

To deliver a superior patient experience and address the evolving needs and expectations of patients, biopharma is rapidly embracing digital health tools and integrating them into their patient engagement models. Through these tools, patients can gain control, transparency, and centrality to be empowered in better managing their chronic disease. Despite the patient demand and proven efficacy of these applications, the industry continues to evaluate novel ways to address gaps in functionality, low adoption rate and limited coordination with other healthcare services.

DEMAND FOR HEALTHCARE APPLICATIONS

Patients are seeking personalization, convenience and self-serve tools

- Personalized health content** based on their specific patient profile¹
- Interactive tools** offering self-serve learning experiences about their condition²
- Virtual engagement capabilities**, inclusive of direct messaging with their care team²
- Digital appointment scheduling systems** with care team and support resources²
- Social features** to interact with other patients like them²

PROVEN EFFECTIVENESS OF HEALTHCARE APPLICATIONS

Extending the relationship to provide continuity and centrality¹

Improves clinical outcomes and patient satisfaction¹

High-quality data from patients and caregivers in a secure and non-threatening way¹

A transparent community data stream for patients to be connected to others like them¹

Empower patients to make meaningful shared decisions with their care teams¹

Extends relationship with patient beyond the human-to-human relationship¹



THE FUTURE OF DIGITAL HEALTH TOOLS

Leading solution providers are helping biopharma address today's digital health barriers

- Accessible**
Patients don't have to proactively find the app; their patient support resource introduces it.
- Easy**
The app navigates the patient through simple and quick setup steps.
- Personalized**
With a unique login, the already-captured patient preferences are pre-configured.
- Dynamic**
Experience evolves as patients progress in their journey and needs change.
- Synchronized**
The support from other services and the app are coordinated.

BIOPHARMA VALUE OF HEALTHCARE APPLICATIONS

Increasing the efficacy and efficiency of patient services

- Increases efficacy** of the program by adding a new modality for engagement that combines self-serve tools with the ability to connect for just-in-time support
- Increases efficiency** of program by increasing tech-driven automated support, focusing human capital where it is most needed
- Helps to pull through all the content, resources and support programs** developed for patients

CURRENT IN-MARKET CHALLENGES OF DIGITAL HEALTH TOOLS

On average, more than 250 new digital health tools launch a day; however, most chronic disease patients don't regularly use these applications³

- Patients have trouble finding digital health tools that are right for them
- Patients express negative sentiment about the lack of personalization in health apps
- Patients expect better coordination between their digital health tools and human care experiences