



The traditional business models in the Healthcare & Life Sciences (HLS) industry are changing with companies moving towards productivity improvements across the value chain. The HLS industry today has become fiercely competitive and organizations that are profitable are the ones that have consistently acquired, operated and sustained their business at reduced costs. Most companies, including several of the market leaders, are actively raising their productivity and compliance with the help of IT, to standardize, streamline and automate their internal processes.

Integrated Healthcare Services Spectrum

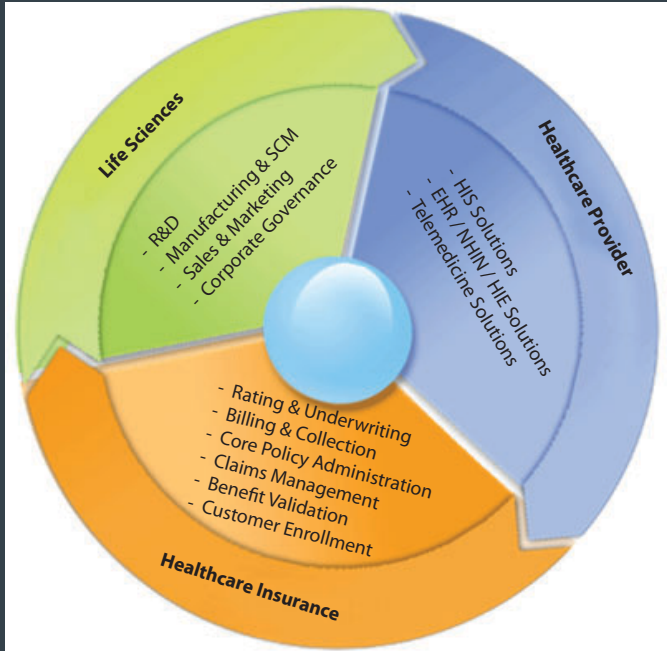


Figure 1: Integrated Healthcare Services Spectrum

An Integrated Healthcare and Life Sciences Value Chain

Mahindra Satyam addresses end-to-end Information & Communication Technologies (ICT) for leading global healthcare providers, pharmaceutical, biotech, medical device and health insurance companies. With a combination of best minds and a deep domain understanding of the industry, Mahindra Satyam leverages best practices across the healthcare continuum and drives transformational changes.

Life Sciences

Companies are faced with significant changes in their current market environment, with regard to relationship with their existing

customers and associated market place. Historically, pharmaceutical companies relied on blockbuster drugs, focused on the physician communities to influence sales and concentrated on developed markets for business growth. However, these dynamics are changing with the emerging shift from therapies-to-service models, from niche-to-mass markets, from globally integrated businesses-to-locally connected businesses. This demands a paradigm shift in the way the organization operates v/s their current business models and business strategies. To focus on this shift, organizations are building new competencies, integrating processes, outsourcing non-core operations and moving towards virtualization.

Mahindra Satyam's Life Sciences practice provides domain specific technology solutions with rich industry experience and business process expertise. Our IT, Business Process Outsourcing (BPO) and consulting arms address the industry pain points through process integration, solution frameworks and continuous investments in building knowledge assets across enterprises. The depth and breadth of our services is complemented with multiple strategic alliances and acquisitions including *Knowledge Dynamics* in the analytics space, *Bridge Strategy* in the high-end consulting space and *S&V Management Consultants* in the high-end supply chain strategy consulting space to provide customers with superior business values.

We provide end-to-end IT, BPO and consulting services, spanning across drug discovery to development lifecycle, to optimize the R&D IT costs and increase the productivity for customers. Our expertise includes building custom software with EDC and data management capabilities, trial and site management, drug safety management and pharmacovigilance. Our manufacturing and Supply Chain Management (SCM) solution offerings allow our customers to benefit from IT-enabled services through the principles of Agility, Operational Excellence and Kaizen. Our rich SCM expertise provide solutions in Advanced Supply Chain Planning, Advanced Procurement and Sourcing Solutions, Order Management, Advanced Pricing Solutions, Mobile Supply Chain and Warehouse Management. We ascertain sales force effectiveness through solutions in Business Analytics, competitive intelligence, sales force automation and CRM. We provide solutions for corporate administrative process including corporate finance, budgeting, expense management and HR.

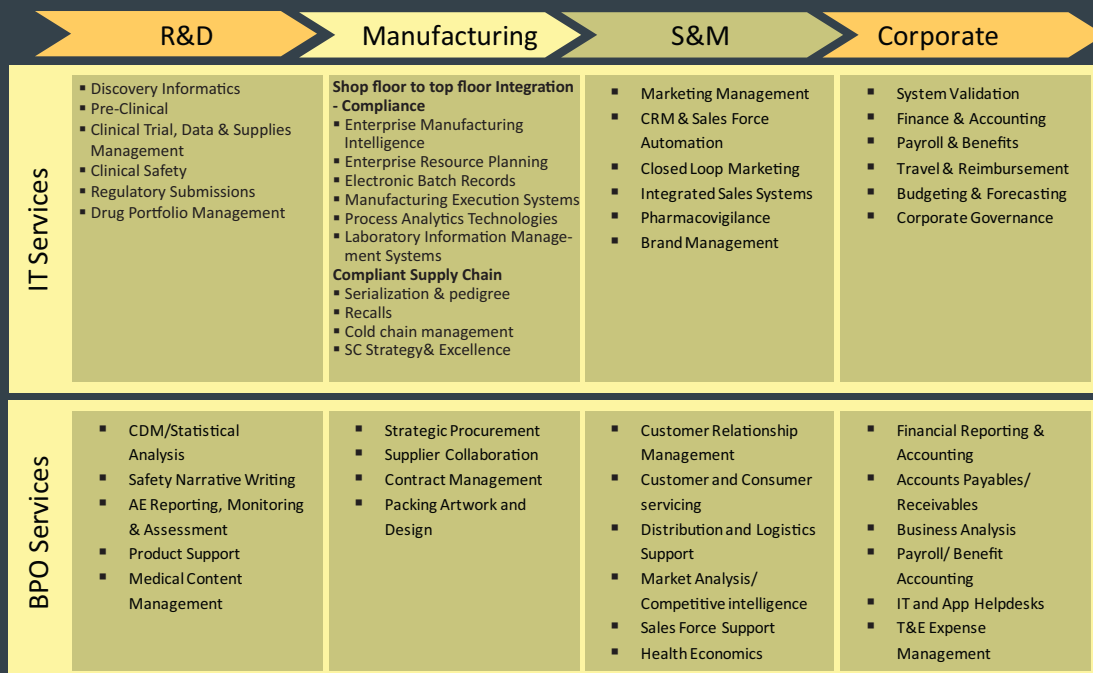


Figure 2: Life Sciences Service Spectrum

Unique Solutions

Clinical xPress Solution is our pre-packaged and validated electronic data capture solution built on the foundation of Oracle Health Sciences (OHS) applications including Oracle Clinical, Remote Data Capture and Thesaurus Management Systems. It is a hosted, Software-as-a-Service (SaaS) model where customers drive their business operations by using our infrastructure and IT applications, thereby simplifying the process of setting up a study and conducting trials, ultimately resulting in reduced TCO in IT investments.

iDecisions™ is a transformative Business Intelligence framework that enables efficient business management. It incorporates best-of-breed processes, business content and enablers in data warehousing while delivering pre-built, industry-focused, highly customizable, packaged analytic application suite with next generation industry-specific key performance indicators, readymade schemas, reporting and analytical templates and dashboards.

Equazion is an advanced business intelligence framework for assessments of supply chain efficiency and effectiveness.

Global Pack Management (GPM): It is a high-end BPO offering providing end-to-end product lifecycle management with comprehensive (business process) tracking capabilities for artworks.

Compliant Manufacturing is addressed by our 'shop floor to top floor solution' – an integration of ERP, MES, EBRS, Plant Automation, LIMS and EMI.

Compliant Supply Chain is a solution encompassing Serialization, Auto track & trace, Electronic Pedigree, Recall Management and Cold Chain services.

Pharmacovigilance Solution assists pharmaceutical companies to detect safety signals during early drug development phase and efficiently mitigate risks.

Clinical Supply Management Competency with supply chain experts from S&V Management Consultants provides solutions for clinical trial distribution network, inventory analysis, clinical trials supply chain optimization and protocol lifecycle management.

Footprint in Life Sciences

- 2 of the top 5 Global Pharma companies
- 2 of the top 10 Biotech companies
- 3 of the top 10 Medical Device companies
- One of the 1st to set up R&D portfolio model team offshore

Health Insurance (Payers)

Payers operate in a very dynamic market with constant change and growing complexities in the inter-relationships among providers, consumers, employers, government bodies and themselves. Reducing cost of operation, improving bottom lines and transforming business processes faster than the stakeholders' rate of demand emphasizes on the need to integrate processes and outsource non-core operations. At Mahindra Satyam, we provide solutions for enterprise operations, industry-led solutions, sales and marketing and regulatory compliance services. Customers are able to cut down operational costs, accelerate time-to-market with speed and accuracy and comply with ever-changing regulations.

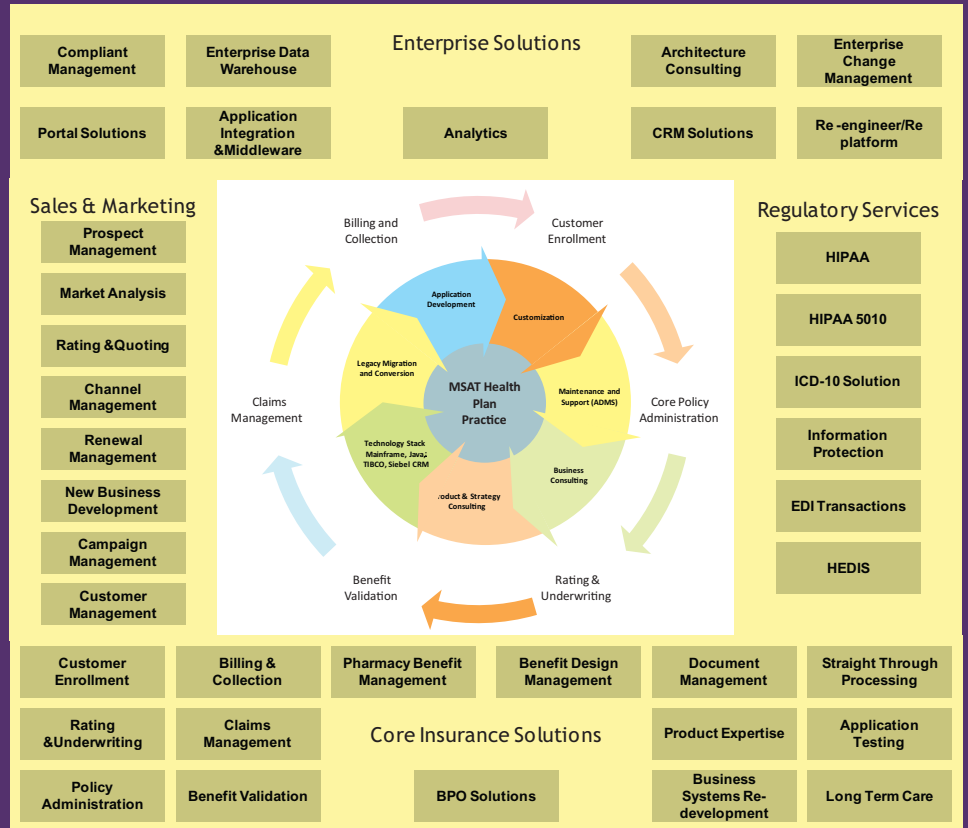


Figure 3: Health Insurance Service Spectrum

Unique Solutions

Mahindra Satyam's iHealth-10 Compliance Solution for Payer and Healthcare Provider organizations facilitates smooth transition to ICD-10, leading to a higher specificity of coded data, improved clinical outcomes and appropriate reimbursement with minimal impact to the revenue cycles of provider organizations. Aided by our domain expertise, a detailed code and system level analysis with architecture redesigning provides a cost effective solution for deployment.

Billing & Collection Solution, the heart of 'Revenue Cycle Management', assists organizations to track and manage business cash flows. This solution automates insurance premium requests, enhances existing billing and collection capabilities and implements new business requirements.

Pharmacy Benefit Management (PBM): Pharmacy Benefit managers are the third party administrators of prescription drug programs. They are primarily responsible for processing and paying prescription drug claims. They also are responsible for developing and maintaining the formulary, contracting with pharmacies and negotiating discounts and rebates with drug manufacturer. Through our work with a large Health Insurance player we have enabled a pharmacy point-of-sale feature as part of the Consumer Driven Health Plan (CDHP) product. We also enabled auto-claim forwarding feature for medical and pharmacy claims. The Insurer can maintain a member's combined deductible and out-of-pocket accumulators within PBM and medical claim system.

Footprint for Payers

- Over 10 years experience with Blues
- Strong relationship with 3 of the top 5 US Health Insurers for over 5 years
- Experienced to serve end-to-end Health Payer systems

BPM Solution for an Insurance major

- Deployed best-in-class BPM solution for a Health Insurance company
- Provided consulting, development, maintenance & support services, testing and BPO for enterprise-wide applications for over 5 years
- Supported the Insurance major's end customer service through excellent BPO based solutions
- Engaged with the customer across three continents

Benefits

- Enterprise-wide savings with continuous process improvements
- Achieved operational efficiency and expense control across the value chain
- Expanded current distribution channels while maintaining excellence in customer service

Healthcare Provider

With Healthcare Providers challenged worldwide by rising healthcare costs, inconsistent quality of care and an imbalance in the need of care for a large aging population and an acute shortage of care providers; adoption of IT to standardize, streamline and automate care delivery processes has become increasingly important. With our innovative and comprehensive patient and provider-centric solutions, we assist organizations to strengthen and integrate internal operations, enable administrative efficiency resulting in reduction of healthcare cost, with assured quality and increased patient safety. As Systems Integrators, we address a wide range of services with HIS, EMR, EHR/HIE, Emergency Management, ERP, BPM, LIS & RIS, PACS and Healthcare Analytics as amongst our principal

HIS	eHealth	Emergency Management	Operations and Integration	Value Added Services
<ul style="list-style-type: none"> • Business Consulting • Vendor Mapping • Right-Fit IT Architecture • Requirement and Gap-Fit Analysis • Product Customization • Implementation and Maintenance Support • Laboratory Information Systems • Radiology Information Systems • PACS 	<ul style="list-style-type: none"> • EHR / EMR Solutions • Telemedicine • HIE • Portal Solutions • Document Management • Patient Health Records • Clinical Data Repository • Registry Solution 	<ul style="list-style-type: none"> • Feasibility Study • Process Consultancy • Plug & Play Technology • Technology Solution • Implementation of Technology Solution • Center Operations and Maintenance • Ambulance Design • Mission Control Center 	<ul style="list-style-type: none"> • BPM • IT Infrastructure & Managed Services • Systems Integration • Enterprise Interoperability Solutions • Data Warehousing • Healthcare Analytics • ERP Solution Suites <ul style="list-style-type: none"> - SAP - Oracle - PeopleSoft 	<ul style="list-style-type: none"> • IT Consulting <ul style="list-style-type: none"> - BPR - Gap-Fit Analysis - Customer Relationship Management • Business Process Outsourcing • Product Customization, Development and Maintenance • Migration • Hospital Quality Standards Consulting
Healthcare Domain Expertise				
Standards and Compliance – HL7, HIPAA, SNOMED CT, ICD10, CPT, DICOM, LOINC				
Proven Technology Expertise				



Mahindra Satyam's investments in the Healthcare Centre of Excellence (CoE) reflect industry focused business knowledge and technology blended competence. With several partner solutions showcased in the CoE, one also witnesses our implementation and customization, value addition, partner product competencies and integration capabilities through solutions addressing the key challenges of the customers.

Our proprietary iDecisions™ framework enables efficient business management through integration, intelligence and insight. It incorporates the best-of-breed processes, business content and enablers in Data Warehousing. It also delivers a pre-built, industry-focused, highly customizable, packaged analytic application suite with next generation industry key performance indicators, reporting and analytical templates and dashboards.

Mahindra Satyam's turnkey solution for one of the largest Emergency Healthcare Services infrastructure, built on the 'Concept-Deploy-Operate Model' helps the agency impact lives of 260+ million people across 10 states.

Creating Value through Partnerships and Strategic Acquisitions

Mahindra Satyam leverages its partnerships with many of the best-of-breed global technology and software vendors to bring the most innovative solutions to our customers. An indicative list of our alliance partners is mentioned below:

Oracle

- Global 11 ('G11') strategic SI partner of Oracle worldwide
- Oracle Advantage Partner and Platinum Partner of Oracle in its Partner Network Program

SAP

- Mahindra Satyam is a Global Partner for SAP

Microsoft

- Globally Managed Enterprise (Gold Certified) Partner of Microsoft
- One of Microsoft's six Vista ACF partners

InterSystems

- World's #1 vendor of database and integration technologies for healthcare applications

Business Intelligence partners

IBM, Oracle, SAP, Microsoft, SAS, Informatica, Teradata, Actuate, Ab Initio

Accolades

Two of our customers received the Computerworld Honors 21st Century Achievement Awards in 2008 under the category "Healthcare" for our Emergency Management Solution and under the category "non-profit organizations" for the project on Telemedicine Intervention.

Mahindra Satyam's cloud based primary care application 'CLINICARE' was awarded winner at the Cloud Application Development Contest, organized by Microsoft India on Aug- Oct 2009.

Our Subsidiary Companies

Bridge Strategy Group

Bridge Strategy Group offers a full range of services in the healthcare sector, from business strategy development to organizational effectiveness through to Information Technology strategy and Performance Management. The focus of the practice in recent years has been on:

- Developing technology-enabled business strategies
- Defining innovative marketing strategies
- Optimizing distribution channels
- Instilling operational excellence in core business processes
- Designing and implementing shared services organizations
- Strategic sourcing and procurement optimization
- Information Technology strategy and Business/IT alignment

S&V Management Consultants

S&V Management Consultants design and implement solutions that optimize production and distributions processes. Today S&V Management Consultants is one of the leading European consulting firms in:

- Supply Chain Strategy and Performance
- Supply Chain Process Excellence
- Supply Chain Performance Turnaround.

About Mahindra Satyam

Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the multi-billion Mahindra Group, a global industrial federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Global presence



Contact

For further information, please write to rfi@mahindrasatyam.com