

Connected Health & Drug Delivery

Improved patient convenience and adherence through new technologies

Workshop Description

Meanwhile there are a number of technical solutions for smart devices and connected health. In this workshop we will focus on the patient's perspective. How do patients accept smart devices and what might be challenges for implementation? Patients will talk about their experiences and companies will present approaches they took to get patient's acceptance.

Who Should Attend:

- Professionals from pharmaceutical and supplier companies involved in functions such as clinical, pharmaceutical and container development, as well as business development and marketing, but also people dealing with regulatory issues.

Workshop Chair



Markus Bauss, *Managing Director, SHL Connect*

Markus has over 10 years' experience in the area of pharmaceutical packaging in various leading roles such as global key account management, research & innovation and business development. Looking at upcoming new technologies such as smart phones, mobile apps and connectivity, Markus started his technology Start-Up company ConnectMeSmart GmbH in 2013. In 2015, SHL Group and ConnectMeSmart partnered up in the Joint Venture SHL Connect to investigate the market for connectivity, emerging technologies and explore their potential application within each of SHL Group's companies. From 2004 to 2014, Markus was working for Schreiner MediPharm, a leading supplier of advanced labeling solutions. Working in the U.S. and Europe, Markus contributed with innovative products, such as Needle-Trap, a label integrated needle stick prevention solution. Markus studied process engineering at the Technical University of Clausthal and started his career in environmental & recycling technology at RWE in Germany in 1997, prior to moving to the pharmaceutical area.

Monday, 6 November 2017**10:00 – 17:30**

10:00	Welcome	Markus Bauss, <i>SHL Connect</i>
10:30	The Patient 's Perspective	
	<ul style="list-style-type: none"> Expectations of the patient about technology - Two diabetes patients share their experiences 	
11:00	Products by Patients for Patients	Fredrik Debong, <i>mysugr</i>
	<ul style="list-style-type: none"> Experiences, key success factors and lessons learned establishing a mobile health platform for diabetes care 	
11:30	Injection Devices – How do YOU do it ?	Markus Bauss, <i>SHL Connect</i>
	<ul style="list-style-type: none"> User centric drug delivery device development Applying new technology in design process and usability testing to ensure patient convenience 	Jez Clements, <i>Cambridge Design Partnership</i>
12:00	Discussion	
12:30	Lunch Break	
TECHNOLOGY & DIGITAL HEALTH PLATFORMS		
13:30	The Evolving Perspective of Digital Health	Cliff Lee, <i>Flex</i>
14:00	The Internet of Health	Chris van Hoof, <i>Imec</i>
	<ul style="list-style-type: none"> Wireless sensors for prevention, cure and care 	
14:30	The Move to Connected Devices	Chris McKenzie, <i>Batelle</i>
	<ul style="list-style-type: none"> Key elements to consider in product design 	
15:00	Why Make Your Existing auto-injector “smart”	Brian Lynch, <i>West</i>
	<ul style="list-style-type: none"> Comparison of benefits of different accessory form factors and integration into a connected health platform 	
15:30	Coffee Break	
APPLICATIONS IN SPECIFIC THERAPIES		
16:00	Connected Health & Rare Diseases	Dhairya Mehta, <i>Shire</i>
	<ul style="list-style-type: none"> Opportunities through new technology 	
16:30	Creating a Digital Ecosystem to Support Repatha Patients	Shawn Davis, <i>Amgen</i>
	<ul style="list-style-type: none"> The potential to support patients before and after the prescription of drug products through complementary digital technologies 	
17:00	Panel Discussion	
17:30	End of Pre-Conference Workshop	