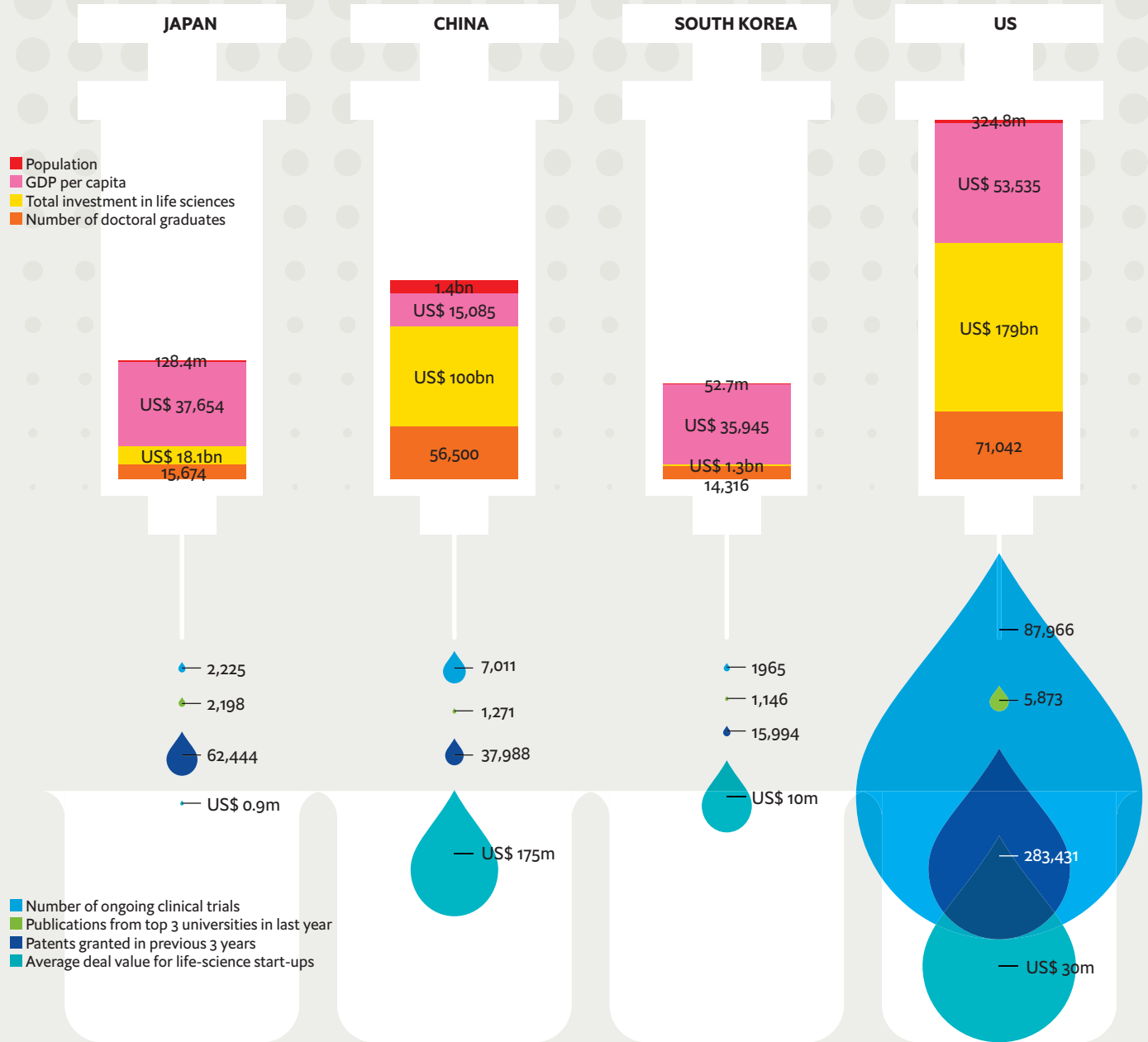


# Innovation in the life sciences

The life sciences sector is by its very nature dynamic. Realising the benefits of better health comes with immense challenges. We are increasingly researching and developing products and services that target complex conditions. As technology advances, along with growing populations, there is increased pressure on all aspects of financing in the life sciences.



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## Defining innovation:

Innovation covers a vast number of activities from landmark inventions like penicillin and X-rays, through to incremental innovations such as second-generation drugs with lower toxicity and 'super generics'.