

Pharmaceutical Industry Case Study



Executive Summary

The intent of this report is to research and map the pharmaceutical industries attitude and use of connected health, particularly the attitudes and motivations to employ technology enabled services, existing strategies to deal with technology partners and future application of technology in pharma.

Findings suggest that connected health and eHealth have less meaning for pharma than it does for technology providers. The focus of the pharmaceutical industry lies with the safe, efficacious and cost effective drug or therapy delivery rather than healthcare technologies per se. However, if technology is a clear and compelling enabler to such efforts, it is considered by pharma firms. With regard to supports and strategies, the findings of the report suggest that pharma firms showed great variance, but most firms lacked a centrally developed support for digital or connected health technology. With respect to current focus, areas such as medication adherence of patients with chronic conditions, adaptive trials and prediction emerged as the main areas of interest and discussion. These present clear opportunities for digital health providers. Work on adherence was most developed with digital solution applications already in use. Technology-enabled adaptive trials are also planned for implementation by some pharma firms in the very short term. For most firms, the use of data for predictive purposes emerged as an interesting area, but this is also a field which is somewhat aspirational.

In conclusion, the report suggests that an evidence base is slow to emerge, thus pharma companies tend to manage external relations (e.g., to tech providers) cautiously. Looking to the future, it is likely that digital health will be absorbed slowly, and will be used mainly as a market differentiator or unique selling point in the short-to-medium term.

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Change

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Companies with a commercial interest in these connected health opportunities or who are intertested in collaborating with ARCH should contact Alica May, Project Co-ordinator on info@arch.ie or call 01 7165400.