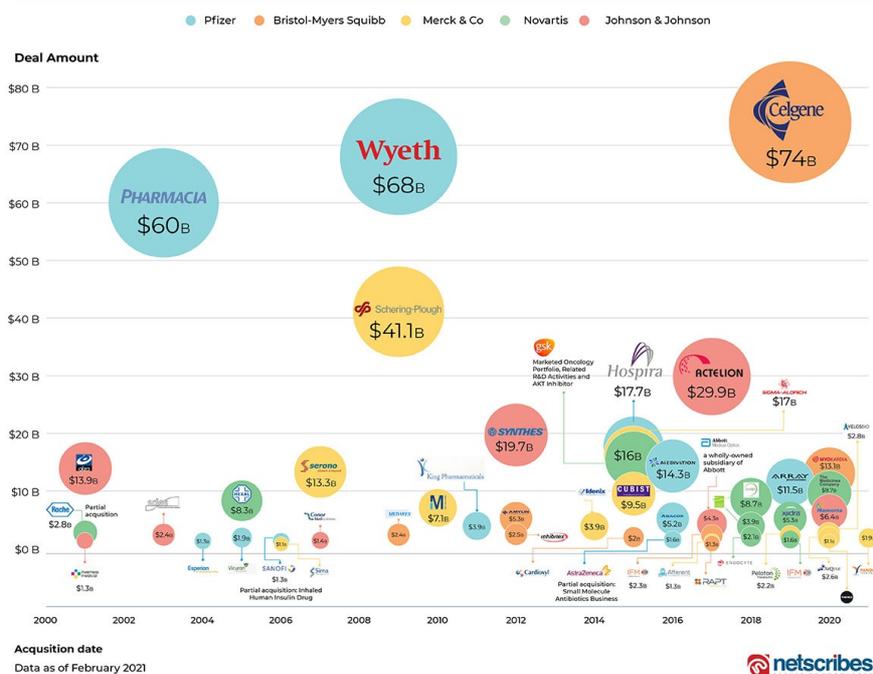
Recently, the barriers to healthcare market access have been increasing. During such challenging times, reimagining healthcare market access strategies through credible data and insights, is the best way for healthcare companies to stay ahead of the curve. >>

Mega deals across the life sciences industry

Mergers and acquisitions activity in the life sciences industry has been rising over the years. While the pandemic caused a slight decline, recent deals during the start of 2021 indicate a strong rebound. Here's a quick look at some of the largest deals in life sciences over the past two decades.

Timeline of life sciences giants billion dollar acquisitions

Every 1B+ acquisition made by Pfizer, Bristol-Myers Squibb, Merck & Co., Novartis, and Johnson & Johnson. Bubble size represents deal amount



Healthcare value chain insights



- The evolution of clinical decision support in healthcare ([HBR](#))
- Digital transformation is raising the bar for clinical data standards ([Express pharma](#))
- How a radical change in operations can revolutionize the pharma industry ([Mckinsey](#))

Health-tech investment updates



- Digital Health's milestone year: Major funding and M&A trends ([Netscribes](#))
- Can the health-tech sector maintain its growth momentum moving forward? ([Wamda](#))

Netscribes helps life sciences firms build a competitive advantage through actionable data and insights. To schedule a consultation, [contact us](#)



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