

The Evolving Perspective of Digital Health

Cliff Lee, Head of Product Management, Flex Digital Health





Patient Behavior... Has Changed



"You can't list your iPhone as your primary-care physician."

Source: New Yorker Magazine 2



Healthcare Models... Have Changed



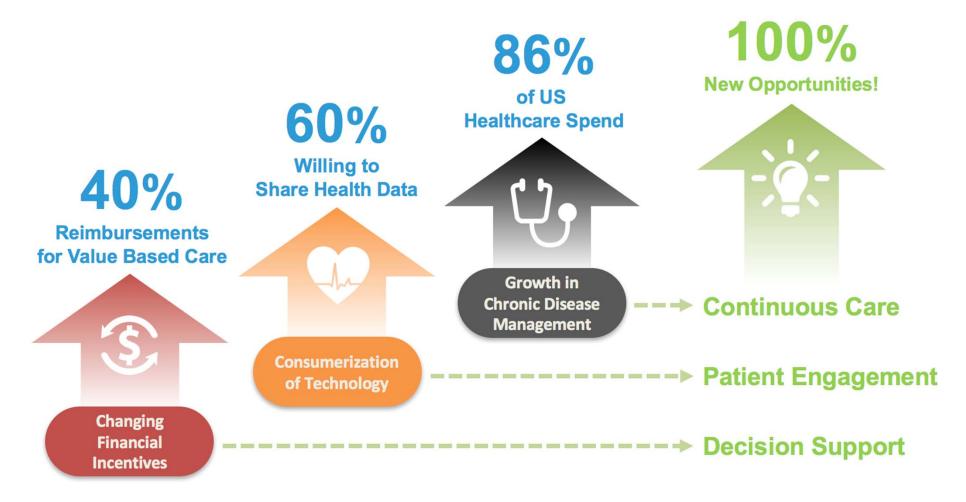
- Episodic
- Fee for Service
- In Person
- Scripts
- Late, Reactive



- **Continuous**
- **➤ Value Based Care**
- ➤ Anywhere
- ➤ Outcomes/RWE
- > Predictive



Drivers and Opportunities





The Shift to Connected, Data-Driven Care (IoHT)





















The Shift to Connected, Data-Driven Care (IoHT)



of PROVIDERS report extensive operational cost savings from their RPM IoHT programs.



of PAYERS report extensive consumer attraction/retention from their RPM IoHT programs.



of PAYERS report extensive medical cost savings from their RPM IoHT programs.



The Shift to Regulated, Connected Devices



Non connected Combination Product

Two things regulated as one

Connected Combination Product

Three things regulated as one



Capabilities of a Connected Digital Health Solution







Prescription & Device Management

Adherence & Interventions







Analytics, Actionable Insights

Community & Social





Integrated with Healthcare Ecosystem

Active & Passive Data Capture

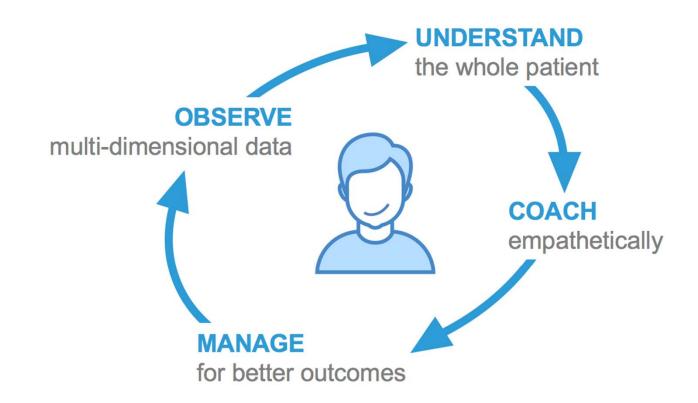




Regulated & Secure Managed Platform

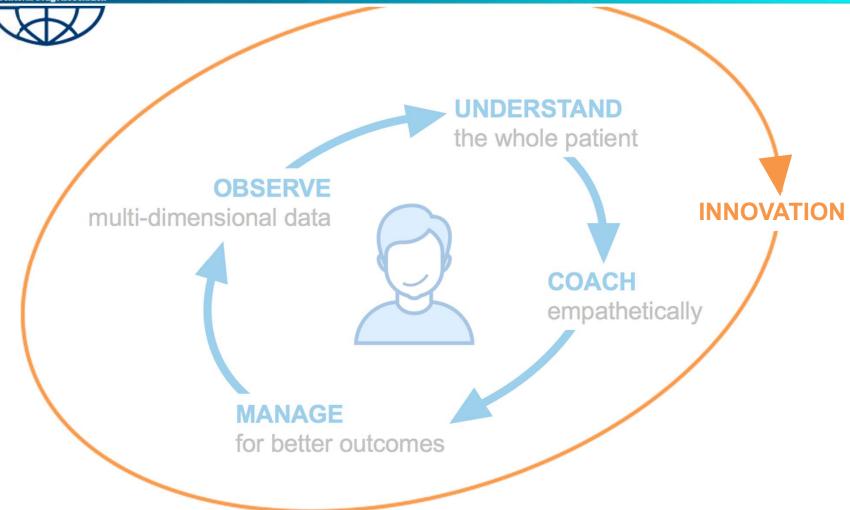


Path to Innovation





The Flywheel Effect: Sustained Innovation





Strategies for Building a Digital Health Solution

Consider All Stakeholders



Patient



Pharma



Providers



Caregivers



Payers

Make it Future Proof



New Interfaces



Connected Therapies



Regulatory Compliance



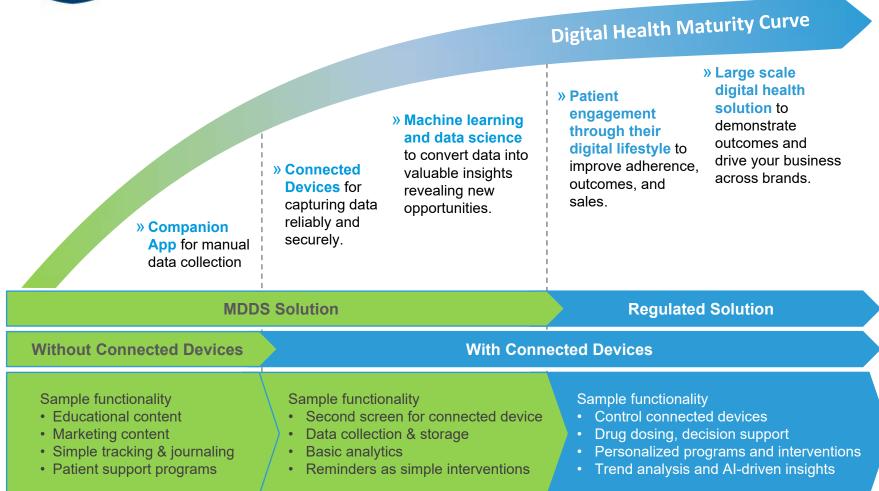
Open Architecture



Machine Learning



Begin Your Digital Health Journey





Thank You!



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