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Emerging technologies usher life sciences industry into Metaverse: Accenture Report

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91% of medical technology and 85% of biopharma executives expect new technologies to have a positive impact on the industry



Accenture's Life Sciences Technology Vision 2022 report explores the technology trends that will transform how biopharmaceutical and medical technology companies solve manufacturing and device problems, improve equity in clinical trial participation and build more resilient supply chains to provide patients and healthcare professionals with more personalized experiences.

According to the report, life sciences leaders (91% of medical technology executives and 85% biopharma executives) expect the metaverse to have a positive impact on their organizations and nearly half of the biopharma executives surveyed believe the metaverse will have a breakthrough or transformational impact on their organizations.

To help life sciences companies design, execute and accelerate their metaverse journeys, Accenture recently launched the Accenture Metaverse Continuum business group, which combines metaverse-skilled professionals and market-leading capabilities in customer experience, digital commerce, extended reality, blockchain, digital twins, artificial intelligence, and computer vision.

In the report, four technology trends that underpin the metaverse continuum are explored-***WebMe*** illustrates how the internet is being reimagined with the metaverse as a platform for digital experiences that provide boundless places where people can meet and interact, and Web3 is reinventing how data can be owned by individuals and moved with the person and not the platform.

The Programmable World tracks how technology is being threaded through our physical environments in three layers: connected, experiential, and material. Nearly nine-in-10 of the MedTech and biopharma executives surveyed believe that programming the physical environment will emerge as a competitive differentiation in their industry. ***The Unreal*** explores the "unreal" qualities that are becoming fundamental to artificial intelligence (AI), and even data, making the synthetic seem authentic. ***Computing the Impossible*** is the emergence of a new class of machines — quantum computing — stretching the boundaries of what computers can do.