



A NEW ERA OF COLLABORATION FOR LIFE SCIENCES:

**HOW COLLABORATION PLATFORM TECHNOLOGY
HAS ADVANCED OPERATIONS & INNOVATION**

Zoom isn't new to hospitals and health systems, but like other industries, the main purpose behind their use was basic collaboration. That all changed during the COVID-19 pandemic, when healthcare leaned heavily on the platform, especially for telehealth. This opened the door for life sciences organizations — including biotech, drug and medical device companies — to leverage Zoom to help solve their most pressing challenges.

Becker's Healthcare recently spoke with Amelia Eudailey, healthcare industry manager for Zoom Video Communications, to learn how life sciences companies are using Zoom to generate business value.



How COVID-19 put Zoom on the map in healthcare – and in life sciences

Zoom has had a presence in healthcare for a while. But during the COVID-19 pandemic, awareness and adoption of Zoom exploded, driven by use of telehealth. “That’s really what got Zoom on the map in the healthcare space,” Ms. Eudailey said.

Because healthcare requires tight collaboration to care for patients, Zoom has always been a natural fit. As part of its use in healthcare, Zoom enters into a [business associate agreement](#) with healthcare customers, which ensures data safety and security as well as enables HIPAA compliance.

To help meet the needs of healthcare organizations during the pandemic, Zoom expanded the scope of its BAA and added functionality to its suite of collaboration tools. This additional functionality includes the use of Zoom Whiteboard, Zoom Rooms, Zoom Contact Center, Zoom Webinars, and more. As a result, providers dramatically expanded their use cases of Zoom in care delivery.

However, care delivery is not the only way healthcare organizations are using the platform. The pandemic also catalyzed the use of collaboration across life sciences organizations, as companies worked together to fast track vaccine and drug development and developing diagnostic tests and medical devices.

Ms. Eudailey said that today, use of Zoom in healthcare is almost evenly split between providers and life sciences organizations, but there remains tremendous opportunities for life sciences organizations to enhance their use of the platform.

Life sciences companies are using Zoom to help address their biggest challenges

Ms. Eudailey summarized some of the most significant challenges that life sciences players are facing. These include the high costs of bringing a new product to market, which can be billions of dollars; the complex regulatory approval process, with different regulatory environments across the globe; funding challenges; talent sourcing issues; and challenges taking products to market in a hybrid world.

Zoom, as a whole collaboration platform, helps life sciences companies address these challenges with:

- **Global connectivity.** Life sciences is truly a global industry, with worldwide product developments amid a host of varying regulatory authorities in different countries. This means life sciences companies need wide reach and the ability to communicate and collaborate across the world. Zoom enables this global connectivity with Zoom Meetings, Zoom Team Chat, Zoom Phone and collaboration tools, such as Zoom Whiteboard.

- **Data and information sharing.** Tremendous amounts of data are generated in life sciences, as products are being developed and tested. Zoom provides an easy-to-use, reliable, secure way to share information. “That’s something Zoom is incredible for,” Ms. Eudailey said.

Historically, in life sciences — particularly in the academic and the pharmaceutical and biotechnology spaces — data has been shared at in-person conferences and meetings. But these in-person gatherings, which are expensive and time consuming have led industry participants to explore other options. Zoom’s platform enables virtual or hybrid meetings, webinars and conferences. This makes it possible to easily share data across research and experiments. Tools such as Zoom Whiteboard and breakout rooms enhance the information-sharing experience. This is possible without needing to travel, which is especially important in this tight funding environment.

- **Decentralized clinical trials.** Clinical trials have multiple phases and can take years to complete. In addition to their time and expense, challenges have included recruiting enough participants, recruiting enough diverse participants from different geographies and socioeconomic backgrounds and constantly monitoring and collecting information from these participants.

Zoom makes it easier to decentralize clinical trials by enrolling patients from any geography — not just from nearby a traditional academic medical center. It also enables regular communication with patients, including information collecting and health and symptom monitoring. By using Zoom, life sciences organizations can “get higher rates of participation in trials and potentially save time and increase validity in results,” Ms. Eudailey said. Use of Zoom can also be combined with data collection from wearable devices and other applications to access even more valuable data during trials.



- **Go-to-market.** Zoom can also help life sciences companies as they go to market and commercialize new products.

For example, companies that previously went to market via in-person sales forces now face new challenges in a hybrid world. “After access was completely closed off, organizations had to rethink their strategies for getting products in the hands of physicians” Ms. Eudailey said. “It’s now gotten a bit more balanced with a combination of in person and remote meetings.”

Creative life sciences companies adapted by using Zoom to train their sales teams and have changed their sales processes to focus on scheduling Zoom meetings with clinicians. Biohaven Pharmaceuticals, a company whose therapy prevents and treats migraines, leveraged Zoom — including Zoom Meetings, Zoom Rooms, Zoom Webinars and Zoom Phone — to onboard about 800 new salespeople in a short period and to build virtual relationships and educate physicians on its newly launched drug. In a [case study about Biohaven’s use of Zoom](#), Charlie Conway, chief scientific officer of Biohaven, described the impact of the platform.

“I can’t imagine Biohaven moving forward without the underpinning of the strength of Zoom as a platform because it has become part of a daily way that we do business, and honestly, it just helps us get work done,” he said.

Another life sciences company that used Zoom during the pandemic found that physicians actually preferred virtual sales meetings conducted via Zoom, instead of face-to-face meetings, because they could plan for these virtual meetings and were prepared to ask more questions. This increased the length and quality of these meetings, compared to sales representatives chasing down physicians for unscheduled meetings.

“The opportunity for hybrid go-to-market is huge,” Ms. Eudailey said.

Zoom supports life sciences innovation

To stay competitive, life sciences companies have prioritized innovation. Zoom supports innovation in several ways.

First, Zoom helps life sciences companies address the talent shortage by making it possible to recruit and hire capable talent from across the globe.



Historically, life sciences companies hired people to work in more saturated hubs for the industry such as Boston or throughout California. Zoom makes it possible to identify talented people anywhere in the world and allows them to live where they want, work remotely and still make valuable contributions. Thus, Zoom helps organizations build the foundation for innovation by attracting a talented global workforce.

Zoom also helps organizations innovate by enabling frequent and efficient scientific collaboration. Ms. Eudailey, who previously participated in scientific research, recalled the onerous, time-consuming process of sharing scientific information with colleagues and researchers. This clunky process could take hours, she said. Using Zoom to share research information is more convenient and efficient. Also, Zoom enables new possibilities, such as virtual lab tours or watching experiments remotely in real time.

Zoom further supports innovation by enabling entirely new training processes. An example is [Hippo Technologies](#), a medical technology company that creates wearable technology and head-mounted displays with Zoom's video platform embedded. Using Hippo's technology (such as glasses) with Zoom's video platform embedded enables providers to expand how they deliver medical education or provide training on how to use a medical device. This technology can show what is happening in a surgery or at a manufacturing facility. This is an example of leveraging Zoom in an entirely new, innovative and transformative way.

Zoom is innovating too, with [Zoom Virtual Agent](#) — an intelligent, conversational artificial intelligence and chatbot tool. This agent can help automate and streamline labor-intensive manual tasks, such as screening a candidate for a clinical trial and responding to questions from trial candidates or participants. "I see this being a really big opportunity," Ms. Eudailey said. While not yet under the HIPAA umbrella, attaining HIPAA compliance for Zoom Virtual Agent is on Zoom's roadmap.



Conclusion

The pandemic changed how people in healthcare work, communicate and collaborate. Enabled by Zoom, a new era has begun in healthcare delivery.

But these changes also extend to life sciences, as Zoom's suite of collaboration tools provides opportunities to improve collaboration and scientific data sharing, to impact where employees live and how they work, to transform and decentralize clinical trials and to enhance an organization's ability to innovate.

"There are just so many opportunities to integrate the Zoom platform into life sciences organizations to reduce the administrative workload and make things more collaborative," Ms. Eudailey said.

To learn more, visit [Zoom for Life Sciences](#).