

iPad and Smartphone Use in the Pharma Industry

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Abstracts

With the mass adoption of tablet technology, savvy business leaders are using iPads, smartphones, and Android Tablets to arm mobile workers, improve internal efficiencies, build customer loyalty, and reach out to new customers in innovative ways.

What in 2010 appeared to be the new toy for Apple-elite, a mere curiosity for executives, iPad and Android hardware and applications are now being used in some surprising ways in the pharmaceutical and biotech industry.

Apple, which sold nearly 40 million iPads as of the publication date of this report, revealed that over 92 percent of Fortune 500 companies were using or testing the iPad, including JPMorgan Chase, Sears Holdings and DuPont.

According to one research, almost two-thirds of doctors and physicians in the U.S. use tablet devices, mostly iPads; while 70 percent of the non-users plan to buy a tablet over the next year or so.

The pharmaceutical and life sciences industry was quick to spot iPad and Smartphone device potential and adopt them in its processes and operations. Though not known for rapidly adopting new ideas and technologies, the pharmaceutical industry took to the tablet PC as a great sales tool and a new way to communicate with and educate consumers.

There are unprecedented opportunities for leveraging consumer and company iPad adoption through app development. Many pharma companies are using iPads in house to streamline processes and empower their staff.

iPads and iPhone have been deployed across a whole range of applications in the pharmaceutical and healthcare industry, from sales representatives using them in their

interaction with physicians, to research labs and even production processes.

Apps are now available for reading electronic medical and health records and a host of other uses. Companies are developing apps for their internal processes. It is estimated that by July 2012, there were more than 13,000 health related apps available for consumers in Apple's App Store alone. (Order this report: iPad and Smartphone Use in the Pharma Industry now and we'll include a Special Report: Customer Acquisition using Mobile Technologies)

In this report, we analyze the overall market for iPads, iPhones, Android and devices in the pharmaceutical market and the opportunities they present in the life sciences sector.

Case Studies Included:

Astra Zeneca's Drive to Educate Health

Depomed Product Promotion

Graphium Health Cloud Computing

Nürtingen Hospital Simplified Systems and Improved Patient Care

Pfizer Israel App for Patients with Over Active Bladders

Enterprise Mobile Solutions for Pharmaceutical Company

Pfizer Mobile Recruitment Strategy

Pharmaceutical and Medical Apps for the iPad

EMR Apps for the iPad

Outlook for iPad Medical Apps Market

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Calculate (Medical Calculator) by QxMD

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DIA - Drug Information Association

PME – Pharmaceutical Market Europe

pharmaTOUCH: Pharmacy Resource Application

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