

Pharma Investment in Digital Health: Strategies for success

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Abstracts

Successfully Investing in Digital Health: a Guide for Pharma

It's a strategic imperative for pharma to use its market position and money to shape and control the rapidly growing digital health space. Internal investment in digital health technology may be too little and acquisitions of established players could be too late and costly.

The operational benefits of digital health in terms of clinical trials, patient engagement, real world data and efficient workflow processes must be realised early. It's time for pharma to step up to the plate. But when is a deal a good deal? Which funding model is optimal and in what circumstances? What are the attributes of an ideal startup investment partner?

For answers to these critical questions look no further than Pharma Investment in Digital Health: Strategies for success. The report reviews the latest 2016 deals and through expert insight identifies the critical strategic and tactical issues pharma must address if digital health investment is to bring both operational advantage and commercial ROI.

Key Features

Unique and in-depth interviews with senior US and EU industry and investment executives who are spearheading this area of expansion

Review of notable deals and the US\$3.9 billion digital health investment landscape in 1H 2016

Tables identifying “must haves” and danger areas for a successful investment partnership

Illustrations of digital health deals and case studies such as GE Ventures’ collaboration with digital health incubator StartUp Health

At-a-glance summaries of all the main conclusions and action points

Key Benefits

Understand why pharma’s investment in digital health technology is critical

Know in what areas pharma is investing its money

Evaluate how and when Partnerships, Joint Ventures, Startup Accelerators, Venture Capital and Corporate Venture Capital should be the investment vehicle of choice

Identify the key attributes of an ideal investment partner and the creative team behind it

Develop a cohesive strategy and management team around investing in digital health

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Key Questions Answered By This Report:

Core Competence: Why is pharma's investment in digital health so strategically important?

Fast Growth: There have been 231 deals worth US\$3.9 billion in the first half of 2016 – which sectors are attracting most investor interest and what can you learn?

Successful Startup: What are the key investment criteria pharma should look for in a startup company?

Which Structure? Partnerships, Joint Ventures, Startup Accelerators, Venture Capital and Corporate Venture Capital. Which investment vehicles are right for your business and why?

Merck: Why is the Merck Global Health Innovation Fund considered to be a market leader in pharma corporate venturing in digital health?

Targeted Approach: Which digital health technologies should pharma invest in?

Resources: What organisational changes are needed if pharma is to recruit and build a successful investment teams?

Expert Views

Brett Davis, General Manager for ConvergeHEALTH by Deloitte, Deloitte Consulting, US

Ricardo dos Santos, Director, 4iNNO, US

Kristian Hart-Hansen, CEO, LEO Innovation Lab, Denmark

Ulrich Muehlner, Founder & Managing Director, GrowthCube Partners LLC,

Switzerland

Tony Romito, Managing Director, Accenture Life Sciences, US

Steve Seuntjens, Partner, PHS Fund, Netherlands

Ruchita Sinha, Director, GE Ventures, Healthcare, US

Marc Sluijs, Digital Health Investment Advisor, Switzerland

Who will benefit from this report?/Paragraph>

Pharma's investment venture capital fund executives building or managing digital investment portfolios

Senior corporate finance managers who determine strategy and investment fund resources

Operational marketing, medical affairs and clinical research managers needing funding to drive change with digital health technology

Entrepreneurs seeking investment and support for their innovative digital health technology

Investment managers in finance houses looking for joint venture or deal brokerage opportunities in the digital health space

Content Highlights/Paragraph>

Overview of venture capital funding and investment in the digital health sector

Pharma moves from customer to digital health investor

Pharma's venture capital funding in digital health

Pharma's Joint Ventures with tech companies for Research & Development

Mergers & Acquisitions

Accelerators: supporting the startup ecosystem

Opportunities and challenges in partnering with startups

Keys to successful pharma and startup partnerships

Finding the right technology startup for investment

Advice for entrepreneurs

Choosing the right type of investor: pharma corporate VC versus experienced tech company VC

Critical needs for investing in digital health

Digital health will impact pharma's core business, new business models are needed

Pharma needs data that digital health provides to justify the value of therapies

Pharma can leverage digital health to enhance drug treatment and improve behaviour

Pharma motivated to compete with tech giants leading digital health

The future of pharma investment in digital health technology

Regulatory climate for pharma investment in digital health is rapidly evolving

Emerging corporate venturing models present new opportunities

The future model of venture investment for pharma companies is not yet clear

2017 and beyond

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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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