

Sanofi

Sanofi is a multinational pharmaceutical company

Discover new strategic opportunity areas to sustain long-term growth and maintain industry leadership position

APPROACH



HASKAYNE
School of Business



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights
and Ideas



20+ Strategic Growth
Opportunity Areas



20+ Detailed Business
Concepts



5 Business Cases
for Senior Leadership

KEY TRENDS

- **Preventive care:** empowered and informed customers interested in monitoring their health
- **Digitization:** healthcare services transforming into online experience like medical appointments and drug delivery
- **Overregulation:** varying standards across countries and legal changes slow the development of new products
- **Big data:** collection and availability of various type of data improves the integration of healthcare services

"What I really learned from this program is the importance of creating partnerships...it's definitely something we need to work harder as a company... some ideas are considered for implementation."

Head of Supply Chain Latin America