

# Disruptive Healthcare Strategies for Your Company



The Best Open Innovation Program to  
Identify your Next Growth Opportunities



# IXL Innovation Olympics Program

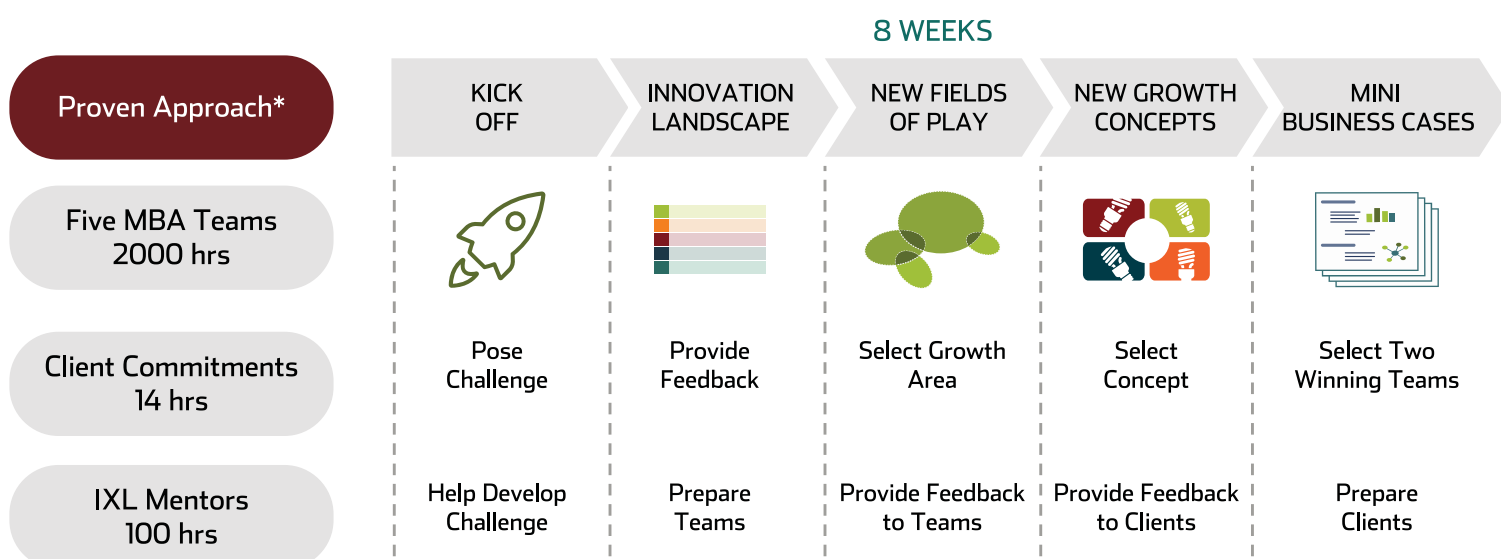
## Beyond Typical Idea Crowdsourcing

Are you looking for a portfolio of solutions & have limited time and budget?

- Need:**
- ▶ Intelligence
  - ▶ Insights
  - ▶ Breakthrough ideas

- Lacking:**
- ▶ Time
  - ▶ Resources
  - ▶ Commitment

Get 5 consulting teams for  $\frac{1}{5}$  the cost of one team from a consulting firm



\* Software Enabled "Lean Innovation" Tools

Get new insights and new growth opportunities to get started

- 5 Pressure-tested innovation solutions
- 25 New business concepts
- 25 defined opportunity spaces
- 100 + insights & ideas



- Gain Confidence
- Build Commitment
- Get Started

## Clients ask some of their toughest growth challenges:

### Sample Questions

- How do we deliver 2-3x improvement in patient experience through digitalization and data analytics?
- Can we increase the speed of new drug update by 50%?
- How do we, a local pharmaceutical company, tackle growth in emerging market?
- What new health insurance products should we develop for the Chinese market in the next 3-5 years?

## We have worked with clients in Biotech, Pharma, Healthcare and Medical Devices

abbvie



AstraZeneca

Boehringer Ingelheim

Bayer HealthCare

Boston Scientific  
Advancing science for life™

Cigna

Fresenius  
health care worldwide

Pfizer

Johnson & Johnson

MERCK

NanoHealth

3M Science. Applied to Life.

PHILIPS

SIEMENS  
Healthineers

Sutter Health  
CPMC  
We Plus You

xerox

## What our clients said



“Results were comparable to what external consultants provide - perhaps better because of their personal perspective from the non-Western world where we see our most rapidly growing opportunities.”

- Senior Research Fellow, Pfizer Global Research & Development



“We are moving forward with two of the ideas presented in the IXL Innovation Olympics...we will definitely be participating in the next cycle.”

- Director of IS Innovation Management, Boehringer Ingelheim



“Innovation Olympics not only encourages competition among teams, but also collaboration... It generates outcomes far more comprehensive than any individual team. We are able to implement some of the recommendations generated from the teams.”

- Sr.Manager from Field Analytics & Operations - Thought Leader Services Team, Genentech

## Students are highly motivated



"It was an amazing process, the methodology was incredible. The experience is so much more rewarding than anything you can find in the classroom."

- Jillian Larson, MBA



"IXL framework really helps us in building a better team to solve clients' challenges... I really appreciate the mentorship from IXL center and really enjoy the process of having constructive feedback from the mentors to better understand clients' needs."

- Kush Tripathi, PhD

## Over 120 universities from all over the world

Typical US Schools



Typical International Schools



Brazil



Canada



China



Colombia



India



Italy



UK



Netherlands



South Korea



Spain

## Why IXL

### What have we done:

- Executed 30 cycles of Innovation Olympics
- Delivered results for over 100 companies
- Guided and trained over 550 teams
- Recruited teams from over 100 global universities

### Why us:

- Proven methodology and tool
- World class consultants, authors and professors
- Global offices in USA, Europe, Asia, Middle East, Latin America
- Ranked best consulting company in Innovation & Growth by Forbes

FOR MORE INFORMATION  
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