

# Ambitions in Health: Tech companies step up the pace

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## Abstracts

As investment \$\$\$ pour into digital health projects, the scope and scale of tech giants' ambitions in health become ever clearer. From drug discovery and clinical research to patient monitoring and disease management, tech giants are leveraging the latest advances in artificial intelligence (AI), deep learning, analytics and wearable technology to drive innovation and disrupt processes. How can pharma respond and what strengths does it have that tech companies need?

This expert report draws on the insights of 15 digital health experts in pharma, consulting and tech companies to give a unique and comprehensive analysis of the current and future digital health landscape and the role tech companies will play.

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Why this report is important to you

What the report will enable you to do

Full Report Contents

Why this report is important to you

Global technology giants are the most valuable companies on the Standard and Poor's 500 Index, and they are making big bets in healthcare. These companies' technologies and consumer expertise are poised to transform an industry ripe for disruption through telemedicine, data mobility, cloud computing, wearables, artificial intelligence, big data

and the empowered consumer/patient. In contrast to the fast moving digital sector, the risk adverse and heavily regulated pharma industry is looking out of time and place. Can pharma change its slow, legacy culture; adopt new technologies for efficiency; work collaboratively across silos, and attract the best talent? Pharma needs to collaborate with tech companies as much as tech companies need pharma's unique set of skills. There are opportunities a plenty for those companies wishing to embrace change.

With focus on

Apple

Alphabet/Google/Verily

Amazon

Microsoft

Facebook

IBM

Samsung

This report will enable you to

Understand the drivers of tech giant expansion into health and identify where their interests lay

Know what digital technologies will most benefit pharma, and why

Appreciate how demanding tech savvy patients are changing the healthcare landscape

Play to your drug development, regulatory, production, marketing and market access strengths when partnering with tech companies

Compete effectively with tech companies for digital, analytical and AI talent

Challenge and replace slow moving siloed corporate structures that are not fit for purpose in a digital world

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IBM

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