



DIGITAL HEALTH @BAYER

//////// **Assolombarda**
"Digital Health Revolution Observatory"
Oct 2022

Marco Giacosa – Digital & Innovation Manager





Assolombarda

"Digital Health Revolution Observatory"

// CH eCommerce

// CH SapereSalute & Open Innovation

// PH Terapiù

// PH IMCM

// PH Dicosanità



BAYER

Bayer is a Life Science company with a more than 150-year history and core competencies in the areas of health care and agriculture.

With our innovative products, we are contributing to finding solutions to some of the major challenges of our time.



Group sales: €44 billion



Global Presence: 83 countries



Employees: 99.637



R&D expenses: €5 billion



CH eCommerce



We want to be the first mover to win in the digital environment, by meeting the evolving needs of the consumers and guiding our customers in their digital transformation.

Get data and insights

**TOP
E-PHARMACIES**



Grow BCH
Market Share

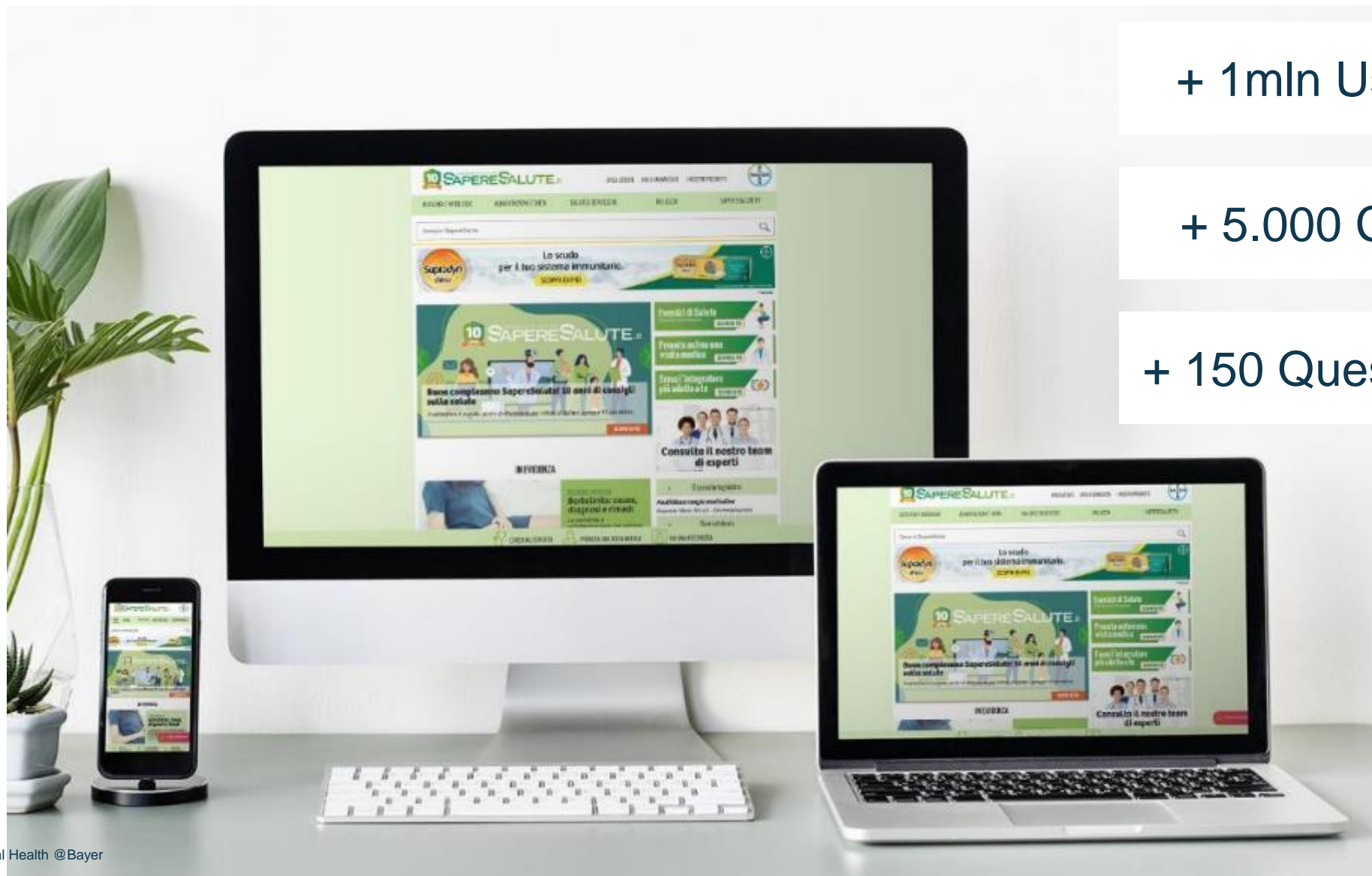
Improve the
image and positioning
of our products
growth to lead in
Multivitamins category

Help independent
pharmacies with digital
transformation

Convert digital users
into buyers



SAPERE SALUTE saperesalute.it/



+ 1mln Users / month

+ 5.000 Chat / month

+ 150 Questions / month



SAPERRE SALUTE: START-UP INVOLVED



Pubblicità



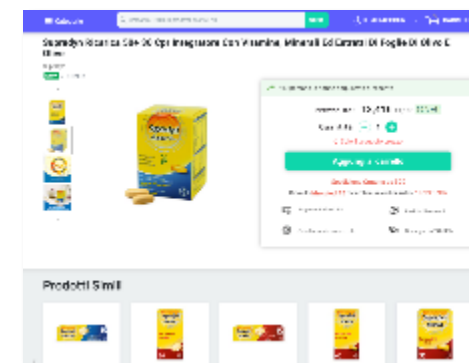
paginemediche

online booking service for medical visits by which it is possible to find the most suitable specialist and **book a visit**, both in the **clinic** and on a **video visit**. **teleconsultation service** which allows to receive authoritative answers to health questions from specialists.



1000 FARMACIE

Pharmacies marketplace that allow to compare hundred of online catalogue and **deliver the product directly to the user**. 1000Farmacie offers all the capabilities that a pharmacy need to sell on-line **Therapy mangement and RX last mile delivery** in deployment phase



indigo.ai

Virtual Assistant - **AI chatbot** that answers users' doubts and questions and helps them to find their main interesting topics by engaging in **instant conversations**



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G4A IN NUMBERS

g4a.health/



>3.300

Startup Network

3,300 companies in G4A's network from across 62 countries

95* International Portfolio Companies

90% Portfolio Success Rate

\$3.6B* Total Alumni Value

62k+

Global Community

 Active G4A countries

40 Meetup locations with 16,000 members

5 active G4A country locations

60k+ members on social media

Strategic Partners

>25



Including several Government Institutions, Venture Capitalists, Academia, Marketing Partners and many more

*Note: Status December 2021



Based on data collect from

patients, doctors & pharmacists

Terapiù is a mobile App

that leverages **AI & Gamification**

to combine **services, contents and messages**

for **personalizing** the solution in order to

increase adherence of patients

and **loyalty of HCPs**

TeraPIU⁺

TERAPIA E MOLTO DI PIÙ





TERAPIU' TEAM & PARTNERSHIP



**BAYER EMEA
DIGITAL TRANSFORMATION
BE ENTREPRENEUR TEAM**



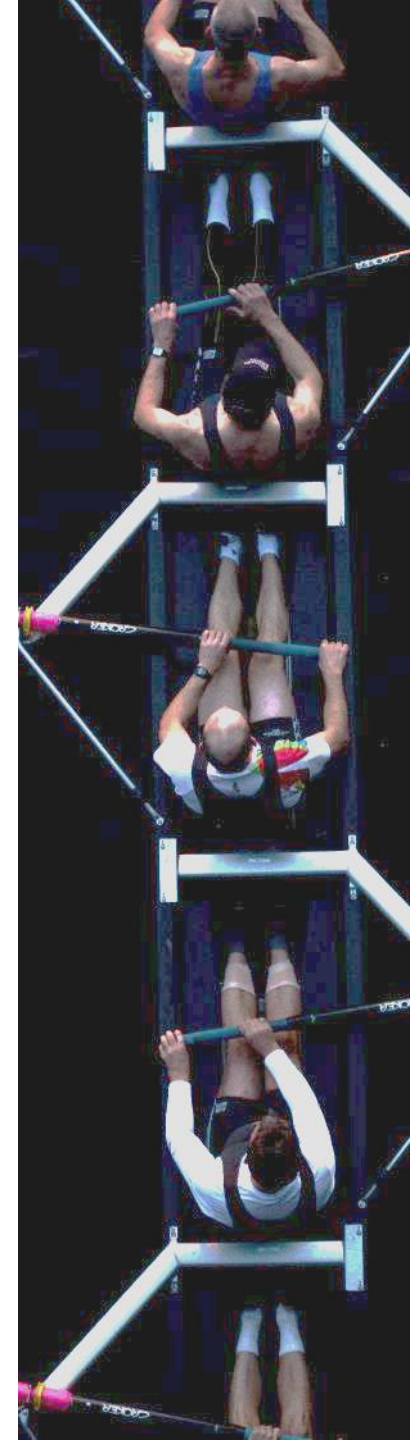
**BAYER ITALY
CORE TEAM**

Digital Innovation
Mktg & Sales EP
Medical EP
Trade EP
ISF
Insight & Analytics
iMCM
Legal/Privacy
Regulatory Affairs
Communication



EXTERNAL PARTNER

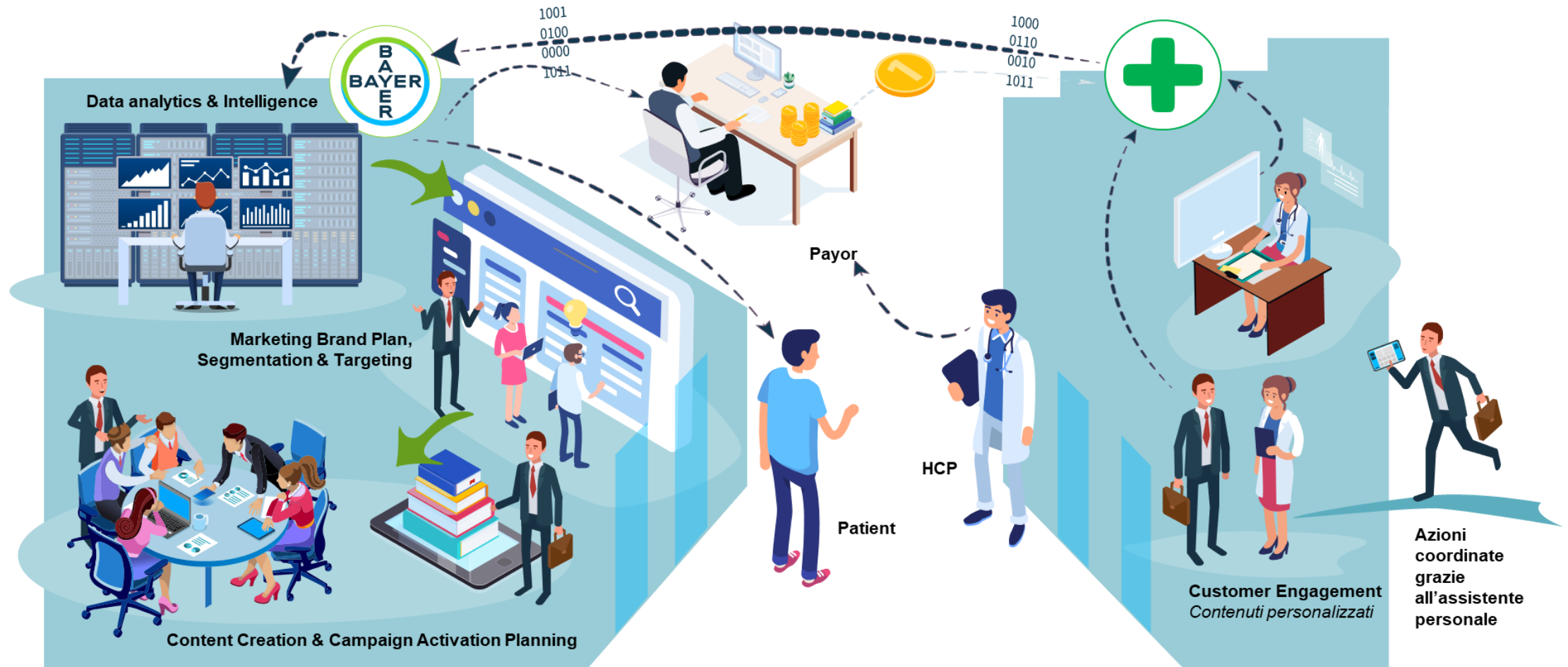
- Deployment
- ADV
- Customer Care
- Legal/Privacy





CUSTOMER POWER HOUSE – THE NEW WAY OF WORKING

achieve a better customer experience through the use of data and technologies in real time





DiCo SANITA'

PROGRAMMA DI TRASFORMAZIONE ORGANIZZATIVO-DIGITALE

Costituire un board di esperti sul tema della digitalizzazione in sanità per supportare la trasformazione organizzativo-digitale.

Analizzare, attitudini, capabilities e gap digitali attraverso una digital survey su manager ed operatori della sanità



dico sanità
Digitalizzazione COLlaborativa

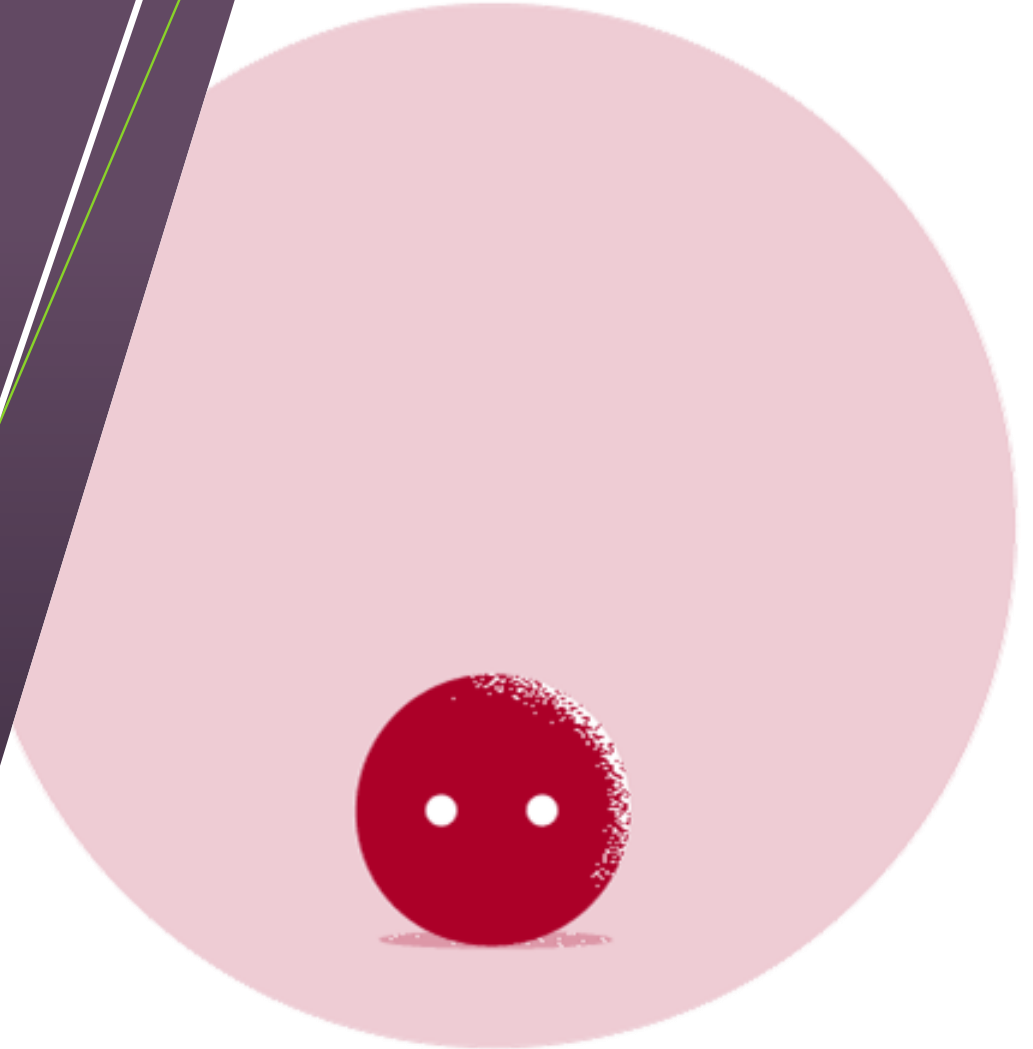
Sviluppare un piano di comunicazione integrato su Quotidiano Sanità e altri media





THANK YOU!

Questions ?



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Garbagnate: uno stabilimento digitale

Il World Economic Forum ha recentemente annunciato le nove realtà industriali più avanzate del mondo. Lo stabilimento di Garbagnate è nella lista delle industrie definite “fari”.

@ Garbagnate

Procedura di accesso e controllo Garbagnate

Scopri di più →

Politica Salute Sicurezza e Ambiente

La trasformazione dello stabilimento produttivo in un'industria digitale è il progetto pilota di Bayer per la digitalizzazione delle operazioni manifatturiere.

Quando al mattino i colleghi del sito di Garbagnate sono arrivati allo stabilimento, alcuni di loro hanno trovato il loro posto di lavoro differente: in alcune aree, la bacheca è stata sostituita da lavagne interattive (smart boards). I registri cartacei sono stati progressivamente sostituiti da

Maggiori informazioni

Pharmaceuticals Italia

Scopri di più →

Product Supply

Scopri di più →

Leaps by Bayer
invests in paradigm-shifting advances in the life sciences –
breakthroughs that could change the world for the better.

[DISCOVER OUR APPROACH](#)

Dare to Leap

We're all driven by something. That's why we climb the tallest mountains, try to reach the surface of the moon or dive into the deepest abyss. For us, it's the next breakthrough in life sciences.

With our ambitious targets, the risk of failure is high. But to achieve the impact we seek, we must have the courage to leap.

[DISCOVER OUR CAMPAIGN](#)

