



Extended lifespans and an aging population have led to an increase in prevalence of acute and chronic diseases, drug consumption, and consequently leading a growth in the number of adverse drug events. Pharmacovigilance plays a multi-facteted role in maintaining public health by helping identify associated risks, assessing potential beneficial and adverse effects, reinforcing safe and effective usage, and promoting general awareness among patients and the general public.

While the core concepts of pharmacovigilance have remained steadfast, existing corporate infrastructures and business processes were not necessarily designed with the demands of the modern business landscape in mind. This global shift is increasingly highlighting the demands for collaboration and information exchange between your organization and its partners within government entities, academia, and professional associations.

As these trends continue to reshape the medical world, businesses must develop strategies focused on emerging risks and opportunities, re-imagine what is possible, discover new approaches to old challenges, and establish a nimble infrastructure to support sustainable growth.

