

The Rise of Wearable Healthcare Technology: Opportunities and Challenges for Pharma

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Abstracts

In *The Rise of Wearable Healthcare Technology: Opportunities and Challenges for Pharma*, FirstWord examines an emerging industry that is predicted to generate \$53.2 billion in global sales by 2019.

Considered a perfect convergence of mobile tech trends and real-time data, wearables are already shaping the future of healthcare. Based on in-depth interviews with key experts and wide-ranging research, the report addresses how the line between consumer and healthcare wearables is increasingly blurred—and how pharma can be part of a future in which wearing healthcare technology is the new normal.

The future is at your fingertips—literally and physically. As passive, intelligent wearable health devices become increasingly ubiquitous (there'll be an estimated 35 million devices connected to the Internet of Things by 2019), the human body has become a generator of transparent, real-time, continuous and highly contextualized data. Can pharma fit in? And if so, how can the industry prepare for the day when 'wearable' can also mean 'ingestible'?

Key Benefits

Insight into how healthcare will be transformed by new types of data collected through wearable and remote monitoring devices

Knowledge of how the evolution of wearable tech is blurring the line between health and wellness

Valuable understanding about how the analysis of patient-generated data will

lead to 'virtual health coaching' on everything from prescriptions to lifestyle choices

Breakdowns of the wearable tech market by segment

Expert knowledge on how pharma can author its way into the wearable tech industry

Key Features

In-depth expert interviews with key innovators in the industry

Detailed analysis of the move towards 'prosumer' wearables

Exploration of wearable tech for disease prevention, clinical trials and chronic disease management

Analysis of the regulatory environment for wearable health technology

Examination of the key features for wearable adoption by consumers

Overview of the future of wearables, including ingestibles, bioresorbables and 'soft' electronics

Get Answers to Pressing Questions

What are pharma's opportunities for the wearables industry?

Will wearables become valuable tools in diagnostics and treatment?

What opportunities and challenges will arise from patient-generated health data?

How can pharma make wearable device data more relevant?

What does pharma have to lose if they are not involved in the wearables industry?

Will wearable technology change pharma's position on data transparency?

Experts Interviewed

Chief Medical Officer, mobile health solutions company

Trauma Surgeon/Google Glass Explorer, Medical Center, US

CEO at a drug development company, US

Director at center for innovation at an EU university

Director, Global eMedia Communications at a leading pharmaceutical company

Associate VP, Head of Epidemiology at a biotech company in France

Digital Marketing Manager at a global pharmaceutical company

Executive Vice President at a pharmaceutical marketing agency

Development manager at a pharmaceutical marketing agency

Director of Product Marketing at a clinical research company

Chief of Staff at a clinical research company

Senior Director of Product Marketing at a clinical research company

VP, Director of Creative Technology, healthcare advertising and promotion agency, USA

Founder and CEO, Social Media Advertising Company

About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services

designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

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The future of electronics for the human body

Soft electronics

Injectable electronics

Bioresorbable electronics

What is the future of wearable tech for pharma?

Is there opportunity in wellness or chronic disease?

Planning a strategy for a future connected world

Thoughts for the future

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