

D Health

A consultancy focussed on the business of digital health

Steven Dodsworth

CEO

Healthcare for everyone, everywhere



D HEALTH
Corporate
Working Group

abbvie



MERCK



SIEMENS

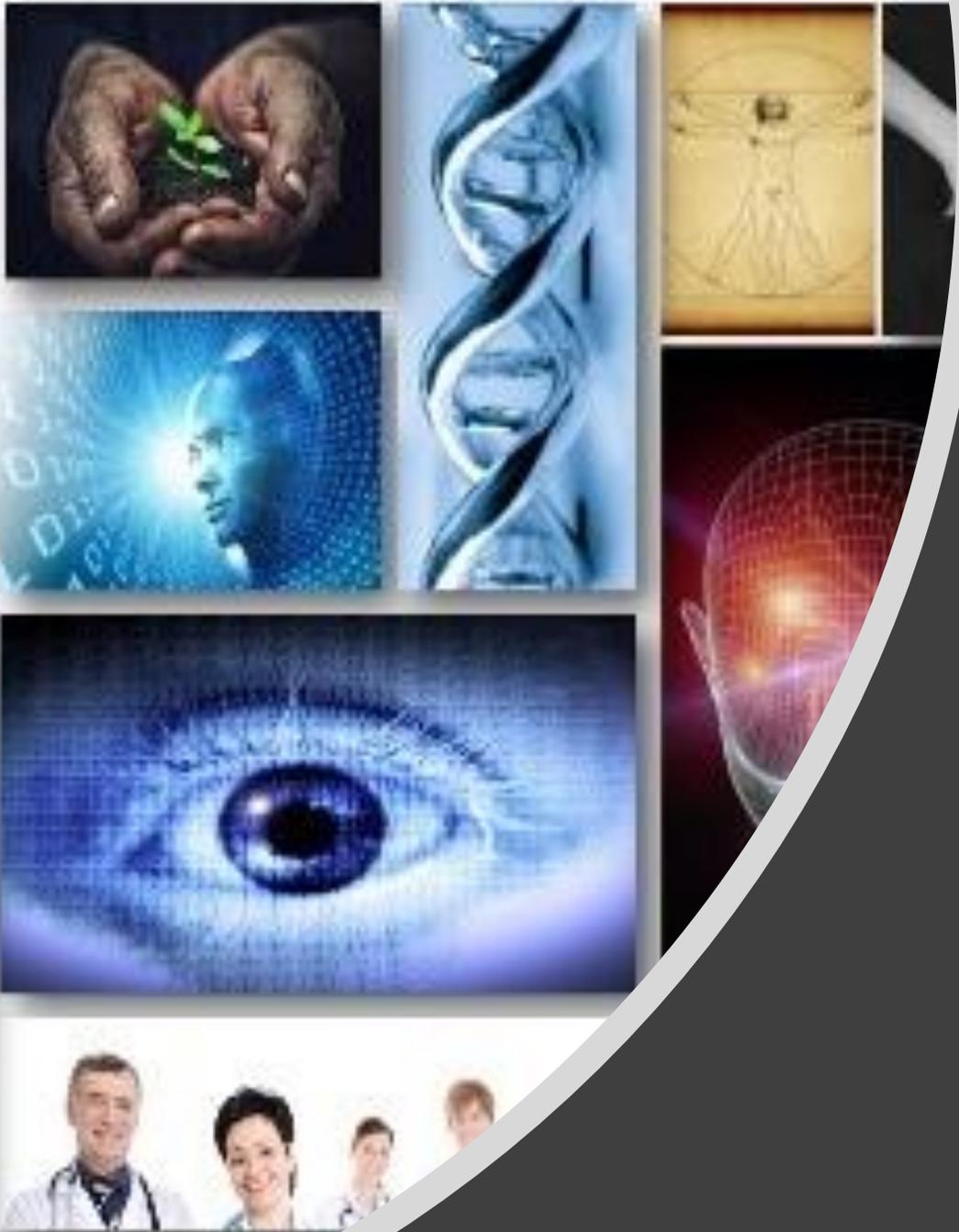
celesio



Telefonica



ants In



WHAT IS DIGITAL HEALTH?

Part I

WHY HEALTHCARE MUST CHANGE

Part II

HOW HEALTHCARE IS CHANGING

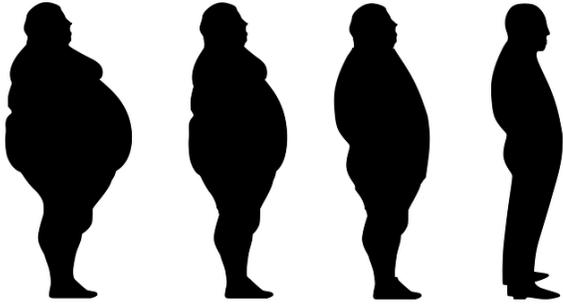
Part III

MARKET TRANSITION: STATUS AND TRAJECTORY

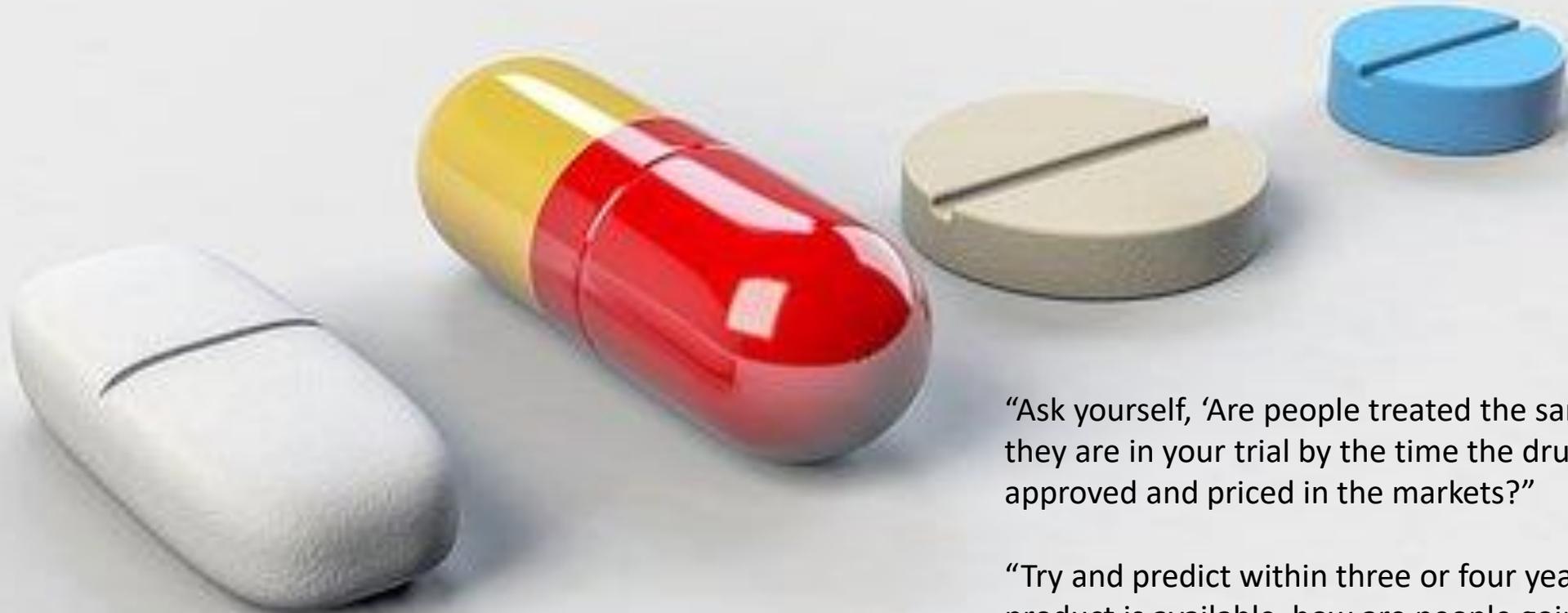
Part IV

WHAT SHOULD DIGITAL HEALTH MEAN FOR OUR ORGANISATION?





The Market Is In Transition



“Ask yourself, ‘Are people treated the same way that they are in your trial by the time the drug is actually approved and priced in the markets?’”

“Try and predict within three or four years after your product is available, how are people going to be treating their disease, how are patients expecting to be managed, and is that the same way that you’re developing your drug. Because if it isn’t...”

Dr. Ameet Nathwani, chief medical officer and chief digital officer at Sanofi.



Digital Health
In-Market

Marketing: Chatbots



Curatio received a \$100,000 prize package and partnership with Novartis Oncology.

Marketing: Social Media Groups



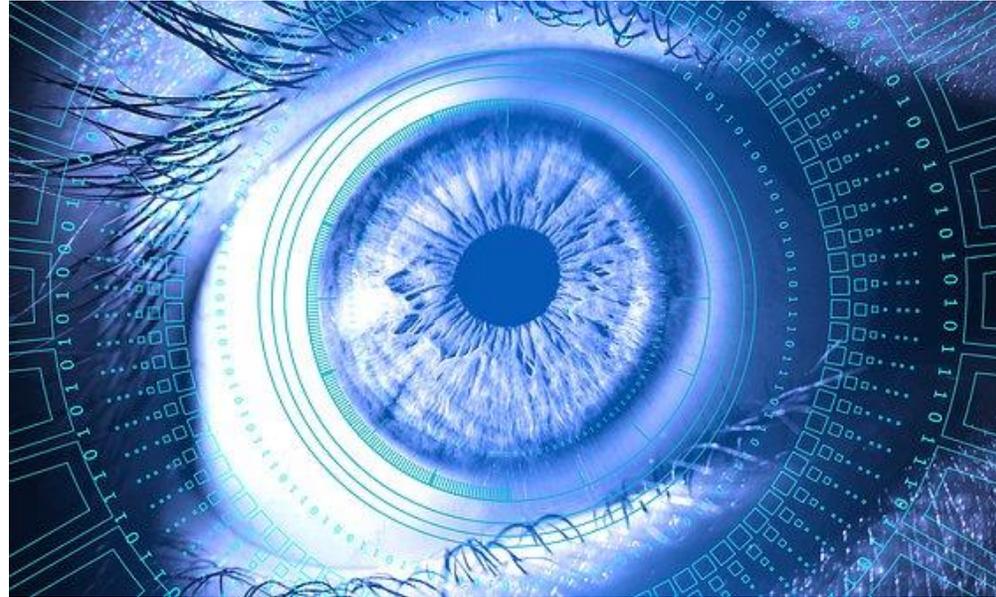
ThaliMe, is an innovative, personalized support and tracking tool designed especially for people with thalassemia. It provides users with a virtual support group and allows direct interaction with healthcare professionals.

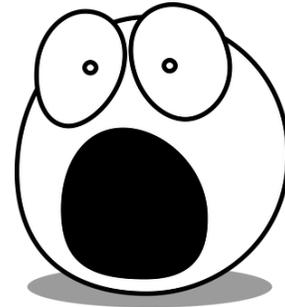
Co-
promotion



Merck branding is present on Quinetic's kiosk

In-Market Surveillance





Digital health presents threat...

Bed-blocking up by 52 per cent in three years, NHS figures show

IS CHANGE ON ITS WAY?

NHS waiting list hits record high of 4.39 million

NHS in "crisis" as A&E waiting targets continue to be missed

Missed targets show Scotland's NHS is barely clinging to life

GP appointment waiting times reach more than two weeks

NHS urgent cancer referral targets missed for first time

UK on brink of 'social care crisis', government warned

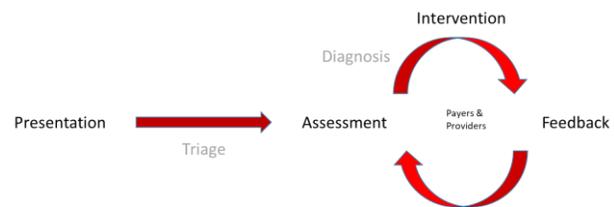
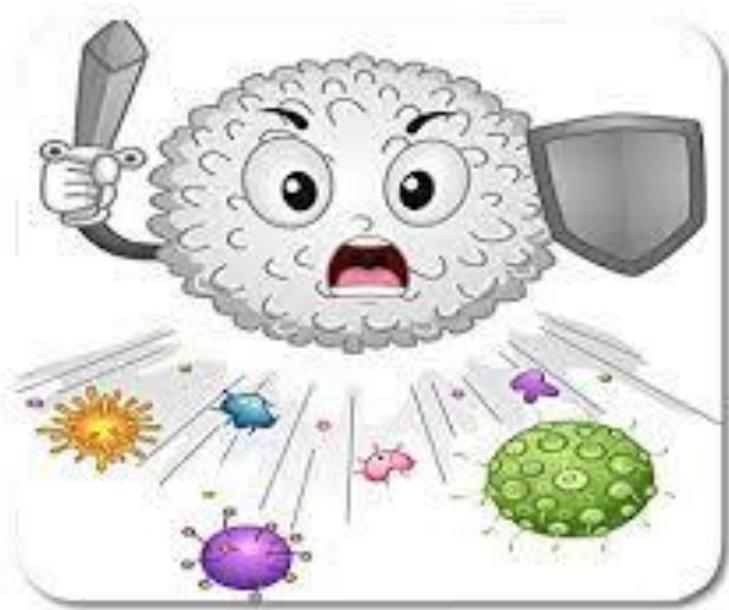


Three “D”s that will destroy the NHS?

- **Dementia**
- **Diabetes**
- **Depression**

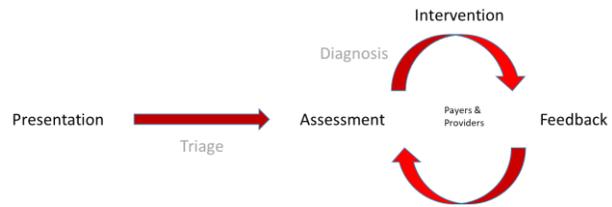


And opportunity..... you can compete by embracing digital health



New Ways To Save Lives





New Ways To Collect Data



New Ways To Collect Data

Apps

Websites

Social Media



New Ways To Collect Data

Phone Sensors

Wearables

Smart Watches



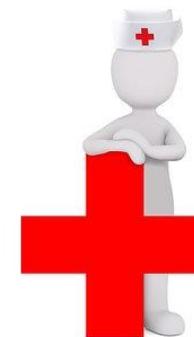
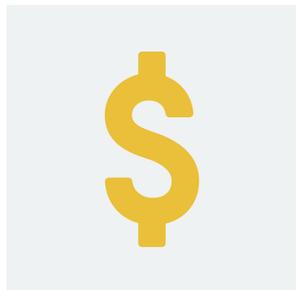
New Ways To Collect Data

Connected Medical Devices

Consumer Genomics

Loyalty Cards





Value and Outcome Based Healthcare

Clinical Trials: Recruitment



The PatientEvolution™ Platform is a proprietary, cloud-based application that geo-locates, pre-screens and tracks patients at each step in the patient recruitment process.

Clinical Trials: PROs



Remote
Monitoring Of
Physiological
Parameters



Remote Monitoring Of Patient Behavior



Adherence

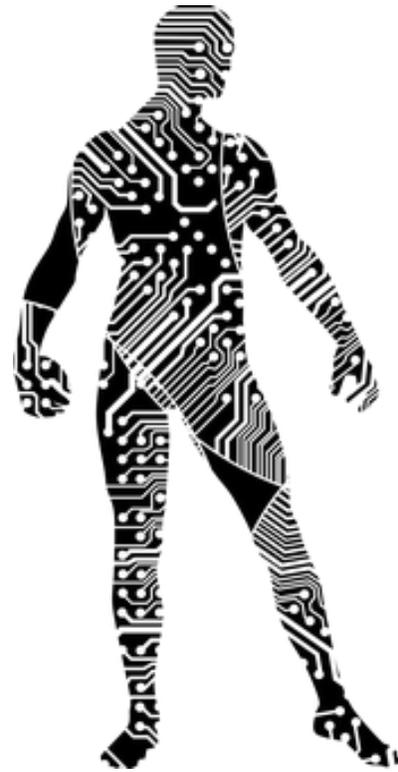


schreiner
MediPharm

Digital Biomarkers



Digital
Therapeutics





A Race Against Time



D Health

Steven Dodsworth

steve@dhealth.co.uk

Any Questions?

Healthcare for everyone, everywhere

