The rise of the connected patient

Of 190 patient groups surveyed:

- Over 65% access health apps using a smartphone
- Almost 70% use at least one health app to manage their condition
- Over 50% use health apps ‘regularly’ or ‘occasionally’

Big pharma’s drive towards digital

Analysis of the top 12 pharma companies revealed:

Pharma apps generated 5.6 million downloads out of 3.2 billion downloads generated overall by mHealth apps in 2016

Year-on-year, the growth rate of pharma app downloads has slowed from 197% between 2013 and 2014, to 5% between 2015 and 2016

The number of apps produced by pharma companies has more than tripled from 305 in 2013 to 988 in 2016

The 5 most popular apps produced by pharma companies accounted for 51% of downloads in 2016
Barriers to adoption of digital technology

- Regulatory uncertainty
- Only 30% of patient groups surveyed are willing or somewhat willing to share health data with pharma
- 76% of industry experts identified lack of digital talent as the main challenge
- Only 32% of patient groups surveyed trust pharma apps
- Poor health literacy skills

Strategies to improve patient centricity

- Patient centric corporate culture
- Automate processes and optimise the use of digital talent
- New contracting and pricing models
- Collaborative healthcare ecosystem
- Digital partnerships