

Designs on the Future of Health: The ambitions of Google, Apple, et al

<https://marketpublishers.com/r/D2D78F8B0F1EN.html>

Date: February 2016

Pages: 0

Price: US\$ 695.00 (Single User License)

ID: D2D78F8B0F1EN

Abstracts

The digital health revolution: tech giants and their impact on pharma

Drug discovery, quicker clinical trial recruitment, real world data generation, better patient adherence and improved diagnostics/monitoring. Dramatic change is underway as companies such as Google, Apple and Dell expand use of their digital health platforms. What are the organisational/cultural challenges industry must overcome and are tech giants friends or foes?

Designs on the future of Healthcare: the ambitions of Google, Apple et al provides a detailed 360-degree scan of current and upcoming digital technologies and technology players that will radically alter the way pharma conducts its business.

“Technology is forcing us to go beyond how we traditionally do things in terms of healthcare delivery, but also in terms of life sciences development. We are going much faster through the enabling technologies.”

Michael Greenberg, Sanofi Pasteur

Answering key questions:

Why health? Digital health attracted US\$5.8 billion of new investment in 2015 – almost as much as biotech. Why is digital health technology so attractive to investors and tech companies?

Trends: What are the most significant trends affecting healthcare and life sciences?

Who are the Players? Which technology companies are creating innovative digital health solutions and where are the best opportunities for Pharma?

Clinical Trials: How might digital technology be applied to refine and speed up clinical trial recruitment and outcomes assessment?

Patients as Consumers: Consumer technology has opened the door for better engagement with patients. What technologies are being applied now and what applications can be expected?

Apple: Why is Apple's Research Kit considered ground breaking and how is it being applied?

Cultural challenge: The increased pace of digital advances is impacting traditional pharma. Will tech giants force the industry to change?

Interoperability: Data is locked up in isolated systems. What are the prospects for integrating bioinformatics and clinical informatics data for better clinical and research insights?

Partnering up: What are the essential ingredients for successfully partnering with a digital health technology company?

The Next Five Years: How will digital health technology change healthcare delivery over the next five years and what are the implications for pharma, providers, patients, and payers?

With this report you will be able to:

Understand the digital technologies that are already making an impact and understand which new technologies will bring greater benefits to health providers and industry

Review technology companies such as Apple, Google, IBM, Dell and SAP that are leading the way in digital health and assess their services and ambitions.

Learn from the pharma companies such as Roche, Merck, J&J, Sanofi, and Leo

that are actively applying digital health technologies in their business.

Appreciate how digital technology can beneficially modify the way clinical trials are designed, run and followed up.

Assess the need for pharma to fundamentally rethink its practice to fully benefit from digital technology.

Establish the skills needed for successful digital health initiatives.

Key Topics explored

Digital technology holds the prospect of radically reforming Pharma's operation, but the industry must fundamentally re think its business practice.

Putting together a partnership with a technology giant like Alphabet (Google) - an insider's view

Keys to successful collaboration with technology companies, healthcare CIOs, and patients

Working models that drive innovation and technological change for pharma and technology companies.

The US healthcare system has created a number of unconnected Electronic Patient Record formats. Can artificial intelligence systems be applied to unlock clinical and research insights for better patient outcomes and research?

What are the challenges of extracting meaningful insights from both structured and unstructured data?

Precision or personalised medicine: what's the difference?

The empowered tech-savvy patient wants deep, on demand information to help them better manage their health; multichannel communications allows Pharma to engage in a more targeted way.

Digital technology will allow Pharma to benefit from deeper, more granular

insights based on genomics to target therapies in unique, and unusual ways.

The application of digital technology in advanced nations is growing rapidly, but what is the situation and challenge in developing it for large-population markets such as China?

Specialist skills in informatics and analytics are essential – Pharma needs to address this talent gap.

Expert Contributors

The report is informed through in-depth interviews with payers, advisors and clinicians. To ensure open and critical responses some contributors identities have been kept anonymous:

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views and intelligence on the challenges facing pharma today.

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