Device Training for Patients & Healthcare Providers

Joe Reynolds, Research Manager, Noble®

Evolving Landscape

Patient Journey

Market Needs

Process & Implementation

Development Considerations

Growth Drivers

More than 7,000 Medicines in Development Globally

Biopharmaceutical researchers are working on new medicines* for many diseases, including:

CANCERS
1,919

CARDIOVASCULAR DISEASE
536

INFECTIOUS DISEASES
1,261

IMMUNOLOGICAL DISORDERS
1,123

DIABETES
401

MENTAL HEALTH DISORDERS
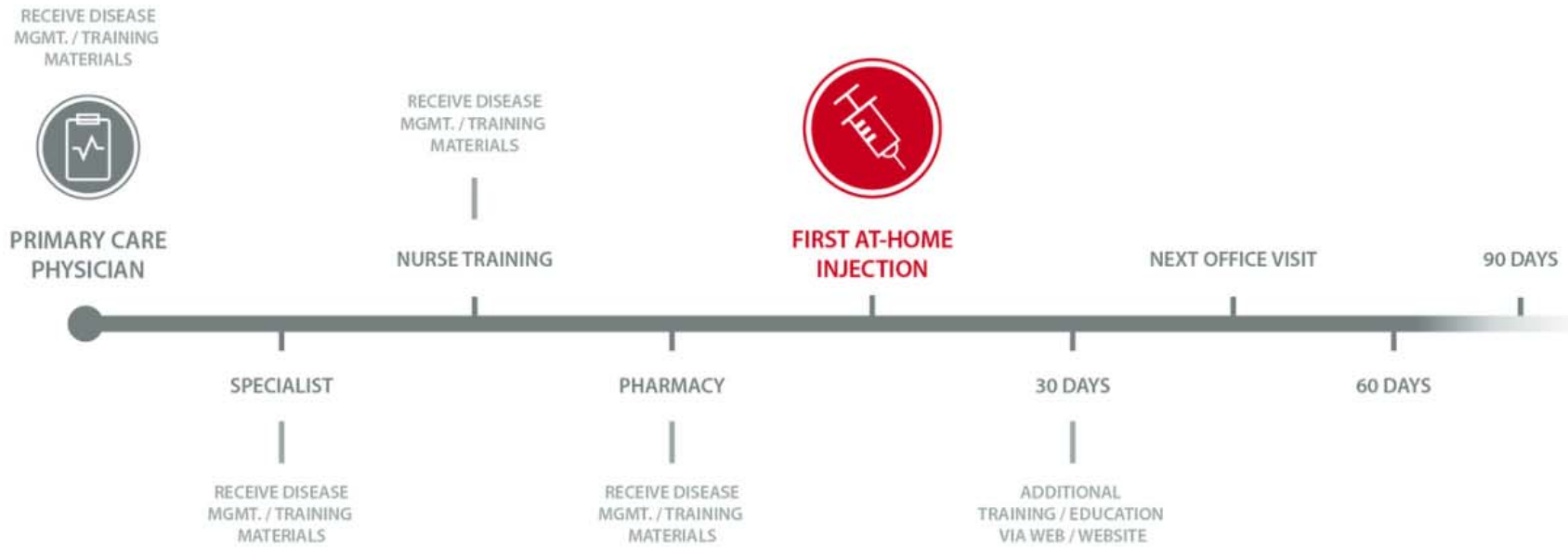*510*

HIV/AIDS
208

NEUROLOGICAL DISORDERS
1,308

*Defined as single products that are counted exactly once regardless of the number of indications pursued
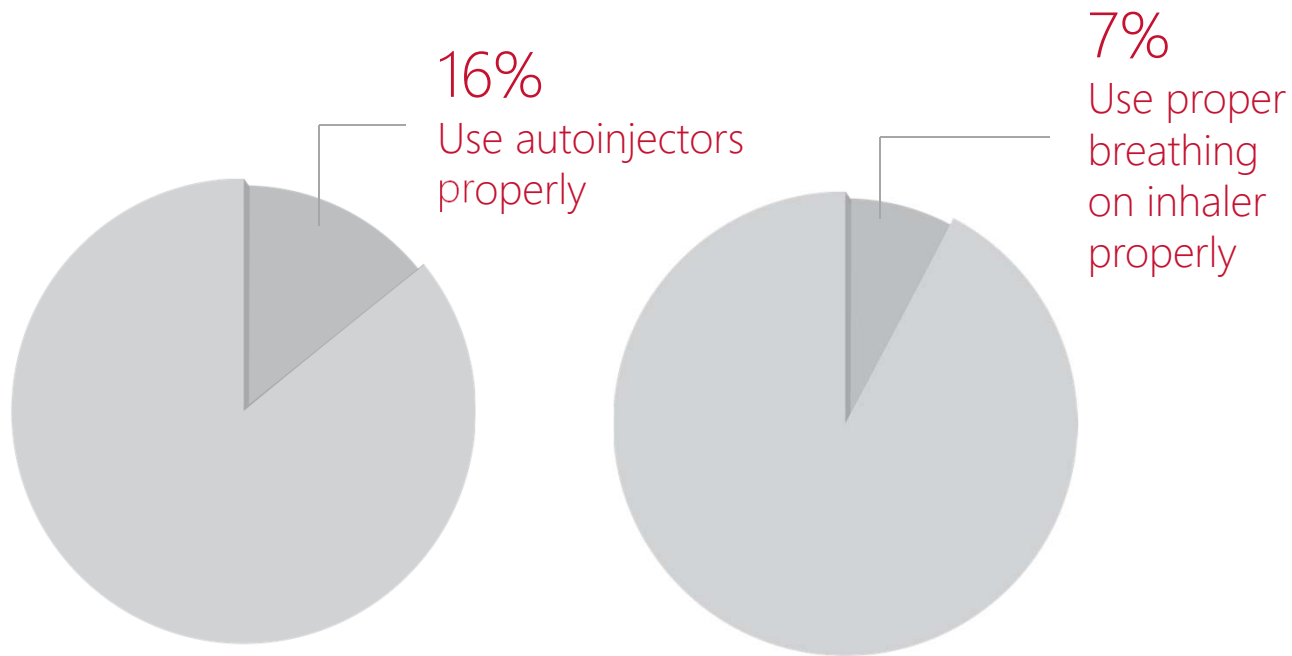
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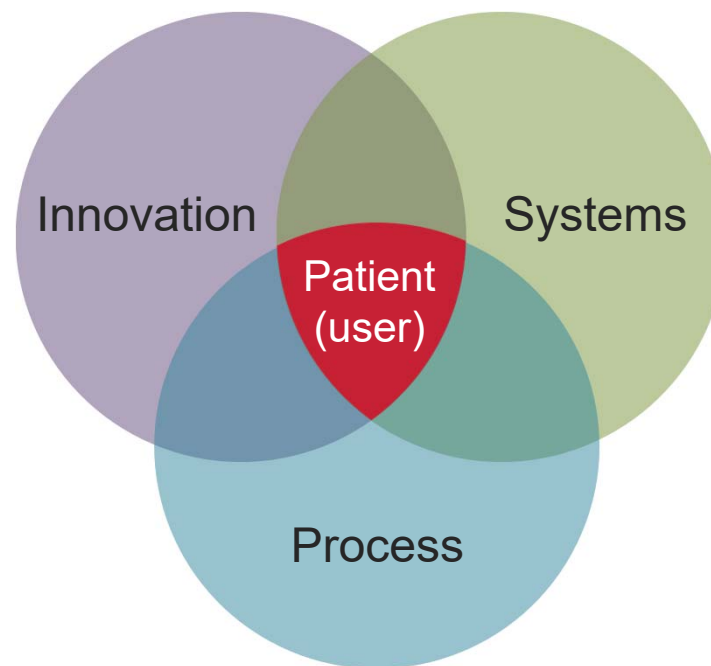
The Onboarding Process

RECEIVE DISEASE
MGMT. / TRAINING
MATERIALS

RECEIVE DISEASE
MGMT. / TRAINING
MATERIALS

PRIMARY CARE
PHYSICIAN

NURSE TRAINING

FIRST AT-HOME
INJECTION

NEXT OFFICE VISIT

90 DAYS

SPECIALIST

PHARMACY

30 DAYS

60 DAYS

RECEIVE DISEASE
MGMT. / TRAINING
MATERIALS

RECEIVE DISEASE
MGMT. / TRAINING
MATERIALS

ADDITIONAL
TRAINING / EDUCATION
VIA WEB / WEBSITE

User Errors

16%
Use autoinjectors properly

7%
Use proper breathing on inhaler properly

abc GOOD MORNING AMERICA

utmb Health

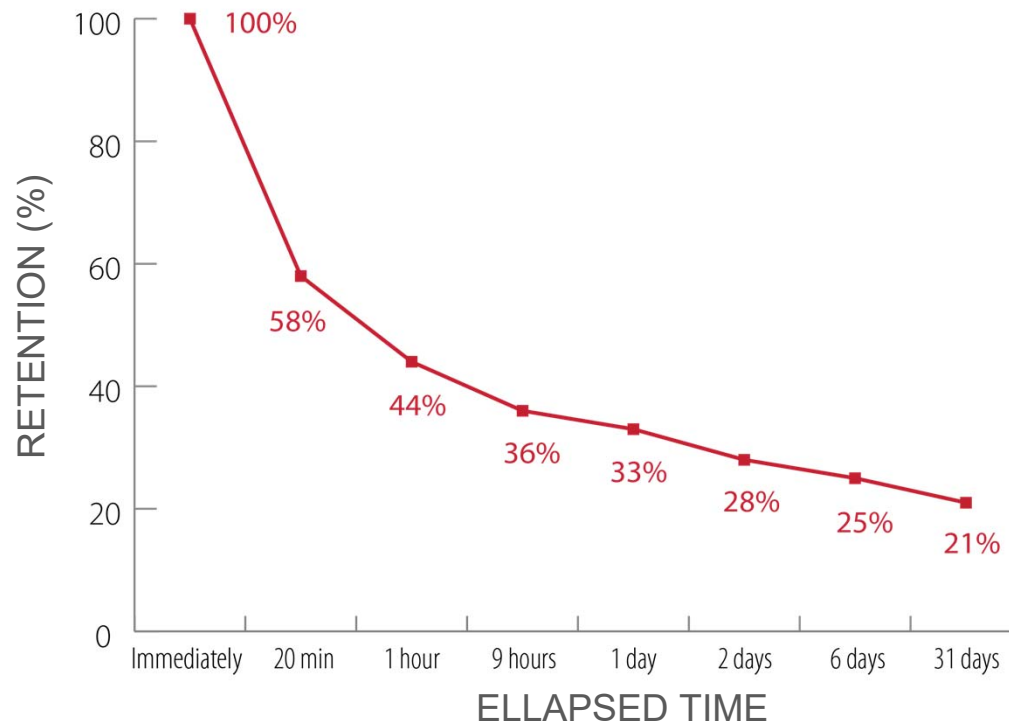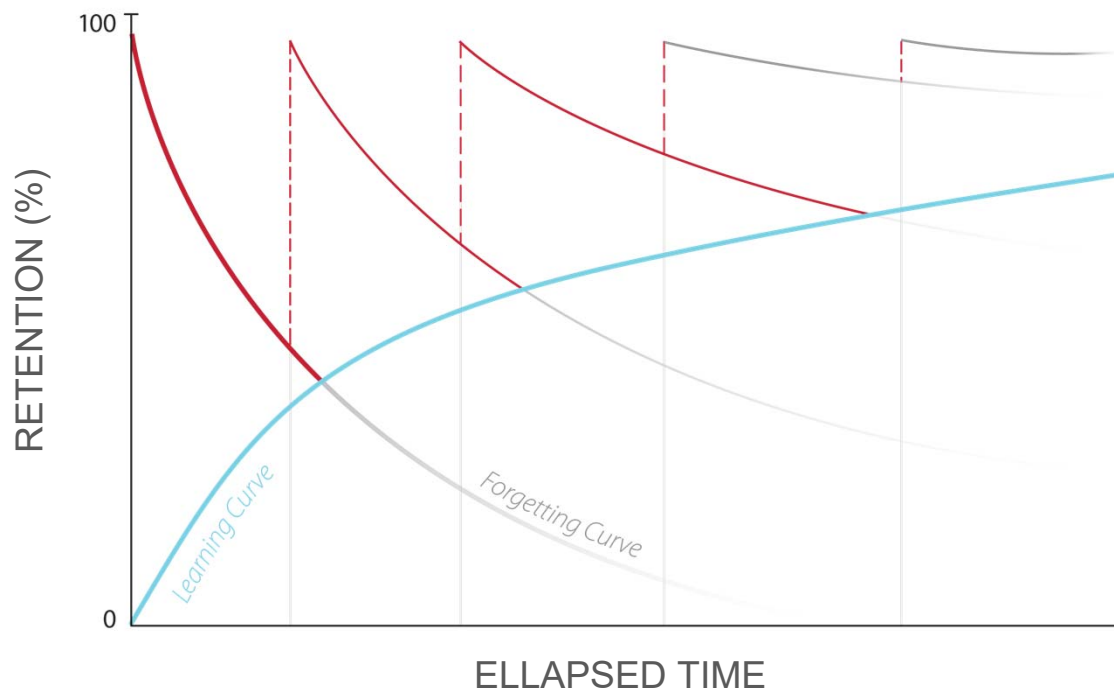THE WALL STREET JOURNAL.

http://www.utmb.edu/newsroom/article10169.aspx

Training Device Success Pillars

Forgetting Curve

Learning Curve

Negative Transfer
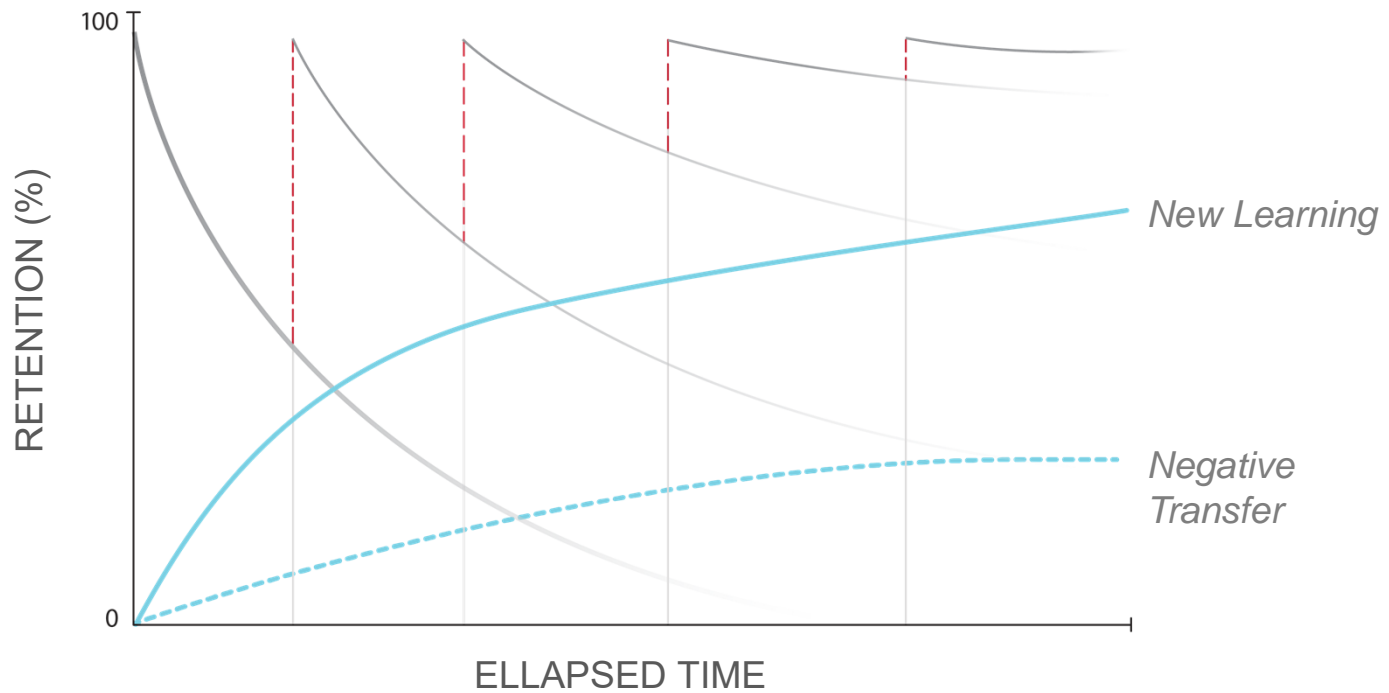
Training Device Implementation

DEVICE TRAINING

FILING

DESIGN /
ENGINEERING

HF ENGINEERING

RESEARCH

DESIGN
DEVELOPMENT

PATIENT
JOURNEY

LAUNCH

Learnings for Next Generation
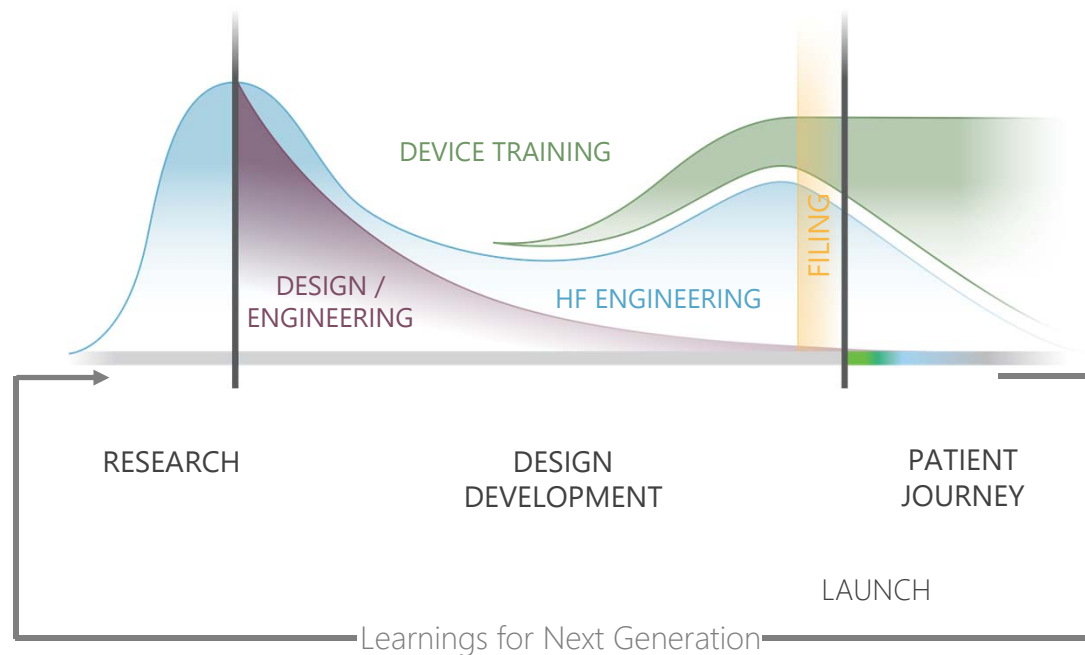
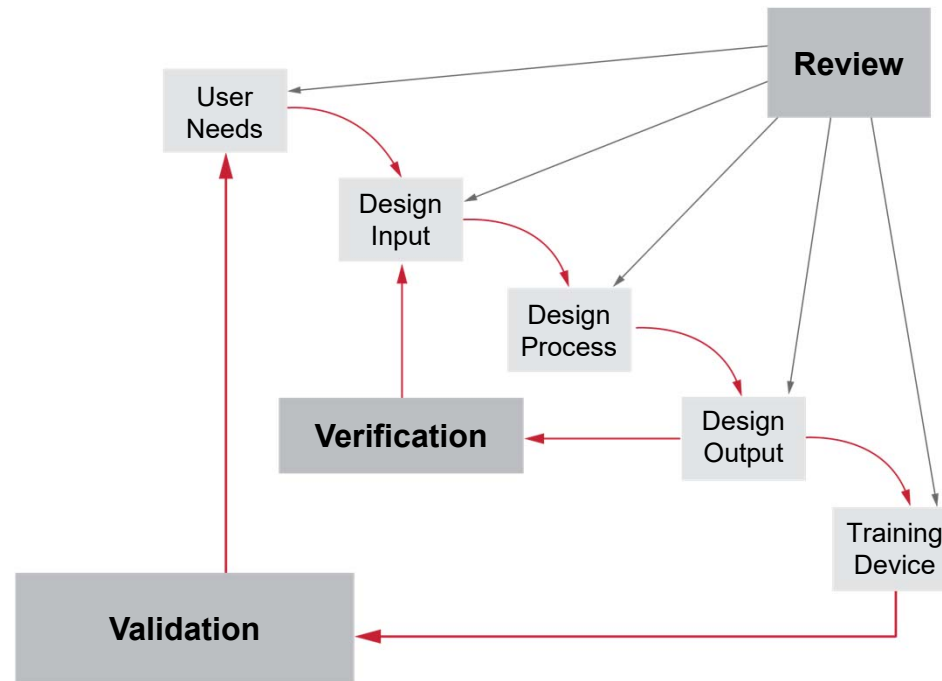*Courtesy of Pfizer*

Collaboration is Key

Safety
System
Training

Device
Training

On-body
Training

Training Device Development

# Design, Development & Output

DEVICE REPLICATION*

PLUNGER SPEED SIMULATION*

AGITATOR NEEDLE SIMULATION TIP*
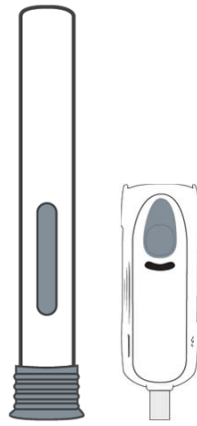
ACTUATION SIMULATION*

RESET MECHANISM*
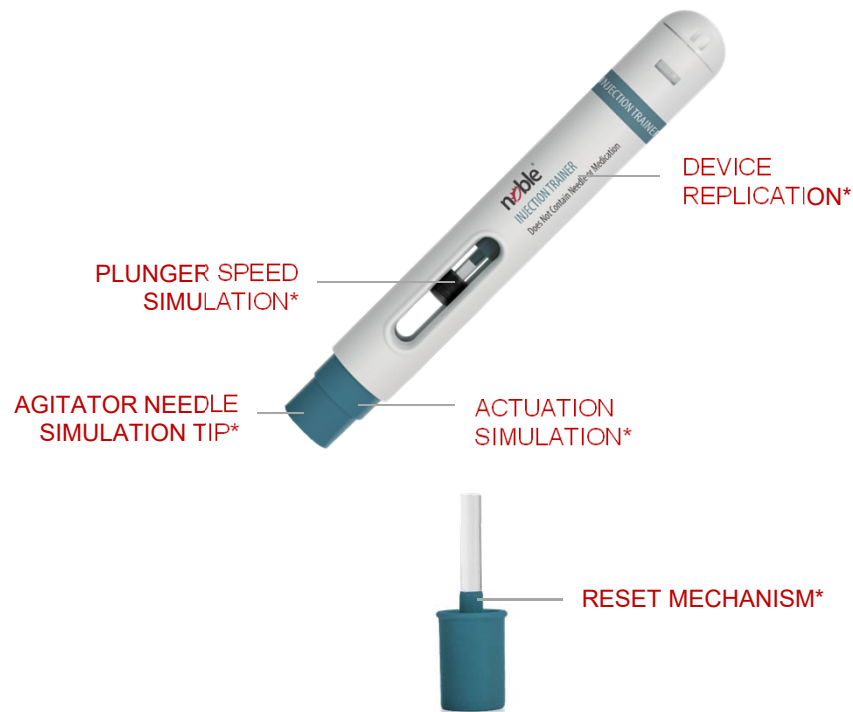
- True to form and function

- Designed to replicate the full user experience

- Platform technologies and enhancements to strengthen retention and recall

- Designed for manufacturability & repeatability

- Does not contain a real needle or liquid
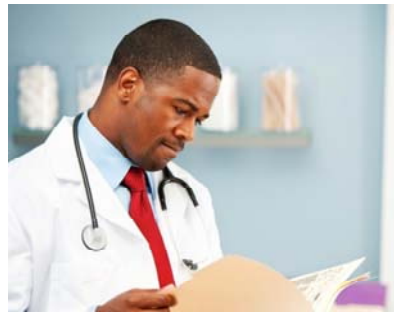
Onboarding -> Adherence
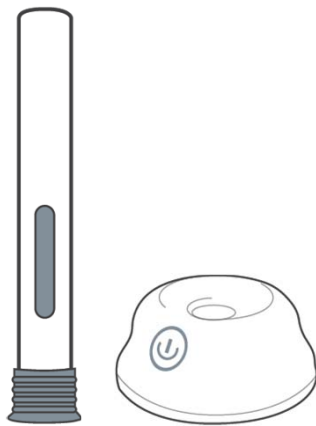
Adherence Device

Clip-On
Adherence Device

- Interactive feedback during the injection experience

- Detection and prevention of user errors

- Onboard wireless capabilities to connect with adjacent solutions

Bridging onboarding with broader patient experience

"Take care of the patient and everything else will follow"

Thomas Frist, M.D.

Thank You