ORACLE

Oracle AI Playbook

For Life Sciences

Modernizing life sciences technology, transforming healthcare

Life sciences

Life sciences organizations face relentless pressure to accelerate innovation while controlling costs. Yet, fragmented technology, siloed data, clinical trial inequities, and supply chain disruptions make this increasingly difficult. To overcome these challenges and drive better health outcomes, they need cutting-edge technology, seamless data access, and rapidly expanding expertise in innovation.

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Key imperatives for life sciences

1. Leverage technology innovation to transform the business.
2. Adopt a patient-centric approach with a focus on improving clinical care.
3. Mitigate risk—both for regulatory compliance and cybersecurity.

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Forces shaping the life sciences sector

Industry challenges

Outdated technology that constrains the business

Older systems, data silos, and data latency hinder business success. Though profits are regularly scrutinized in the public eye, life sciences organizations must operate profitably like any other commercial business.

Need to improve patient outcomes and efficacy

Life sciences companies face an ongoing imperative to improve patient outcomes. Labeling mishaps, slow responses to issues, and other negative press can have a detrimental impact on a brand.

Managing risk in changing regulatory environments

Life sciences businesses are subject to significant regulation by bodies such as the FDA. Regulations exist across a broad range of business activities including manufacturing, labeling, and sales and marketing.

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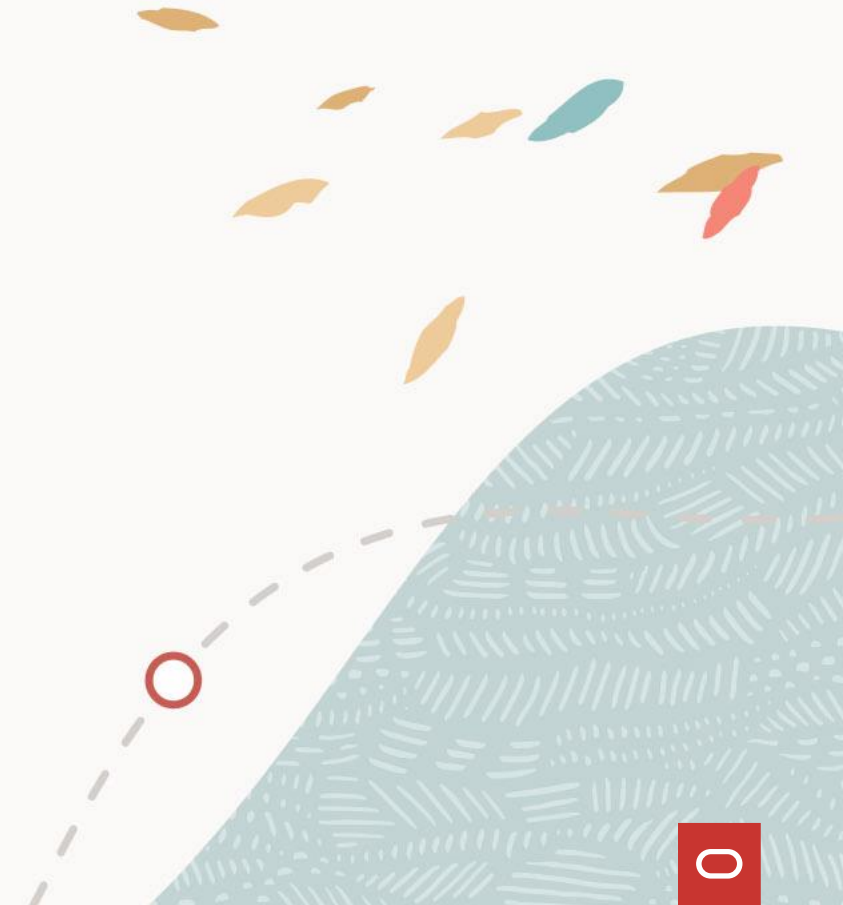
Forces shaping the life sciences sector

Vision of success

1. Run a modern business on cloud ❯
2. Optimize patient outcomes through data insights ❯
3. Facilitate high safety, security, and compliance ❯
4. Starting your journey ❯



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1: Run a modern business on cloud

Run a modern business by leveraging integrated systems that link ERP, clinical data, and health outcomes for the entire enterprise. Manage revenue while taking a balanced approach to profitability that doesn't come across as gouging patients.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Use agents and agentic AI to automate key business processes.
- Get granular about planning and budgeting.
- Manage your people to think holistically about the business—and give them modern tools for actionable insights.

How to get started:

- Learn about AI and how it can drive better efficiency and optimization in a way that addresses regulation and compliance requirements.
- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide "what if" simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.

Oracle capabilities enabling strategic goals

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2: Optimize patient outcomes through data insights

Leverage advanced analytics based on real-time information about patient outcomes to inform drug development and optimize results.

Recommended actions:

- Understand patient outcomes in real time with high correlation to drug development.
- Implement smarter ways of planning and manufacturing.
- Test and innovate to optimize patient outcomes as the key goal.
- Help effectively manage drug recalls and other critical communications.

How to get started:

- Understand demand and regulatory changes by region.
- Determine the right KPIs to measure outcomes.
- Learn how you can integrate sensors and wearables for better, more comprehensive data about patient outcomes.
- Use generative AI for summarization.

Oracle capabilities enabling strategic goals

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3: Facilitate high safety, security, and compliance

Protect systems from threats. Keep up with changing regulatory and sustainability needs. Maximize patient and employee safety and immediately respond to any issues.

Recommended actions:

- Leverage secure cloud technology for compliance and threat protection.
- Implement modern employee health and safety systems to keep workers safe.
- Track and measure adherence to changing compliance needs.
- Use blockchain to maintain required conditions (e.g., temperature, humidity) during transit of medications and drug components.

How to get started:

- Understand key regulatory and compliance requirements for consumers and workers.
- Plan a cloud modernization for aging systems that may expose the organization to security risks.

Oracle capabilities enabling strategic goals

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Internal questions to get going

Data

Do we have the data we need to make the right decisions?

How well integrated are our systems?

Are we integrated into third-party systems where needed?

Employee

Do our employees feel like they're working with modern technology?

What kind of upskilling will our teams need to administer and adopt this kind of cloud technology?

Which teams do we foresee being the hardest to enable? The fastest?

Operations

What kind of analytics and insights do we need on day one of going live?

What are the biggest regulatory and compliance risks we regularly face?

Do we have a clear understanding of all the parties working with our organization?

Can we connect data silos to align operations with results?

System architecture and consolidation

Do our IT silos hurt our business?

Do we struggle with outdated technology that hinders efficiency and accuracy?

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Oracle Health and Life Sciences

Comprehensive solutions for healthcare innovation

Oracle Health and Life Sciences

Clinical	Revenue cycle	Enterprise	Life sciences	Payer
Ambulatory and acute care	Health information management	Enterprise resource planning	Study startup	Data exchange
Service lines and departments	Patient administration	Financial management	Clinical trial management	Prior authorizations*
Continuum of care	Patient accounting	Health system operations	Clinical data capture and randomization	Near real-time claims*
Interoperability	Payments	Human capital management	Safety	
Population management		Supply chain management	Real-world data	
Patient engagement		Workplace health and safety	Commercialization*	

Unified data and analytics, embedded AI

Global distributed cloud	Public	Dedicated	Multicloud	Hybrid	More than 150 cloud services

Oracle Cloud Infrastructure

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Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.

Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

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Oracle AI Success Navigator

Unlocking the Full Potential of Oracle Cloud Applications with AI-Driven Best Practices

Achieve cloud transformation objectives

Leverage Oracle standards with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI

Make confident design decisions

Oracle Modern Best Practice and Oracle University learning modules deepen understanding and reduce customization risk, while hands-on practice through Starter Configuration helps drive experience-based decisions

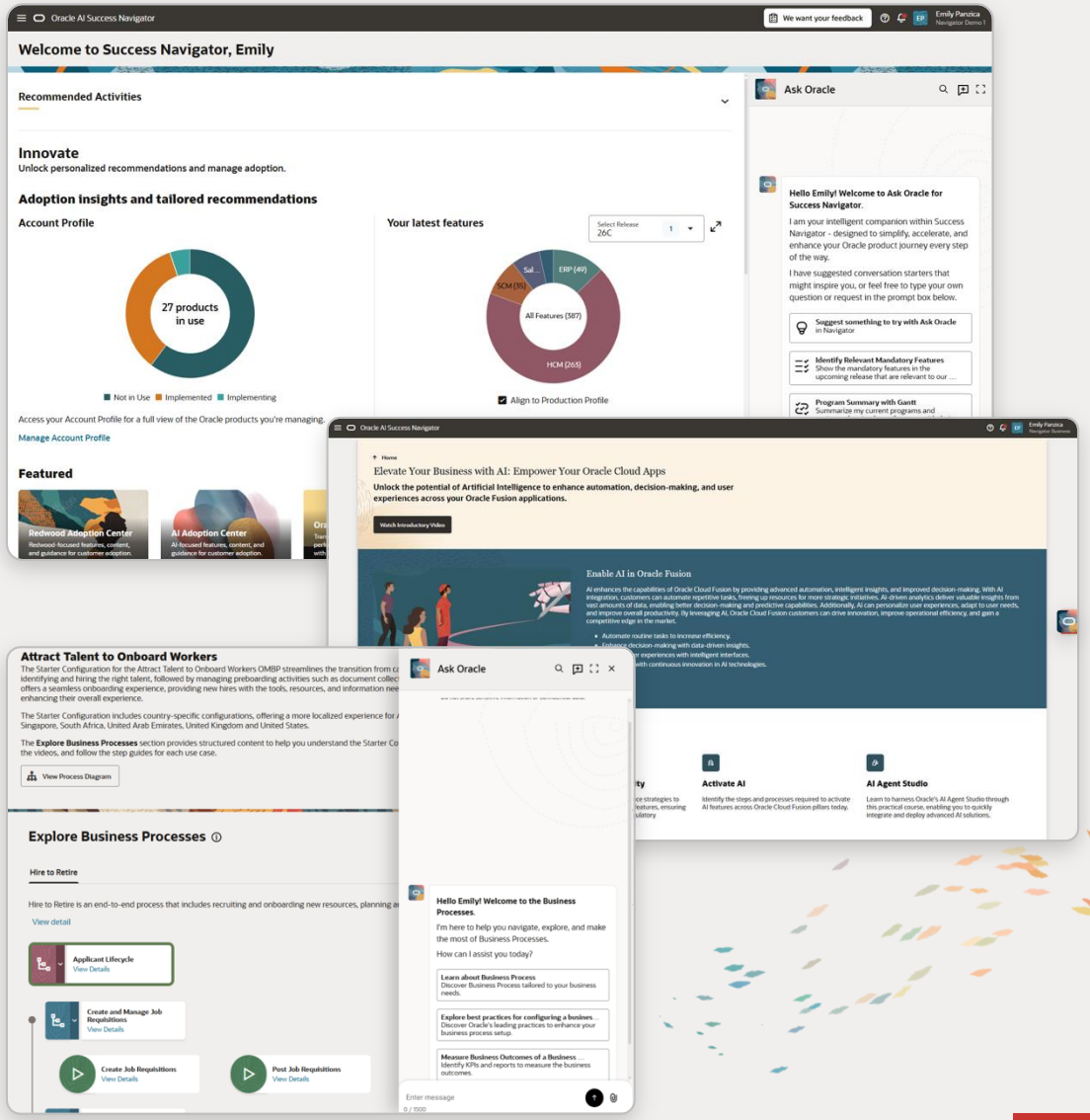
Increase your investment's value with AI innovations

Accelerated process optimization and AI-driven recommendations maximize value of your Oracle investment, while consolidated release materials with customizable adoption roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey

AI agents shape your journey and provide strategies for ongoing evolutions, so teams can focus on the differentiating, higher-value work

ORACLE
AI Success Navigator



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Co-innovate with Oracle to turn business challenges into AI solutions

Oracle's AI co-innovation motion brings Oracle product engineers, industry experts, and adoption expertise together with customer teams.

Bring your AI use case

Solve priority problems with measurable value

Co-innovate in pods

Partner with experts to understand workflow, data and requirements

Prototype-pilot

Build quickly and prove impact against KPIs

Sustain innovation

Evolve validated solutions beyond the pilot

Customer outcomes

Working production solution

A priority workflow built and run in your environment

Measured value

Progress tied to a North-Star KPI, not just a demo

Enterprise-ready execution

Security, run-readiness guardrails and full telemetry

Direct product influence

Validated learning informs reusable capability and future product direction

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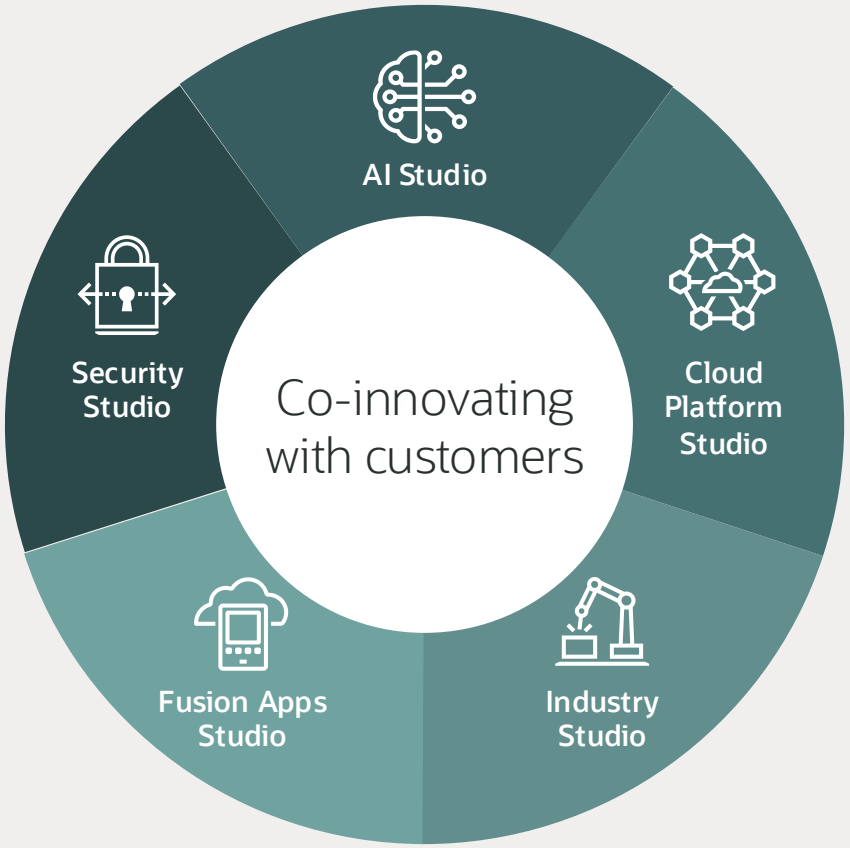
Driving value realization with CSS innovation studios



Accelerate Value Realization

Optimize business processes, minimize human error, and streamline labor-intensive tedious tasks through customer-centric industry solutions

Drive Innovation Adoption

Leverage Design Thinking workshops and MVPs to prioritize Oracle innovations and AI relevant for your business and then scale to production

Maximize Investment

Gain the benefits of AI, data infrastructure, and applications with CSS solutions, best practices, and guidance

Delivery Advantage

FDE approach blends functional, technical, and AI specialists to accelerate end-to-end delivery—from business design to scalable, value-led deployment.

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Extensive partner ecosystem

+20,000

Partners and ISVs

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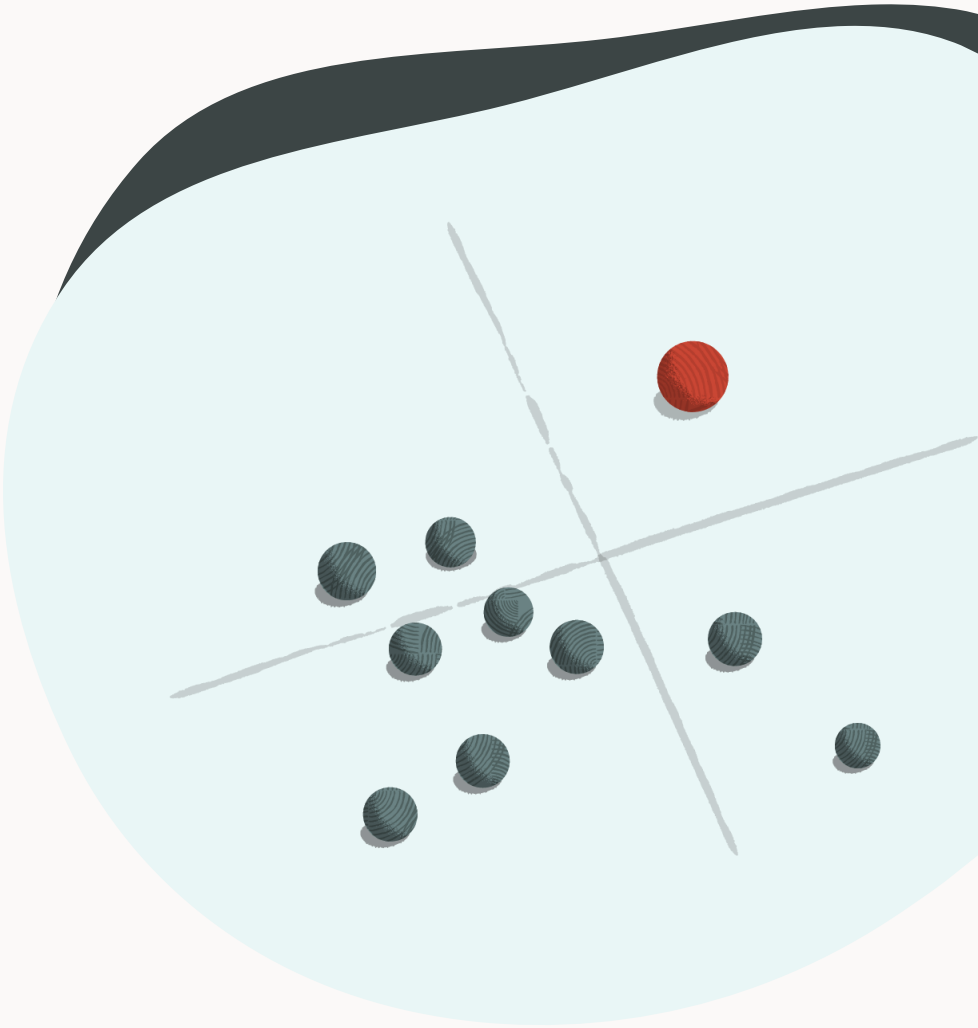

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