

# Pharma and the mHealth Revolution - Engaging with Mobile-Enabled Physicians and HCPs

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## Abstracts

**It's time to click on this.**

The media's dubbed them 'a doctor in your pocket' and 'health care helpers'. Yet despite the explosion of mobile apps in other industries, pharma has generally been slow to exploit the possibilities they represent. What are the hurdles facing the industry and who are the leaders overcoming them? How can companies develop a mHealth approach that both addresses end-user needs and key messaging? What does pharma need to know about regulatory and legal hurdles?

Concisely written and expertly researched, this FirstWord Dossier report succinctly addresses the issues surrounding the emerging mHealth industry—and finds the answers.

## Report Overview

Offering a compelling case for pharma to firmly establish its voice in mHealth, the report contains detailed insight into the opportunities app development represents.

Encompassing the full range of questions demanded by the industry, the report includes expert insight from both those in pharma currently working ahead of the curve and mHealth developers themselves.

Whether your company is looking to expand into mHealth apps or seeking sound advice on a way forward, Pharma and the mHealth Revolution - engaging with mobile-enabled physicians and HCPs has the answers.

## Key Report Features

Convincing arguments for further involvement from pharma in developing mHealth apps for healthcare providers

Detailed insight into five major pharma mHealth projects

Methodologies for determining the platforms on which mHealth apps should be launched

Advice on how to maximise end-user needs to make mHealth products popular with health care professionals

Insight into navigating legal, regulatory and intellectual property issues

Solid predictions of future mHealth growth

Case study of how one major pharma company has evolved its mHealth strategy

## **Key Benefits**

Discover how to develop an mHealth approach that aligns with company goals

Learn the key lessons of optimising apps and websites for healthcare providers

Learn how to navigate the main road bumps, including legal, regulatory and intellectual property issues

Gain insight into what the leaders in the field know and how they're making mHealth apps work for them

Get access to detailed case studies from companies such as Eli Lilly, AstraZeneca, Johnson & Johnson, AliveCor and GSK

## **Key Questions Answered**

When should a pharma company enter the mHealth market?

What approach should be taken in answering both company strategy and end-user needs?

What are the main hurdles facing the industry and how can they be overcome?

What realities do app designers for international markets face?

How can apps be developed for maximum usage across HCPs?

What are the guidelines for designing apps for tablet or smartphones?

## **Key Quotes**

“The business case for pharma to engage in mHealth makes a lot of sense. But pharma has been quite slow to really embrace things in mobile health in a strategic or systematic way.” Dr. Patricia Mechael, executive director, mHealth Alliance

“There is substantial opportunity for pharmaceutical companies to be involved; it’s just that they have to walk that fine line between providing a service to the patient population and having what they’re doing viewed as just a kind of marketing. As soon as it gets perceived as the latter, all the alarm bells will go off.” Dr. Satish Misra, managing editor, iMedicalApps

## **Who Should Read This Report?**

Pharma medical affairs directors

Marketing executives

Compliance directors and legal teams

IT managers

PR firms with interests in the pharmaceutical industry

Digital marketing agencies

App and web designers

## **Expert Views**

Dr. Dave Albert, Co-founder and Chief Medical Officer, AliveCor

Orion Armon, Partner, Cooley LLP

Kenneth Bennett, Senior Director, IS Business Partner, Sanofi US division

Lena Feygin, Managing Director, WeMultiply

Shwen Gwee, Vice President, Digital Health, Edelman

Peter Justason, Director, eMarketing, Purdue Pharma

Duncan Learmouth, Senior Vice President, Developing Countries & Market Access, GlaxoSmithKline

Jonathan Martin, Director of Education and Awareness Programs, National Marfan Foundation

Dr. Patricia Mechael, Executive Director, mHealth Alliance

Brian Meltzer, Executive Director, R&D Innovation, Purdue Pharma

Dr. Satish Misra, Managing Editor, iMedicalApps and member, Steering Committee, Johns Hopkins Global mHealth Initiative

Scott Morrison, Vice President, Information Systems, Boehringer Ingelheim

Judy Wade, ex-CEO, AliveCor

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- Phone or web?

### PHARMA'S ROLE IN MHEALTH - FIVE DETAILED EXAMPLES

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- AstraZeneca: EGFR mutation test
- Johnson & Johnson: BlackBag
- AliveCor: Heart monitor
- GlaxoSmithKline: Mozambique vaccines programme

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  - A variety of offerings
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### UNCERTAINTIES

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- A Congressional approach

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## **WHAT'S AHEAD?**

Predicted growth  
Emerging technology  
Listening to the users  
Assuring efficacy  
The final requirement: Patience

## **ACKNOWLEDGEMENTS**

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