

The Healthcare Internet of Things: A Network of Opportunities for All (2016)

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Abstracts

Partnering people and technology to build more productive relationships

Clinical and commercial success in pharma has always been dependent on relationships. Now our sector and others are seeing people and technology come together in incredibly exciting new ways, creating stronger connections and enabling continuous and productive conversations to take place in real time. The opportunities for pharma are immense – but finding the right path to follow is challenging.

The Healthcare Internet of Things: A Network of Opportunities for All casts a candid eye over the latest developments and plots a course for pharmaceutical companies wanting to maximise long-term commercial advantage. Based on in-depth discussions with 10 senior industry leaders at the forefront of technology, this report examines how the Internet of Things (IoT) phenomenon can be usefully applied to foster more communicative relationships between pharma, patients, physicians and payers.

Key Features

Clear definition of IoT and an explanation of what it encompasses – including the technologies, tools and approaches that exist today and are already delivering value.

Outline of how the organisational structures within pharma need to evolve to adopt an IoT strategy, including specialist partnerships, leadership culture and data science capabilities.

Expert views on how IoT can be harnessed to power-charge relationships with

physicians, patient segments, and payers.

Detailed discussion on what an IoT enabled future could look like plus a clear view on what needs to be in place to get there.

Exploration of how IoT can speed the time-to-market of drugs and drive cost-effective processes.

Key Benefits

Enables more joined-up thinking: Supports a holistic approach - IoT can be applied across multiple areas from trial management to market access, patient-centricity to payer liaison.

Facilitates informed decision-making: Gain the insight needed to formulate targeted IoT strategies that fit with wider business plans, goals and technology capabilities.

Manages business expectations: Draw on case studies with pharma and other industries to identify evidence of benefits being realised and clarity on what is possible.

Provides a clear plan of action: Find out what needs to be in place and the potential pitfalls. Understand the route to setting up and rolling out an IoT strategy.

Why IoT matters for pharma

A highly connected healthcare ecosystem will ultimately help pharma serve patients better. IoT may be in its infancy today, however those that implement gradual, planned and controlled changes now will be best placed to realise the benefits of a connected future.

Earlier diagnosis is widely expected to be one of the most important IoT outcomes. The huge leaps made by IBM's Watson is a prime example of what is already possible. Ultimately, IoT is a business issue, not just an IT one, as it has the potential to fundamentally change the way clinical and commercial decisions are made across the

drug lifecycle.

Key Questions Answered By This Report:

Evolution or revolution? What structures and business models are needed to leverage IoT to meet commercial and/or clinical business objectives?

What evidence already exists to support the strategic, financial and operational benefits gained from putting in place an IoT strategy?

What can pharma learn from other industries with more evolved experience in applying IoT thinking to their stakeholder relationships?

Who should pharma look to partner with and what type of partner companies should be considered? Are single or multiple relationships required?

Expert Views

Duncan Arbour, Innovation Lead at Inventive Health Europe

Matt Bolton, Associate Strategy Director at Clear M&C Saatchi

Christopher Colucci, Head of Enterprise Applications at Insmad

Philipp Diesinger, Global Chief Data Scientist at Boehringer

Laurent Flouret, Director – Global Digital Strategy & Innovation at Sanofi

Daniel George, Digital Experience Leader in Global Commercial Excellence at AstraZeneca

Magnus Jörntén-Karlsson, Project Director, Pharmaceutical Innovations, AstraZeneca R&D

Valerio Nannini, Senior Vice President, Head of Strategies and Performance at Nestlé

Daniel Ramirez, International Head of Business Development, LEO Innovation

Lab, LEO Pharma A/S

Jane Rhodes, Senior Director of New Initiatives for the Value-Based Medicine team at Biogen

“Now, you can have more digital eyes and ears on the pre-clinical, clinical and real world data, and far greater ability to make sense of this. It’s the potential for no meaningful change in data, no matter how tiny, to be missed.”

Duncan Arbour, Inventive Health Europe

“The nature of the IoT in healthcare is that it brings the patient to the fore in their treatment journey, and as such, if pharma can develop its position here, it can develop closer relationships with patients.”

Matt Bolton of Clear M&C Saatchi

“IoT has the potential to disrupt traditional methods of clinical development processes, improve decision making and speed up drug development.” Jane Rhodes of Biogen

Who will benefit from this report?

Senior-leadership teams and key decision-makers

Commercial and clinical department leads

Relationship management and customer care specialists

Technology departments and IT investment decision-makers

Human resources and talent finders

Payer liaison

Trial designers and managers

Content Highlights

Growing connectivity as momentum for the Internet-of-Things (IoT)

Embracing the IoT in healthcare and pharma

Key insights

Key drivers of the IoT

Patient-centricity and the IoT

The potential of the IoT for other stakeholders

Physicians and HCPs

Pharmacies

Payers

The current status of the healthcare IoT

The Tools of the IoT

Key insights

Wearables

Analytics

Cloud computing

Cognitive systems

Blockchain

The IoT as a strategic consideration for pharma and healthcare

Key insights

Patient monitoring and improved diagnosis, adherence and outcomes

R&D and real-world data

Value-adding services

Customer satisfaction and customer experience management

Faster time-to-market and commercial effectiveness

Challenges and Resistors to uptake of the IoT

Key insights

Are the regulations around IoT solution development clearly defined?

Will IoT be data secured?

Is technology mature enough?

What does a successful IoT pilot programme look like?

Will there be an ROI from the IoT?

Accentuating positive opportunities from the IoT

Key insights

Learning from other industries

Collaborating with the best for effective business models

Optimising touchpoints for customer engagement

Allow the IoT to shake up clinical trials and R&D

Building a truly integrated, trusted network of care

Organisational structure and the IoT

Key insights

Think data, think connectivity

Data science capabilities

Tech-savvy leadership to facilitate IoT success

The Future of IoT in healthcare

Key insights

Unparalleled healthcare access and communication

Regulatory agencies need to be supportive

Change in business model

Conclusions

Expert biographies

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FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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