



# AWS for Healthcare

## The Era of Personalized Health

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Activation, AWS



# Amazon's Culture of Innovation

## Customer obsession

"Start every process with the customer and work backwards."

## Long-term thinking

"Be stubborn on the vision but flexible on the details."

## If you want to be inventive, you have to be willing to fail

"We are willing to go down on a bunch of dark alleys and find something that really works."

## You have to be willing to be misunderstood for a long time

"We are very comfortable being misunderstood."

occasionally we

## OUR MISSION

We want to be Earth's most customer-centric company

## OUR COMMITMENT

We make our customers' lives easier

# AWS Healthcare & Life Sciences mission

To enable access and delivery of person-centered healthcare, driving improved outcomes at a lower cost by accelerating the digitization and utilization of healthcare & life sciences data.



Providing the **security, compliance, and data privacy** that healthcare & life science organizations can trust



**Accelerating innovation** with the broadest and deepest portfolio of cloud-based services, including purpose-built health-specific solutions



**Unlocking the value of data and providing actionable insights** to improve clinical, operational, and research efficiency, develop personalized treatments, and predict health events



Powering the transition to **personalized health**

# AWS for Health

15+

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Years as the world's most comprehensive and broadly adopted cloud platform

8+

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Years with dedicated healthcare and life sciences cloud technology practice

18+

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Years of experience, on average, for our team leaders in the healthcare and life sciences industry

1,000,000+

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Active customers

2,000+

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Government agencies

5,000+

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Educational institutions

# Who are we?

**CHIEF DIGITAL OFFICERS, PHYSICIANS, NURSES,  
CHIEF MEDICAL OFFICERS, CLINICAL INFORMATICISTS, NEUROSCIENTISTS,  
PHARMACOLOGISTS, PROFESSORS, BIOCHEMISTS, CHIEF EXECUTIVE OFFICERS,  
POPULATION HEALTH EXPERTS,  
BIOINFORMATICISTS, RADIOLOGISTS, RESEARCHERS, PRINCIPAL INVESTIGATORS,  
CHIEF ARCHITECTS, SOLUTIONS ARCHITECTS,  
AND...  
THE FIRST EVER HEALTH INFORMATION OFFICER FOR THE FDA**



## PROVIDERS

- Hospital systems
- Laboratory medicine
- Academic medical centers
- Pharmacies

## NGOs AND NPOs

- Health associations
- Research organizations

## GOVERNMENT

- Public health & regulators
- Scientific research organizations
- Health ministries
- Defense and Veteran health

## PAYORS

- Health plans
- Employers



## PHARMA & LifeSciences

- Research & development
- Clinical development
- Manufacturing & supply chain
- Commercial & Med Affairs

## GENOMICS

- Research
- Clinical
- Direct to consumer

## TECH & MED DEVICE

- Healthcare IT ISVs
- Diagnostics
- Medical devices
- Global SIs

# AWS for Health Solution Areas



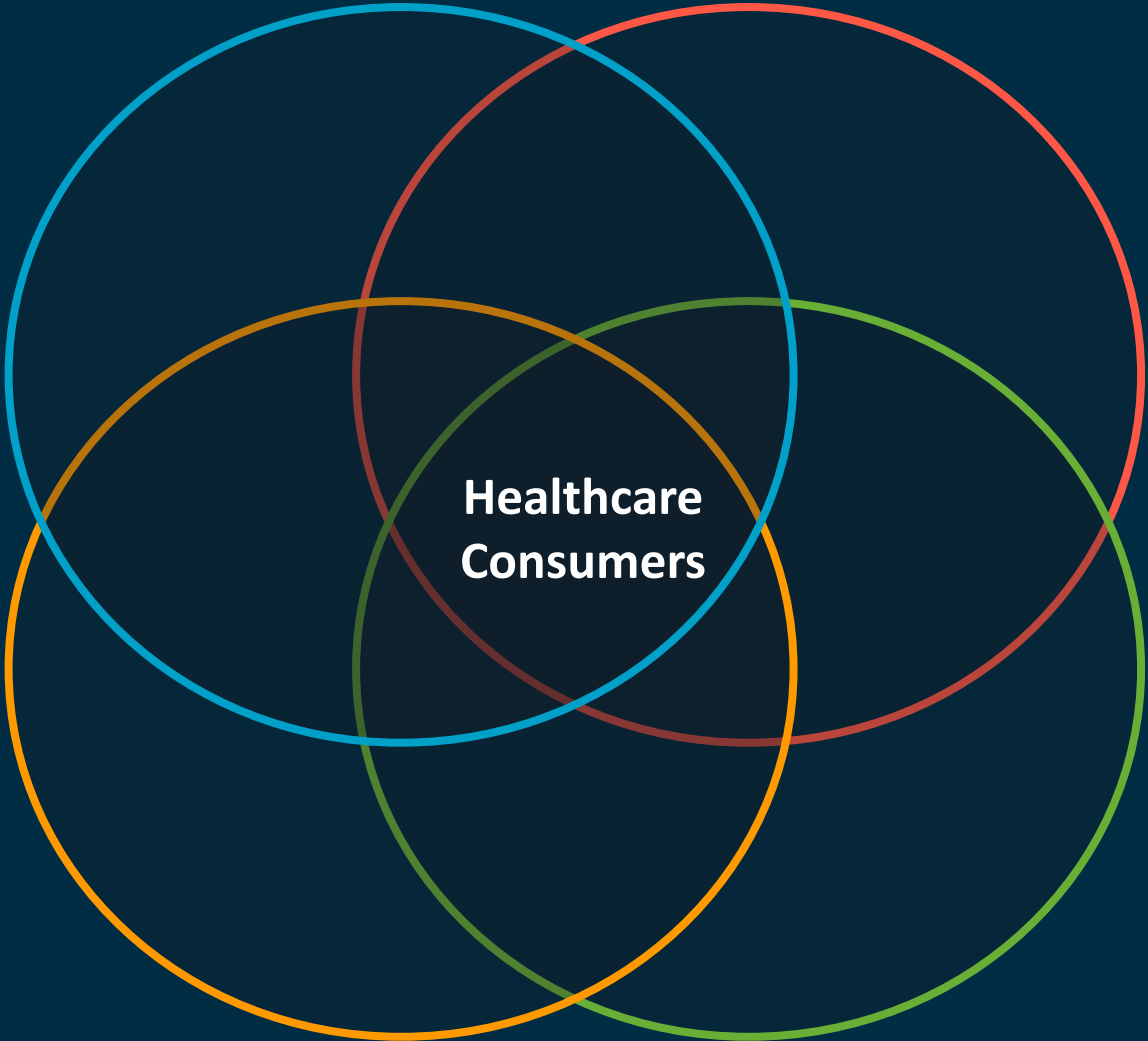
## Healthcare Solutions

Manage costs, better understand patient populations, gain critical insights from data, and personalize the healthcare experience

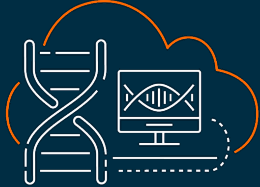


## Biopharma Solutions

Modernize every stage of the value chain to bring advanced therapeutics to market faster



Healthcare Consumers



## Genomics Solutions

Accelerate scientific discoveries, power business agility, and support security and compliance across the genomics workflow



## Agriculture

Deliver integrated, collaborative systems that can respond in real time to meet changing demands and conditions in the field, the factory, the supply network, and customer needs

“Most mature, enterprise-ready provider, with the strongest track record of customer success and the most useful partner ecosystem”

—Gartner, 2021



Comprehensive infrastructure



Artificial intelligence & machine learning



Healthcare enterprise solutions



Compliance standards & security



Partner network



# The Road to Personalized Health: From Vision to Reality

# The need for personalized healthcare

For healthcare organizations, the challenge of providing patient-centered care amid ever-increasing costs has never been greater:

- Inefficiencies are driving up operational expenses
- Lack of personalized care can lead to unnecessary or ineffective treatments
- Clinicians are experiencing burnout
- Patients are expecting a more personal healthcare consumer experience
- And, keeping health information secure and private adds yet another burden

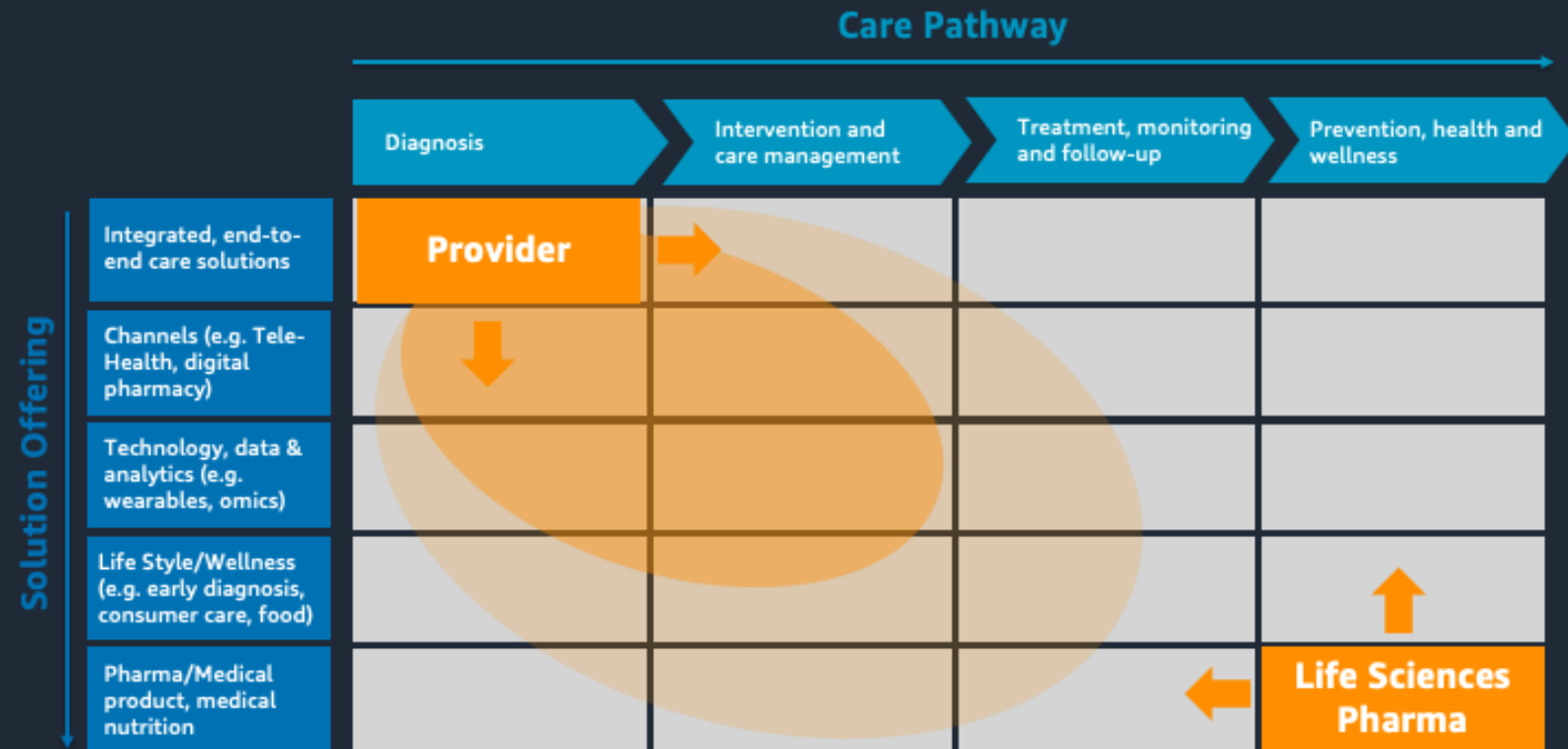
But while the challenges are great, so are the opportunities.



# Transforming the traditional sick care model

## Selected trends

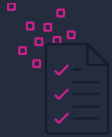
- Increasing 'consumerization' of healthcare
- E-commerce like experience expectations
- Exploding medical knowledge; need for better clinical decision support
- 'Care ecosystem around patients'; integrated, end-to-end healthcare solution offerings
- Federated data foundation backbone



# AWS for Healthcare



Deliver personalized healthcare



Drive patient, clinician, and subscriber satisfaction



Achieve better efficiencies in healthcare management and operations



Leverage the cloud to realize costs savings



Accelerate innovation



Unlock the value of data



Confidently respond and recover

amazon

aws

halo



amazon pharmacy

amazon alexa

amazon supply chain



Thank You!

For more information...

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