

Patient-Centric Mobile Apps: Key Opportunities and Challenges for Pharma

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Abstracts

Dozens of new health apps for smartphones and tablets are produced monthly. Hundreds of thousands already exist. What does it take for a patient app to stand out in this crowded space? What are the essential ingredients that differentiate an app for patients...and for pharma?

A well-designed app has the potential to increase the quality and efficiency of healthcare, to empower patients to manage their health better, and to deliver an experience patients will remember. Getting apps right is critical if Pharma is to successfully transform itself into a truly patient-centered business.

Patient-centric Mobile Apps: Key Opportunities and Challenges for Pharma gives you the information you need to understand what patients, healthcare providers and other stakeholders want in a healthcare app — and how a successful one promotes health outcomes and positive customer experiences.

Answers to Key Questions

How can pharma leverage apps to improve relationships with patients?

What does it take for healthcare providers to become advocates of your app?

What are the essential elements of a successful patient-centric healthcare app?

What types of apps are most widely recommended to patients by healthcare providers, and how do these apps augment patient care?

Key Issues Explored

Capturing and leveraging the real-world data that apps generate

Building and managing the 24/7 relationship with customers and patients through apps

Critical success factors for patient apps

How to measure and demonstrate ROI of patient apps

The future of patient apps and pharma's evolving role

Top Takeaways

Your next partner could be a tech giant

Customer experience is now part of your job description, and you need to ace it

Healthcare apps are effectively medical devices and could be at risk for increased regulatory scrutiny

Longevity of the patient relationship will drive future app development

Learn what the customer needs before designing an app

Pharma must keep challenging itself to align communications and engagement strategies with the multichannel options available

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