m-Health
A perspective from the Pharma Industry

and Pharma 3.0 (Ernst&Young)

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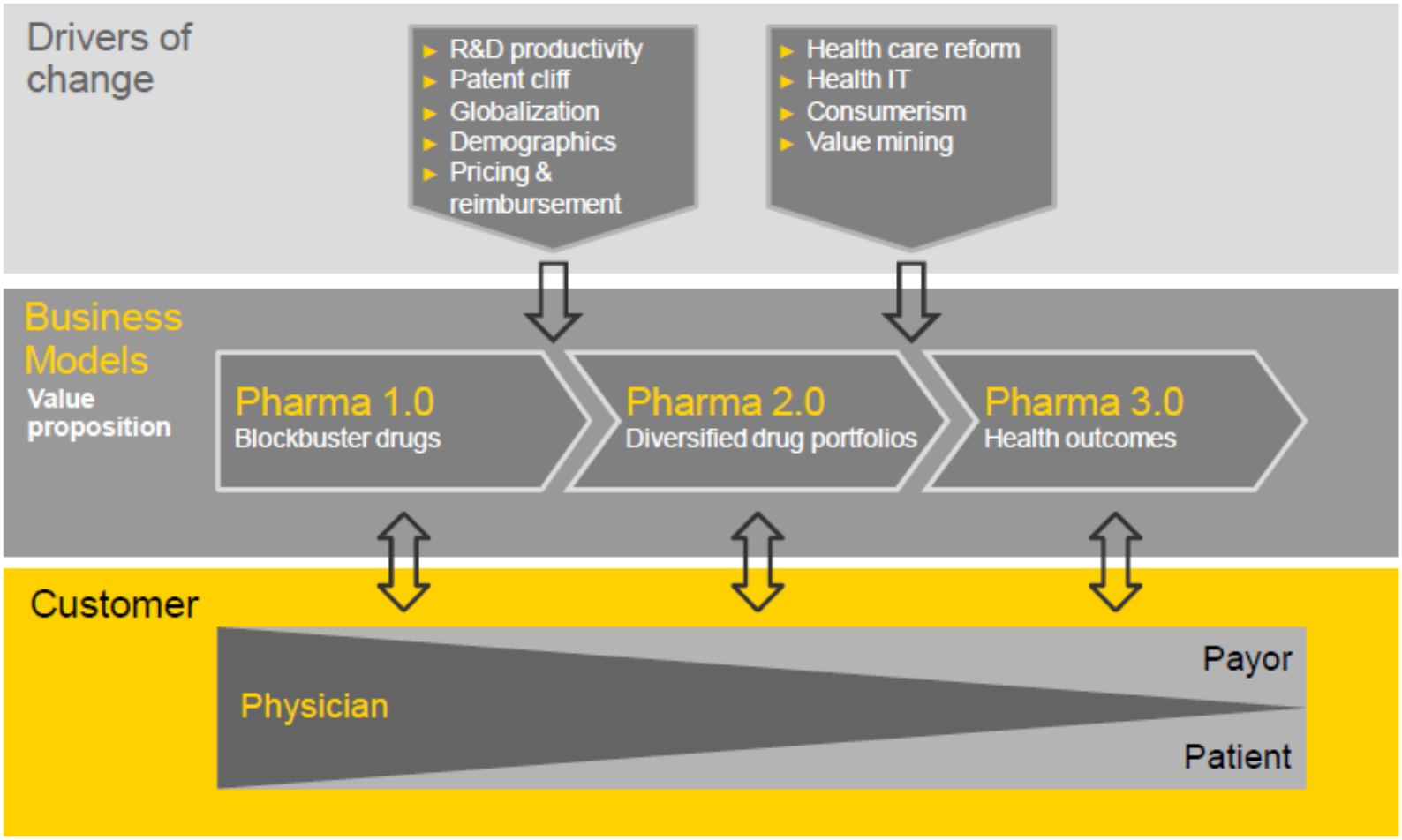
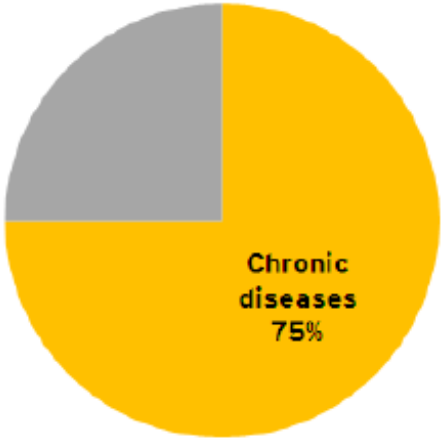
GlaxoSmithKline

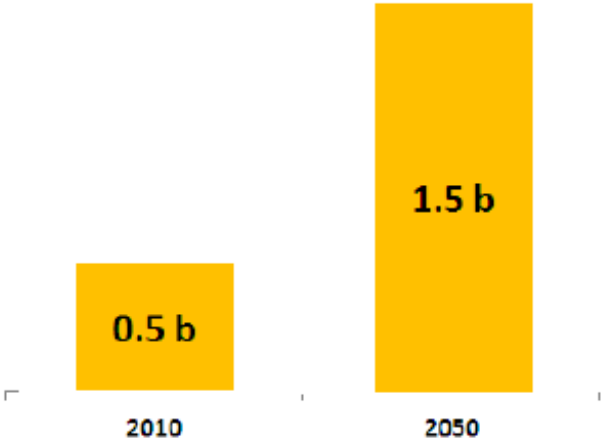
Pharma 1.0 to 3.0
From drugs to outcomes



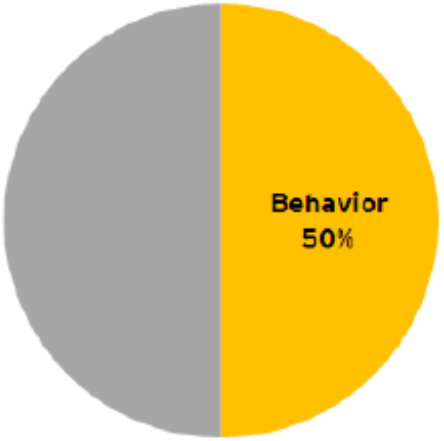
Health care costs



World population over 65



Drivers of health outcomes



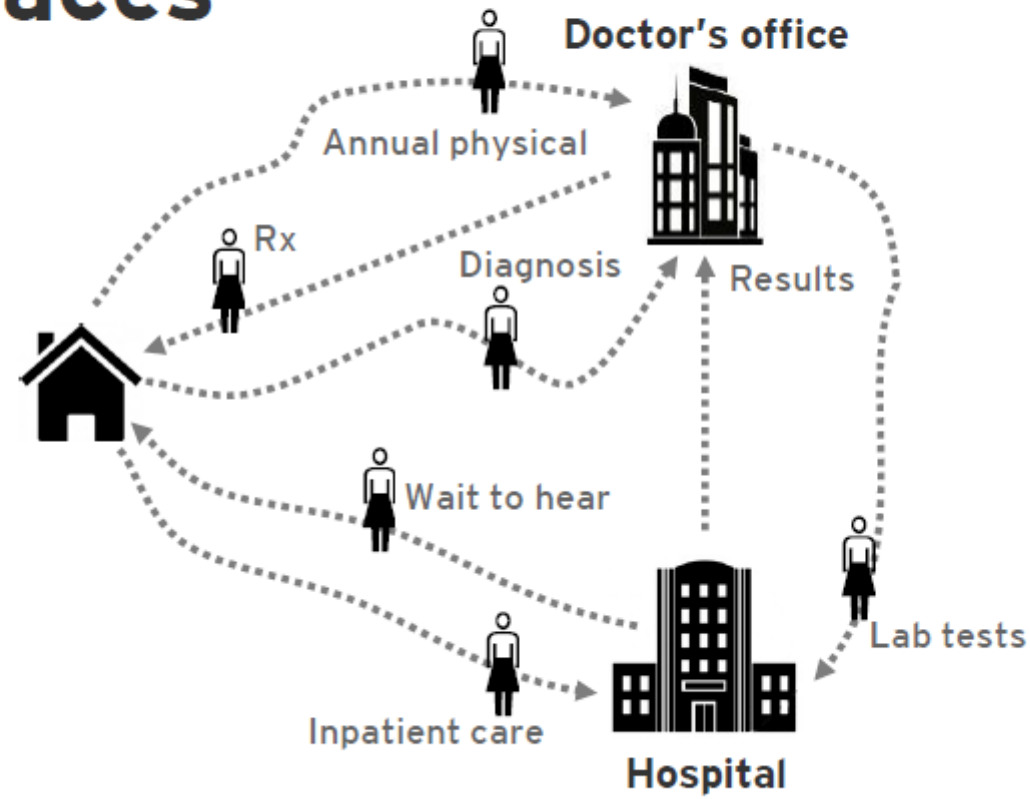
The single biggest opportunity for improving health outcomes is behavioral change

Adherence: A worldwide problem with striking magnitude
Among patients suffering chronic diseases averages only 50%. Much lower in developing countries

ERNST & YOUNG
Quality In Everything We Do

Today, health care is delivered in two places

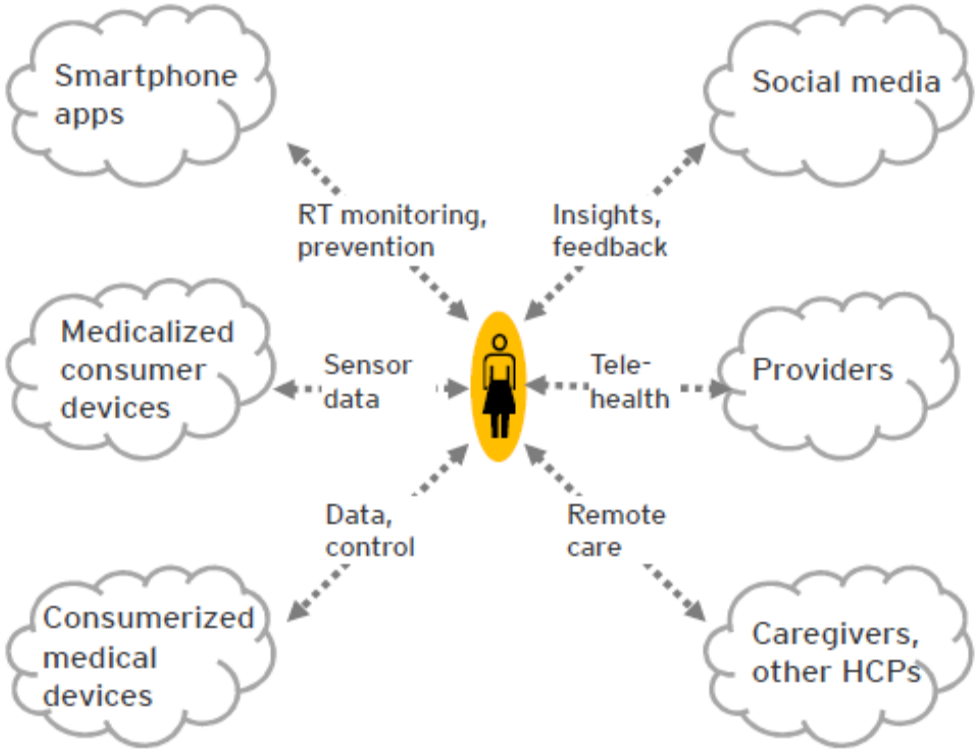
- **Periodic** measurement
- **Treatment** of disease
- **Opaque**
- **Providers** have control



Welcome to the third place

The third place is the patient

- **Periodic** measurement
- **Treatment** of disease
- **Opaque**
- **Providers** have control



- **Continuous** monitoring
- **Prevention, behavior**
- **Transparent**
- **Patients** have control

Prevention → Diagnosis → Treatment → Monitoring

Partnerships Opportunities

- Why partner?
  - Benefit the patient, improve their healthcare & QoL
  - Optimize resource for the healthcare system

- Who to partner with?
  - Pharma Industry
  - Health Insurance Companies / HMOs
  - Health Care Organisations
  - Government
  - InfoTechCo: EHR, health risk management
  - Monitoring equipment providers
  - App providers

Partnerships Opportunities

- Potential partnerships focus on:
  - Health Programs
    - Remote diagnosis
    - Disease Management programs
      - Monitoring & Adherence programs
      - Education
    - Home care programs
    - Connecting rural areas to better health care
    - Anti-counterfeiting initiatives
  - Evidence generation
    - Real life research – health outcomes – health economics

Thanks