

Women in Science: Renee Rodgers ^[1]

Discovery ^[2]



Renee Rodgers, Executive Director and Head of Digital Strategy, US Oncology, Novartis

We're excited and proud to announce that our very own Renee Rodgers, who serves as Executive Director and Head of Digital Strategy for US Oncology at Novartis, has made MM&M magazine's 2017 Top 40 Healthcare Transformers ^[3] list. MM&M (Medical Marketing and Media) is a US outlet that annually recognizes 40 innovators who are transforming the biopharmaceuticals industry.

Rodgers and her team are constantly pushing the envelope when it comes to technology, using exciting new methods such as artificial intelligence to improve the digital experience for patients and healthcare providers. Hear more from Rodgers in this installment of "Novartis Presents: Women in Science."

What does it mean to you to be recognized as an innovator in this industry?

Being recognized as an innovator in an industry focused on improving patients' lives is a great honor. Our role at the intersection of healthcare and technology is becoming more important, and this recognition highlights our work.

You were recognized because of your focus on innovation and your work in artificial intelligence and other forms of technology to improve the digital experience for both patients and healthcare providers. Can you speak a little bit about that and what you and your team are doing as

leaders in this field?

Data has become the new shiny object for innovation. However, for us, data is the “what” – and it’s “how” we use data with technology that is important. Our patient and customer expectations are raised continuously by technology leaders. We live in a world where almost anything is available on demand, and as a result, those same consumers wonder why it can be hard to interact with us. Data helps us give patients the support they need at the moments that may matter along their journey.

Ultimately we are working on harnessing the power of data to help make access to healthcare much simpler for patients.

How do you plan to improve the patient’s journey through digital experience and innovation?

So much of what we do is business transformation, bringing together multiple functions to solve business issues that may positively impact these individuals. If a patient must verify their information every year for copay assistance, let’s make it simple. If transportation is an issue for patients, how can we help?

How do you see technology continuing to shape the world of oncology?

Speed. With technology, we can process more data, which can help us see a patient’s journey more accurately, and rapidly identify bottlenecks in a very complex healthcare system.

What excites you about the future of healthcare and technology, and how do you plan on continuing to innovate in this field moving forward?

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Women in Science: Tania Small [4]

What advice would you give to those looking to establish themselves in the world of technology and healthcare?

Focus on the patients' needs, bring your innovative ideas, and be prepared to collaborate.

“Novartis Presents: Women in Science” is an ongoing series showcasing women at Novartis who are helping develop innovative oncology medicines for people with cancer and related diseases.

Disclaimer:

Responses have been edited for length.

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