




At VMS, we're constantly monitoring the healthcare landscape to guide how we think about strategy, investments and partnerships. As we embark on 2021, we wanted to share our perspective on what we believe the most notable trends will be and recap a few of our takeaways from the Consumer Electronics Show and JP Morgan Health Care conference this month.


## VMS FORECASTED TRENDS FOR 2021


Based on what we're finding in the market, hearing from clients, and learning from patients and HCPs, this is our prediction of the trends we expect to have the largest impact on biopharma, HCP and patient engagement in the year to come.


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#1: **Telemedicine is here to stay**, and biopharma will identify innovative partners to work with to become part of this new patient-physician dialogue.
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#2: **Patients will demand more remote care**, and biopharma will provide more of their product services in the patient's home.
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#3: **Mental health will continue to influence the emotional well being of patients**, and biopharma patient support will extend beyond just clinical, financial and logistical.
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#4: **The increased opportunity to fast-track new therapy approvals** will increase biopharma investment in RWE capabilities to capture real-world data and patient-reported outcomes.
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#5: **HCP offices won't fully go back to business as usual**, requiring biopharma to continue to evolve and adapt their approach to engaging HCPs virtually.
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#6: **HCP preference for getting information from other MD, PharmD, NPs/PAs, RNs or PhDs will continue to rise**, and biopharma will accelerate its use of peer-to-peer engagement.
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#7: **Personalization will be a focus throughout, from medicine development to engagement strategy** and biopharma will leverage cutting-edge technology to deliver on this goal.
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#8: **Cell and gene therapies will bring groundbreaking innovation to patient care** but also significant commercialization challenges for biopharma to address to successfully execute this paradigm shift.
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#9: **The growing expectation of patients to have a holistic and tailored set of pharma services when on therapy** will continue the rise of biopharma-coordinated, customized and integrated patient support programs.
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#10: **To better patient outcomes, patient engagement will go from reactive to proactive**; biopharma will focus on getting ahead of potential problems by leveraging advanced predictive analytics.

## CONSUMER ELECTRONICS SHOW (CES)

### KEY HIGHLIGHTS

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**Beyond the pill devices.** The digital therapeutics space is booming, and biopharma has an opportunity to leverage digital tools that can best accompany their therapies.
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**Health at home.** Many aspects of the healthcare experience in the doctor's office are being transferred to the home via AI-assisted technology solutions.
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**Patient data at scale.** New remote monitoring tools are enabling patients to have real-time insight into their health and share it with HCPs to better manage outcomes.

## JP MORGAN HEALTH CARE CONFERENCE

### KEY HIGHLIGHTS

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**Oncology and rare disease represent large opportunities.** Biopharma companies of all sizes are seeking growth and investments in these therapeutic areas given promising market dynamics.
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**Tech giants play a role.** The presence of Salesforce, Google and other large tech companies suggest the larger role this sector will play in improving healthcare going forward.
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**Digital everywhere.** Many conference discussions explored the acceleration of digital transformation within the biopharma industry.