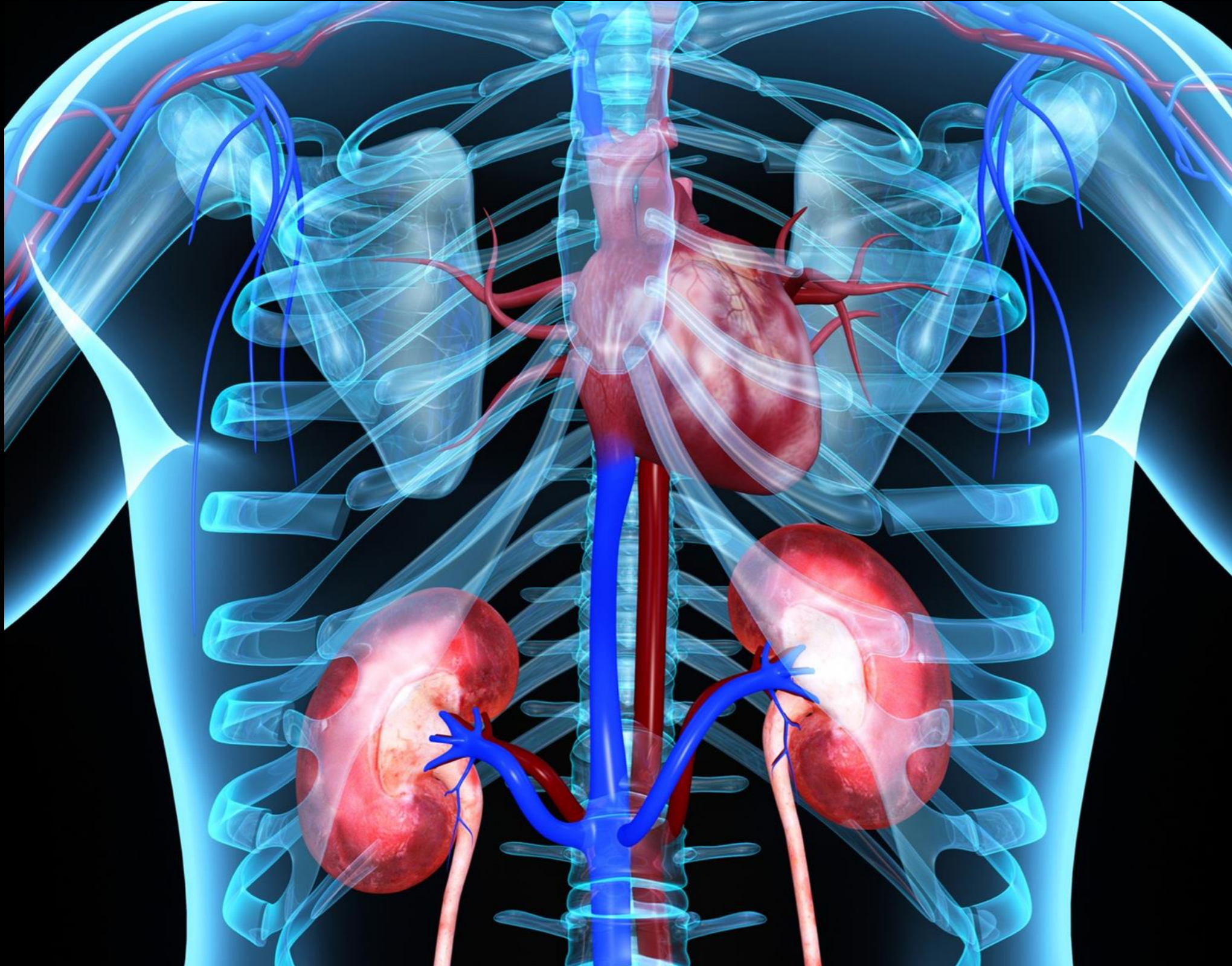


phorix

Milan 2018



Digital Futures

The future of healthcare
A presentation by Phorix

Consumer Disruption

Disruptive business



AR/VR



Automation



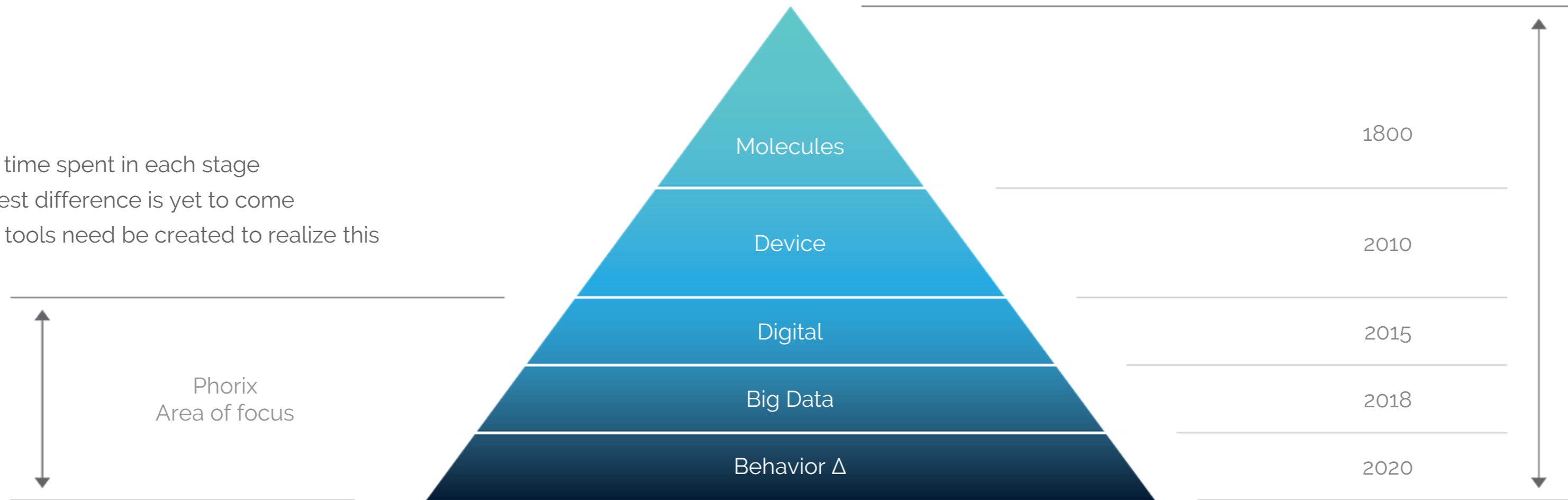
Social Networks



Big Data

Evolving The Healthcare Model

- Less time spent in each stage
- Largest difference is yet to come
- New tools need be created to realize this



Healthcare Needs Information, Innovation & Technology

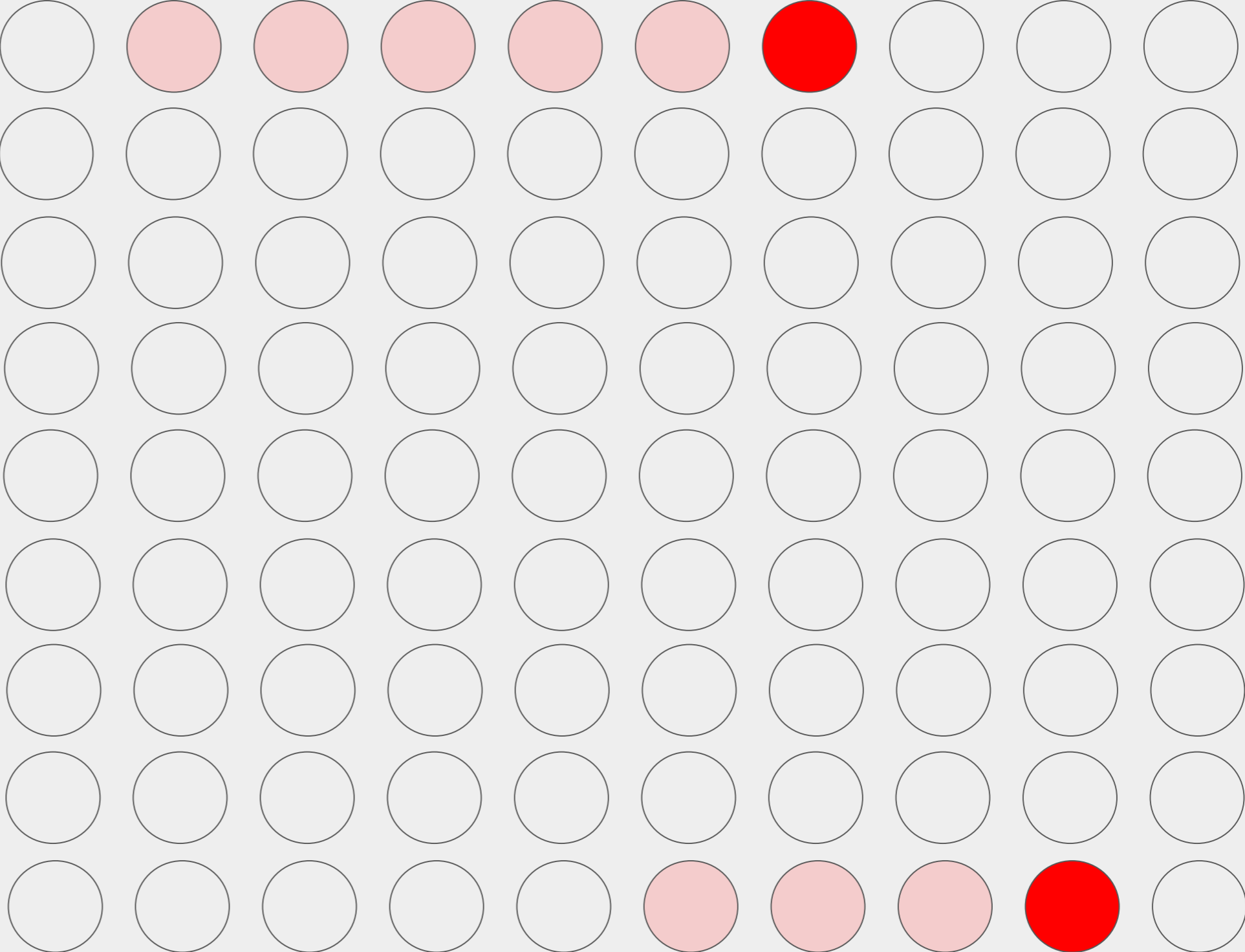


Stage	Research	Development	RealWorld	Commercial
Technology	Big Data	Sensors Machine Learning	Non Clinic Monitoring Robots (surgery/ Delivery/ engagement)	Digital Diagnostics At home monitoring Adherence/ Persistence Motivation Hospitalisation/ Readmission prevention
Outcome	Biomarkers Disease Understanding	Digital Biomarkers Higher sampling/ Objectivity Better analysis of data Potentially faster better quality trials Better understanding of efficacy Automation	Better epidemiology Population screening Prevalence/ incidence RealWorld effect of interventions	Better diagnosis Improved adherence Better QoL



Diary Based Recall

Diaries / PRO often only provide accurate observations for a few day prior to consultation





The Digital Future

Preventative

Data, Digital Tools & Evidence based Pharma/ Non Pharma Interventions

Predictive

Machine Learning will predict events avoiding higher cost interventions

Prescriptive

Interventions will be algorithm driven based on clinical trial and RW data

Personalised

Interventions will be personalised matching individual to population data

Precision

Healthcare will take an "Always-on" approach to monitoring and decisions

Choice Architecture

From ever-present to hyper-relevant

Behavioural change for patients becomes possible with digital nudges. Digital devices will become hyper-relevant at times where we have little daily choices to make and help us navigate a better path.

- Medication adherence
- Physical activity
- Neurological activity
- Sleep
- Location
- Stress



Health Care Location

From Doctor's office to Smart Health spaces

The place that healthcare takes place is moving from the hospital and GP surgery to other smart spaces. The connected consumer home is now becoming the connected Healthcare home.



Machine Learning and AI

Use Cases

- Imaging
- Decision making
- Predictive analytics
- Medical Assistants

Companies

Zebra Medical

PhysIQ

NEWS: [Introducing First-of-a-Kind PhysIQ Predictive Analytic Technology for Proactive Health Monitoring](#)

physIQ

Technology Markets About Us News & Events Testimonials Contact Us

Powerful.
Personalized.
Platform.

Formerly known as VGBio, PhysIQ (pronounced Phys-iQ) is healthcare's first personalized physiology data analytics platform. PhysIQ is designed to track and integrate multiple vital signs to detect clinically meaningful changes against an individual baseline, rather than a population-based "norm."

[Learn more](#)

Vital Sign	Value
Heart Rate	62
Blood Pressure	35
Respiration Rate	77
Blood Pressure	88
Activity	65
Temperature	65
Wellness Index	87

Virtual Reality/ Augmented Reality Healthcare



1. Education



2. Treatment



3. Changing Perception



4. Experience

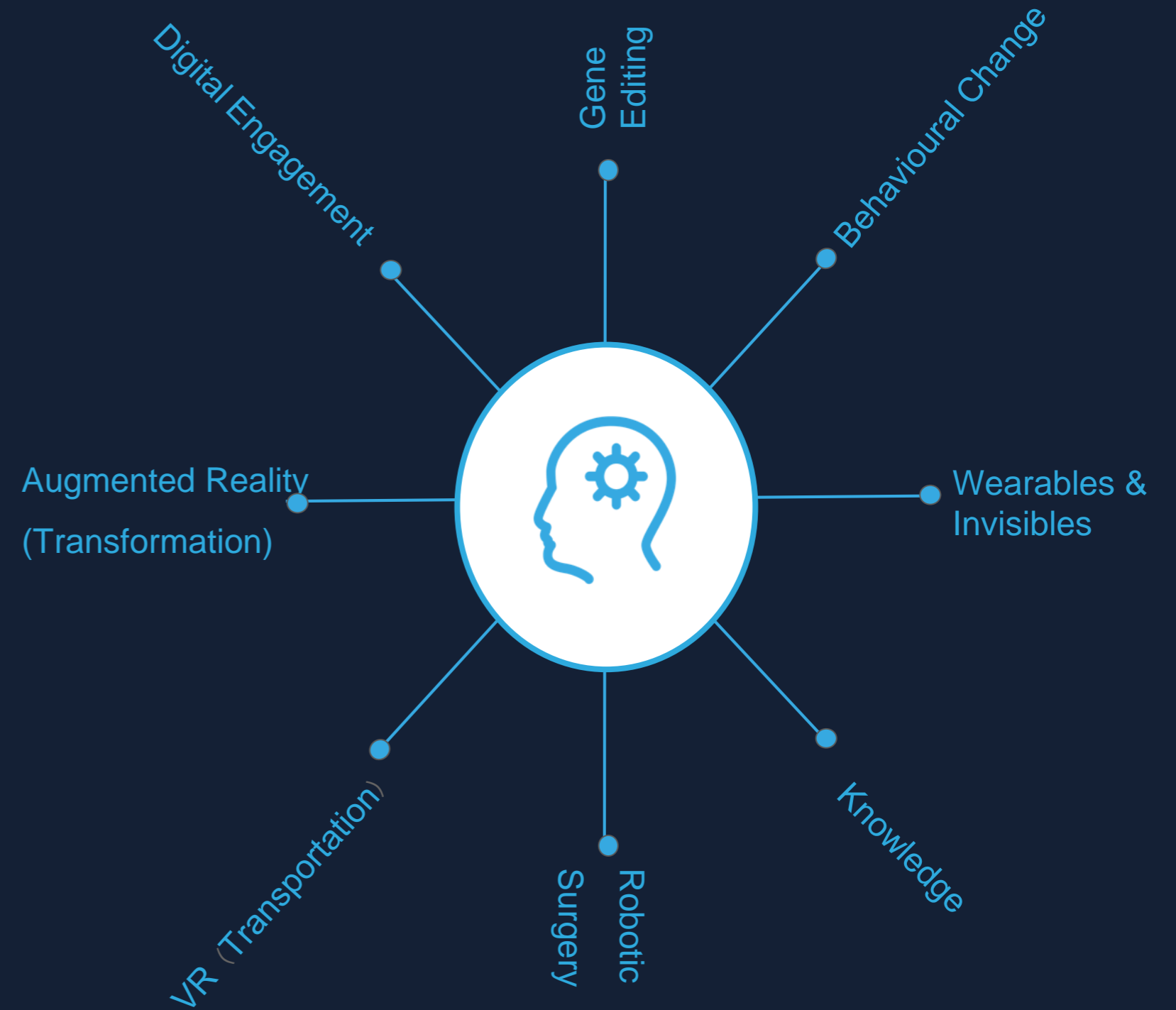


5. Visualisation

Summary Pharma 3.0

There are 8 themes That will change healthcare as technology intersects with biology.

- Behavioural Change
- Wearables and Invisibles
- Robotic Surgery
- VR (Transportation)
- AR (Transformation)
- Gene Editing
- Digital Engagement
- Knowledge



phorix



Phorix[®] contact:

London Office

Churchill House

142-146 Old Street

EC1V 9BW London

+44 7825 839192

mark@thephorixgroup.com

Swiss Office

Efringerstrasse 32

4057 Basel

Switzerland

+41796191876

mark@thephorixgroup.com