

# Novartis research shows technology talent increasingly drawn to pharma industry since COVID-19

Novartis revealed the healthcare and pharma industry has emerged as a desired career destination for tech talent during the COVID-19 pandemic, in the Powerful Pairing research report launched today.

Jun 24, 2020

On Wednesday June 24, 2020, Novartis revealed the healthcare and pharma industry has emerged as a desired career destination for tech talent during the COVID-19 pandemic, in the Powerful Pairing research report launched today. The report, which includes insights from Microsoft, MIT and Benevolent AI highlights:

- 83% of tech professionals would consider working in healthcare and pharma, with 72% more likely to consider it compared to six months ago
- 86% of tech professionals agree: the healthcare and pharma industry's "digital moment" has arrived
- Healthcare and pharma more than twice as attractive as traditional careers in financial services, telecoms and manufacturing

[Read the report](#)

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