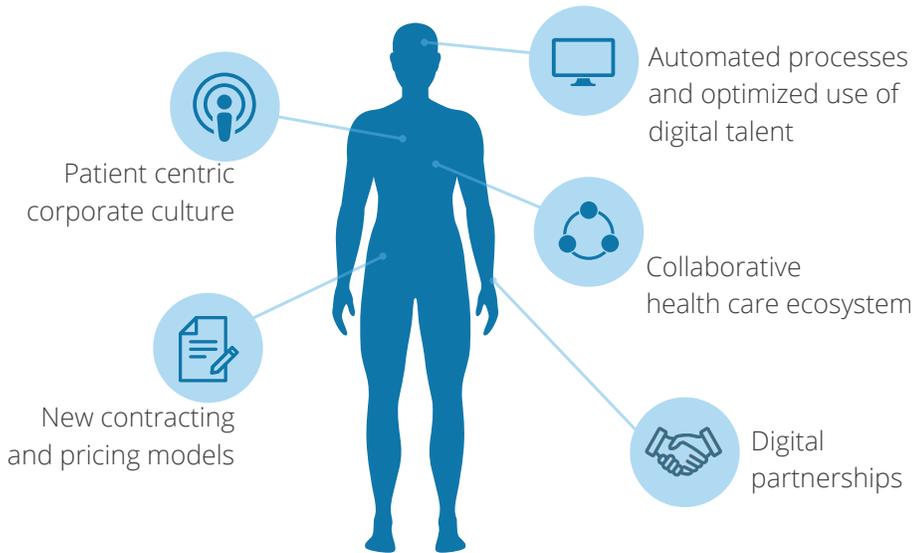


Building patient trust and centrality

Life science companies are embracing digital technology's potential for advancing patient-centricity



Envisioning the future of connected patient journey of care

- Comprehensive comms platforms
- E-visits & telemedicine
- Bio-telemetry
- Quantified self, PHR
- Web-based portals for regulatory and patient engagement
- Hospitals designed to support patients and staff
- RPA/AI initiate & coordinate activities
- Gamification to encourage compliance
- RFID to optimize resources



Impediments?

- Corporate reputation

Reasons?

- Lack of trust
- Security issues/privacy protection

76% Patients that had a 'high' or 'some' trust in health apps developed by patient groups

32% could say the same for apps produced by pharma

Areas that life sciences is focusing on to advance patient centrality

- Clinical trials
- Personalized treatment optimization

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