

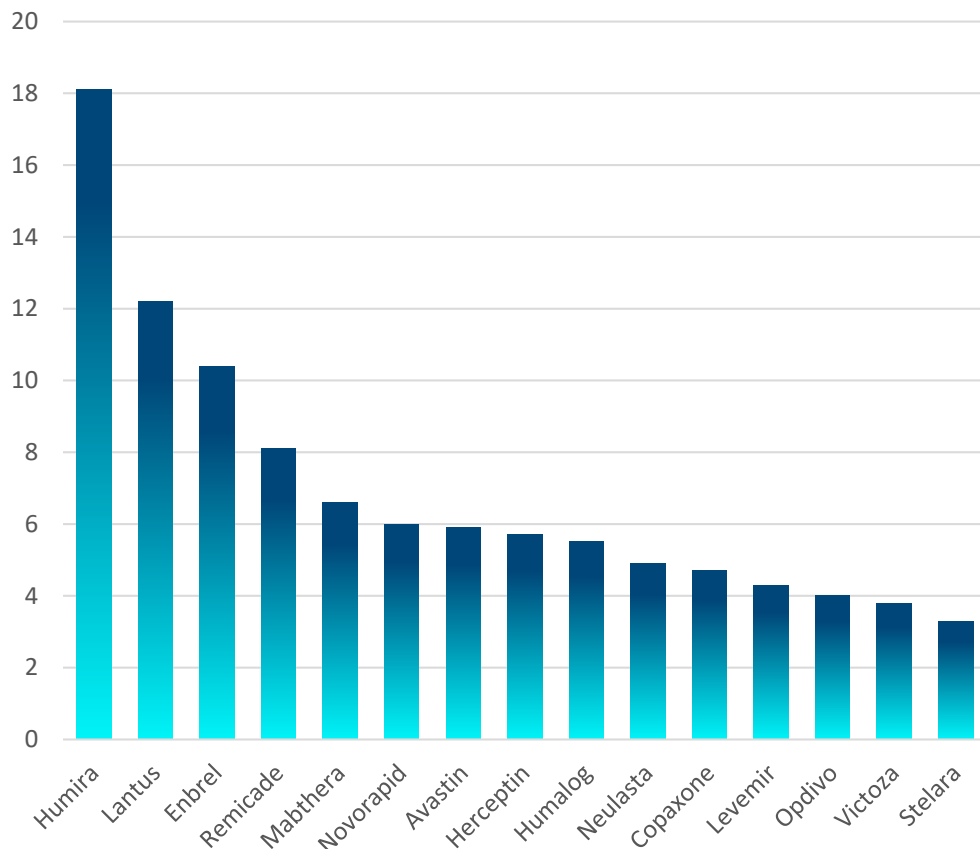


Welcome & Introduction: Pre-conference Workshop

Connected Health & Drug Delivery

Markus Bauss





2016 sales in billion USD

Of the top 15 injectable products worldwide:

- 5 are in auto injectors/PFS
- 5 are in pens
- 5 are infusions

This confirms the importance of self injection and the need for advanced delivery systems.

Source: IMS Data

In 2017, 100% of the top 30 global pharma companies offered mobile apps in the area of patient support & disease management.

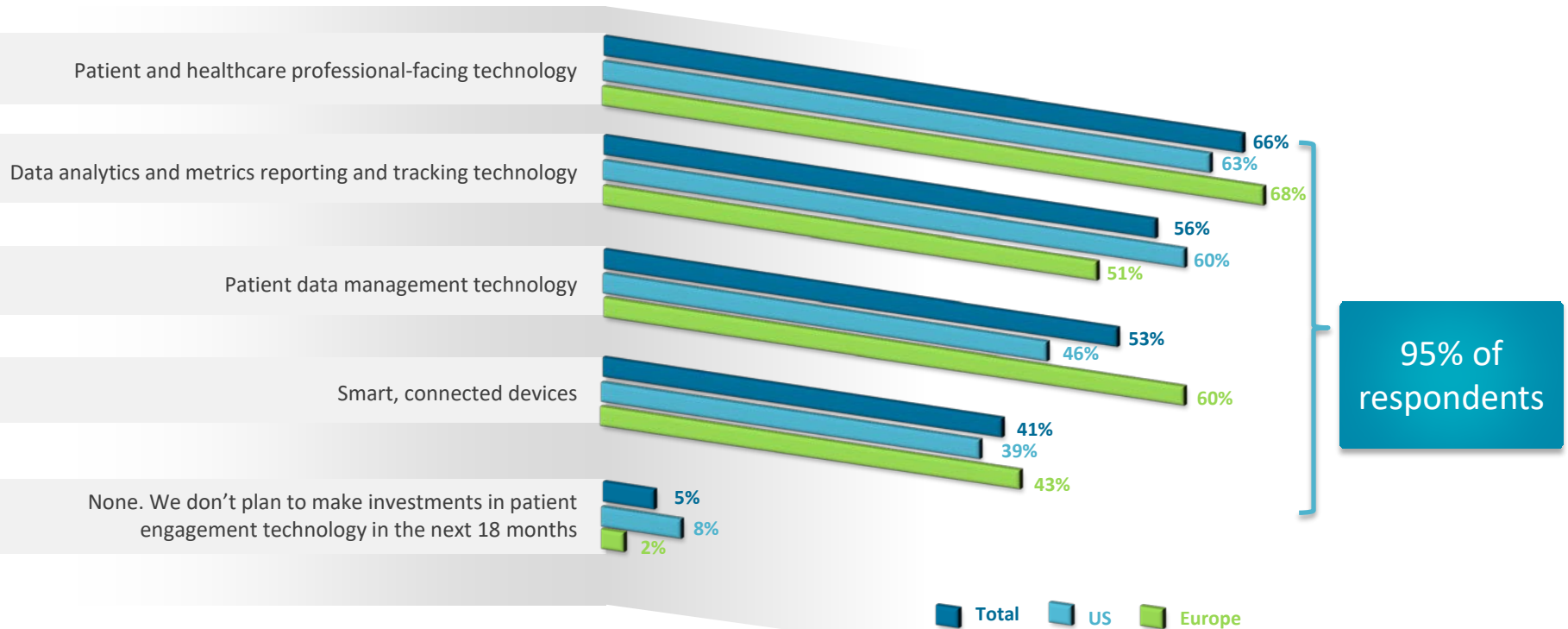


Source: SyncForce

*All product names, logos, and brands are property of their respective owners. Use of these names, logos, and brands does not imply endorsement.

95% of companies are planning to invest in patient engagement technologies over the next 18 months.

In which of the following patient engagement technologies do you plan to invest in the next 18 months? (Multiple responses allowed.)



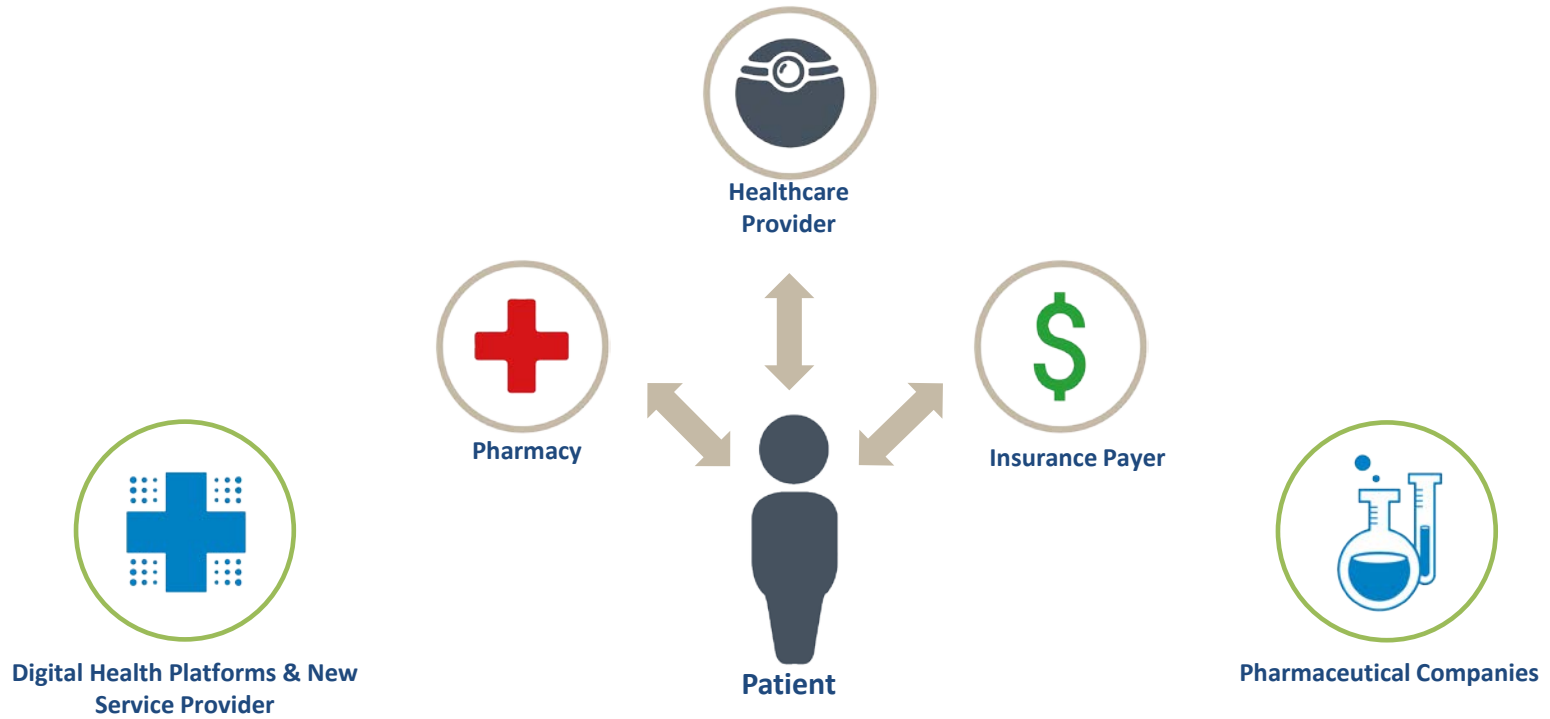
Source: Accenture Life Sciences 2016 report based on an online survey conducted on 203 patient services executives from the pharmaceutical industry in Oct. and Nov. 2015.



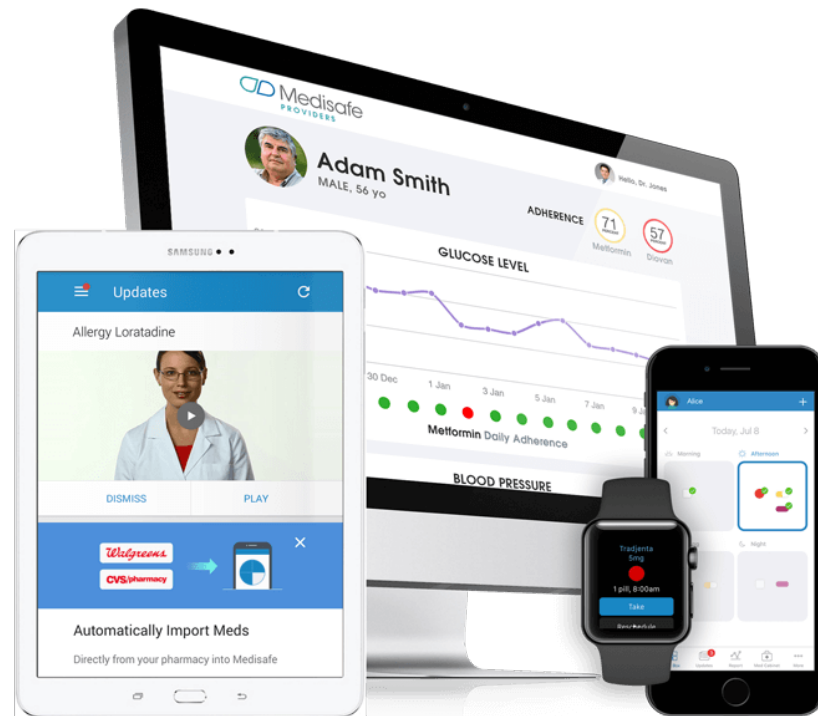
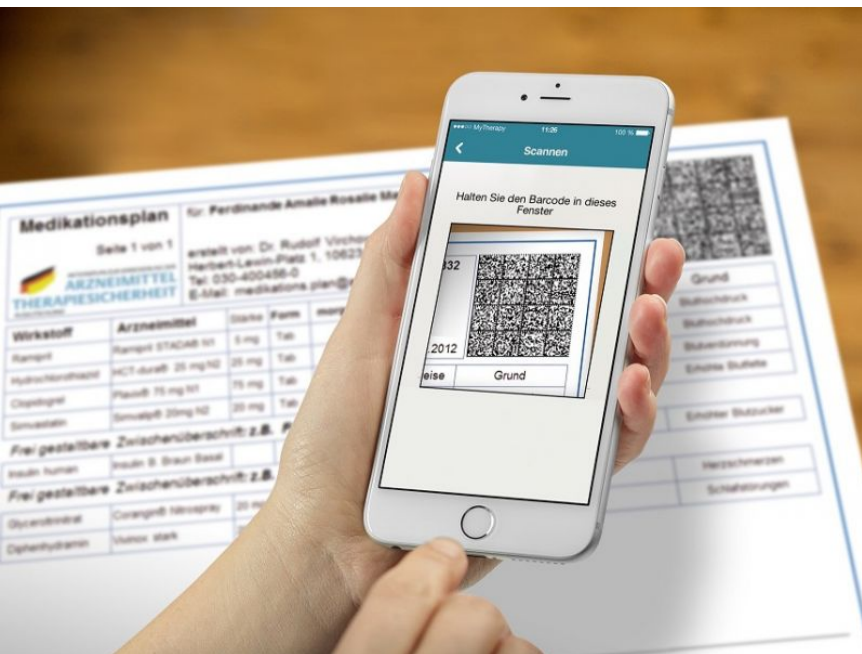
DESIGNING THE PRODUCT



DESIGNING THE EXPERIENCE



Medication Plans & Electronic Reminder Systems: Simplifying Setup & Reducing Risk by Avoiding Manual Data Entry



YOU CAN DO IT WITHOUT LANCETS



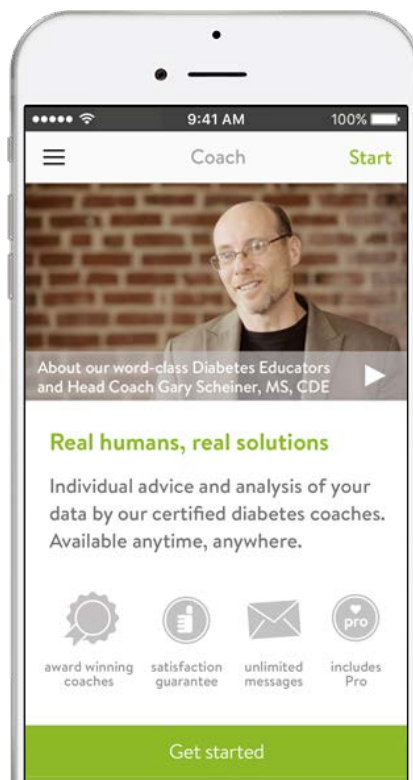
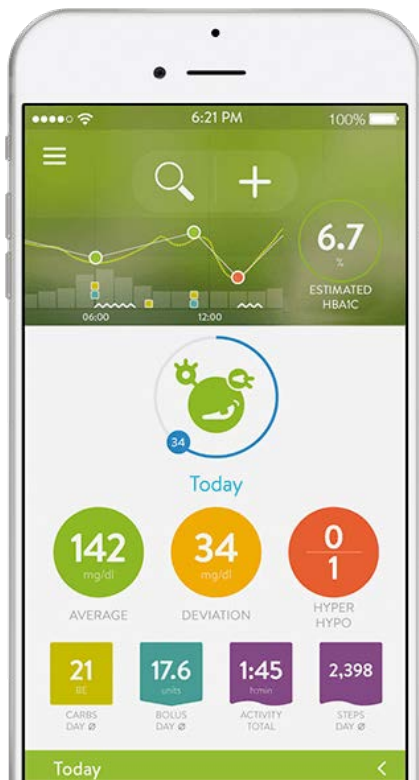
Different levels of connectivity users can choose from

Source: FreeStyle Libre

VALUE FOR PATIENTS – WITH AN APP



Source: mySugr



Each point of A1c-reduction is directly correlated to lowering the health risks for people who live with diabetes.

CLOSING THE LOOP BY LINKING INJECTION DATA





BIGFOOT & ABBOTT TO AUTOMATE INSULIN DELIVERY WITHOUT FINGERSTICKS

Bigfoot Biomedical and Abbott partner to use “next-generation” FreeStyle Libre glucose monitoring sensor (no fingersticks needed) with Bigfoot’s automated insulin delivery systems for pumpers and injectors.

CONNECTED HEALTH & DRUG DELIVERY

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 <ul style="list-style-type: none"> Experiences, key success factors and lessons learned establishing a mobile health platform for diabetes care 	Fredrik Debong, <i>mySugr</i>
11:30	Injection Devices – How Do YOU Do It? <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 	<i>Markus Bauss, SHL Connect</i> <i>Jez Clements, 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 <ul style="list-style-type: none"> Wireless sensors for prevention, cure and care 	Chris van Hoof, <i>Imec</i>
14:30	The Move to Connected Devices <ul style="list-style-type: none"> Key elements to consider in product design 	Andy Schimmoeller, <i>Batelle</i>
15:00	Why Make Your Existing Auto Injector “Smart” <ul style="list-style-type: none"> Comparison of benefits of different accessory form factors and integration into a connected health platform 	Brian Lynch, <i>West</i>
15:30	Coffee Break	

APPLICATIONS IN SPECIFIC THERAPIES

<p>16:00</p>	<p>Connected Health & Rare Diseases</p> <ul style="list-style-type: none"> • Opportunities through new technology 	<p>Sujit Basu, <i>Shire</i></p>
<p>16:30</p>	<p>Creating a Digital Ecosystem to Support Repatha Patients</p> <ul style="list-style-type: none"> • The potential to support patients before and after the prescription of drug products through complementary digital technologies 	<p>Shawn Davis, <i>Amgen</i></p>
<p>17:00</p>	<p>Panel Discussion</p>	
<p>17:30</p>	<p>End of Pre-conference Workshop</p>	



Acknowledgments