Innovative Technology

Accelerating Value-Based Healthcare

ORACLE HEALTH SCIENCES

Technology is opening the door to a world of possibilities in **healthcare.**

Organizations are finding new ways to:
- **Enhance patient care and engagement**
- **Enable important progress in treatment plans**
- **Analyze big data to prescribe highly targeted therapies**

CURRENT TRENDS

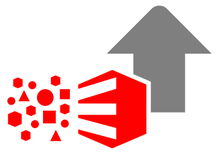
- People are **living longer**
- The cost of care is **rising**
- **Chronic disease** is more prevalent

INSIGHT AND INNOVATION

Gathering actionable data to provide patient-centric care

Sophisticated tools are used to **gather** and **analyze** big data to **drive medical advancements**, uncover new opportunities for **disease prevention**, provide patient-centric **care**, and drive better outcomes at **lower costs**.

"The global size of big data in healthcare is increasing at between **1.2** and **2.4** exabytes a year"[1]
(1 exabyte = 250 million DVDs of data)



Oracle Enterprise Healthcare Analytics integrates data from electronic medical records, clinical departmental systems, patient accounting, ERP, research, and other source systems to help providers rapidly and cost effectively unlock value from their clinical and operational data.

PERSONALIZED MEDICINE

Leveraging the power of genomics in care delivery

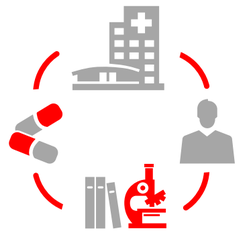
"Between **2005** and **2010** industry investment in personalized medicine rose by **75%**"[2]

Modern **omics analysis** enables disease to be **demystified** and wellness to be **quantified** at the molecular level, yielding **care delivery** and health **maintenance protocols** that are tuned to each individual's **unique molecular profile**.

Oracle Health Sciences Translational Research Center enables researchers and clinicians to store, integrate, control, and analyze all the data from numerous internal and external sources for the complete biomarker lifecycle—from discovery through validation, and ultimately through to clinical care.

COLLABORATION

Enabling faster, safer therapies for patients



Collaboration between **providers**, **patients**, and **life sciences organizations** helps bridge the gap between **research** and **delivery of care** by more quickly **matching patients** to **clinical trials**—producing more **targeted therapies** and huge cost **savings**.

"New medicines generated **40%** of the gain in life expectancy over the past **25 years**"[3]

Oracle Health Sciences Network is a standards-based, secure, real-time network that allows organizations to share important de-identified patient, clinical, and genetic information that can accelerate clinical trial recruitment and the delivery of new therapies to market.

THE ORACLE HEALTH SCIENCES HEALTHCARE PLATFORM

Bringing unmatched resources, top-to-bottom industry support, and decades of experience to the challenge of improving healthcare globally.

For more information visit: www.oracle.com/healthsciences

[1] http://datascienceseries.com/assets/blog/The_Age_of_Data-Driven_Medicine.pdf
[2] Tufts Center for the Study of Drug Development. Personalized Medicine Is Playing a Growing Role in Development Pipelines. Impact Report, (November/December 2010)
[3] For more information visit: www.oracle.com/healthsciences

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