DM **P** experience group

NCBiotech Life Sciences Marketing Event

October 26, 2021

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AGENDA **Phillips-Medisize Connected Health Solution** About DMI Our Approach **Process & Activities** The Project: App Development **Future of Connected Health** Q&A

PRESENTERS



Samuel Schwalb

Senior Client Partner

User Experience Director

Peyser

Senior UX Designer

Edwards



OUR STORY

We design and deliver innovative digital experiences that connect brands directly to the users that they serve.





OUR STORY

LIFE SCIENCES CLIENT PARTNERS

Customer Experience Digital Marketing Mobile & Web Development Microsoft & Salesforce Digital Commerce lot Data & Analytics

Adobe











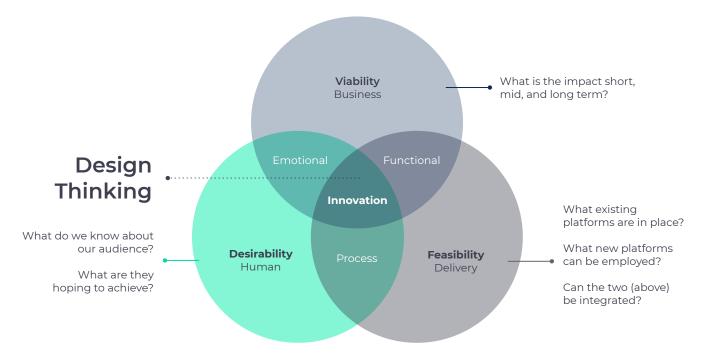
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OUR APPROACH

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OUR THINKING

DRIVING INNOVATION

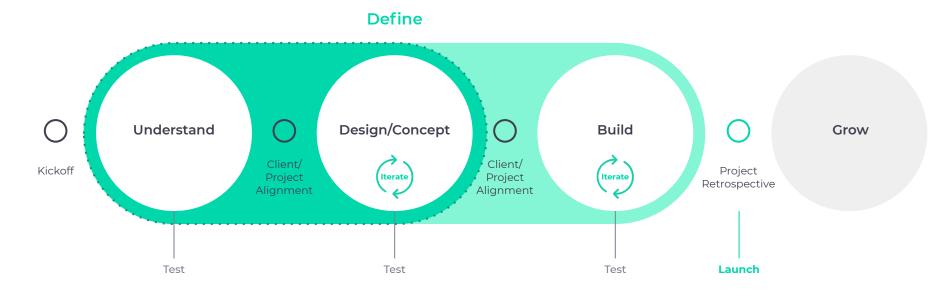


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PROCESS & ACTIVITIES









UNDERSTAND

We work to understand the market landscape, diving deep into the customer mindset and behaviors to carve out the ideal experience for your end-users.

EXAMPLE ACTIVITIES

Stakeholder interviews

Customer interviews & surveys (qual/quant)

Persona creation

Customer journeys

Competitive analysis

Heuristic analysis

Digital brand assessments

Analytics & data review

Feature roadmap

DESIGN/CONCEPT

With an understanding of what motivates your customer and what your unique offering is, we envision solutions.

EXAMPLE ACTIVITIES

User flows

Wireframes

Prototypes (lo-hi fidelity)

User testing

Hi-fidelity design

Digital style libraries

Component/module libraries

Brand guidelines

Interaction/animation references

DEFINE

In order to drive interest and desire for your brand, we define the build and grow strategies.

EXAMPLE ACTIVITIES

Data, measurement & learning plans Roadmap prioritization Backlog grooming Iterative design planning Marketing/media planning

MONTER APP

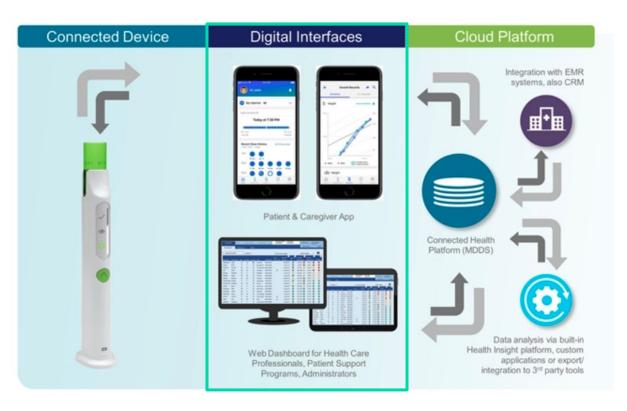
Improving the patient experience through connected health devices

Dhillips Medisize



OVERVIEW

CONNECTED HEALTH PLATFORM

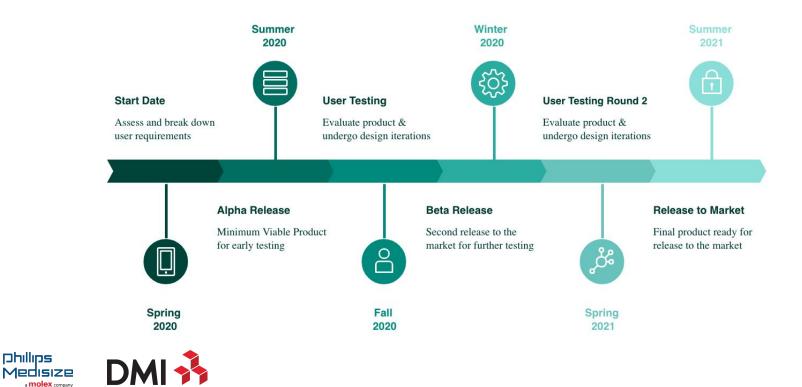


BUSINESS GOAL

Design a generic and regulated **mobile app framework** that can be leveraged to create future connected health mobile apps in a cost-effective manner.



OVERVIEW TIMELINE



Phillips

OVERVIEW

IMPROVING THE PATIENT EXPERIENCE

Track progress

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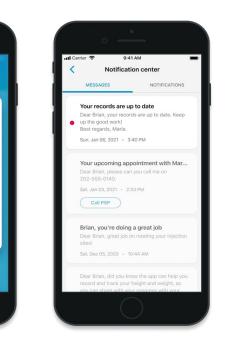
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patients **Choose Patient** Brian May Valentina May Rachel May

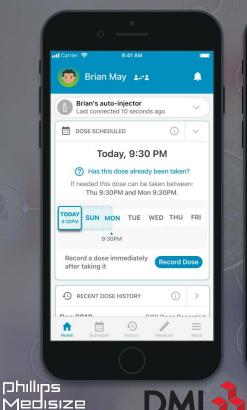
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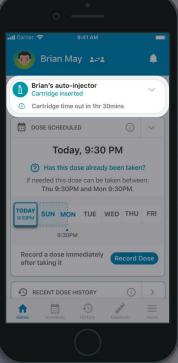
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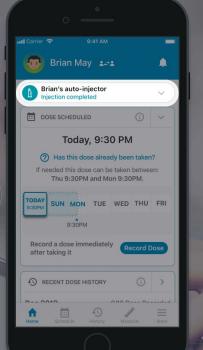
Communicate with HCPs & PSPs



REAL-TIME INJECTOR STATUS









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a molex company

DOSE SCHEDULE



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SMART REMINDERS

10:00 Saturday, 12 January

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Dose Scheduled for Brian today at 9:30PM Open the app for schedule details and to check changes.

Press Home to unlock

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10:00 Saturday, 12 January

MONTER

Dose Scheduled for Brian today at 9:30PM Open the app for schedule details and to check changes.

Snooze for 15 Minutes

Snooze for 60 Minutes

Cancel reminder

Open App

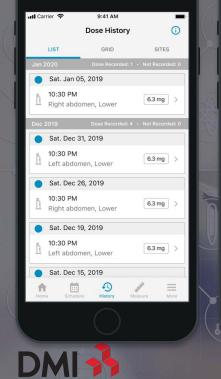
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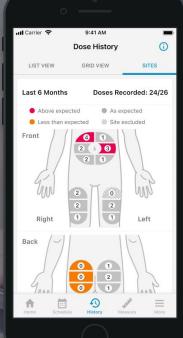
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HISTORICAL DOSE RECORDS

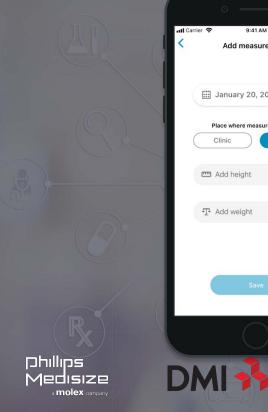


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Phillips

PROGRESS TRACKING



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EDUCATIONAL CONTENT





Disease 2019 (COVID-19)

FDA is working with U.S. Government partners. including CDC, and international partners to address the pandemic.

DONATE COVID-19 PLASMA

help patients currently fighting the infection by donating your

Learn More





How does once-weekly human growth hormone work?

Sat. Jan 05. 2019 • 12:30PM

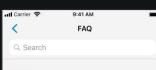
Daily growth hormone (GH) injections can be inconvenient, painful and distressing for some patients, resulting in decreased adherence and efficacy. hyperlink here.

Over a dozen pharmaceutical companies have designed Long Acting GH preparations that are at various stages of development using a number of different methods to prolong GH action.

Long acting GH will represent an advancement over daily GH injections because of fewer injections that may offer

≡

More



What do I do if I missed my injection?

Daily growth hormone (GH) injections can be inconvenient, painful and distressing for some patients, resulting in decreased adherence and efficacy resulting in decreased adherence ...

See more

Can disease cause a reduction in HGH levels?

The decline of HGH can be due to aging, but it can also be acquired or may be genetic. If it is acquired then the most common reasons include a pituitary tumour, having the pituitary gland removed, having a pituitary gland that doesn't function correctly due to disease, or it may be due to radiation, disorders that affect the immune system, and infection.

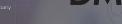
How common are side effects with HGH? Growth hormone is naturally produced by the Ξ More

CAREGIVER ACCESS





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HUMAN-CENTRED RESEARCH





LEARNING AGENDA

- How can we enable patients to self-manage their medication?
- What are the biggest pain points for patients on HGH treatment?
- How might we identify potential risks through interviews and observations?





METHODOLOGY

- Face-to-face interviews conducted with patients on HGH Treatment
- Targeted patients within the age range of 14-25 who are most likely to use connected health technology
- Interviews conducted with caregivers experienced in providing care to HGH patients







KEY TAKEAWAYS

- A good routine and schedule is essential to successfully self-managing HGH treatment
- Tracking progress and achievements helps patients to see the benefits of their treatment
- Access to educational content helps patients understand their disease and lessens the need to contact healthcare professionals







HUMAN-CENTRED DESIGN

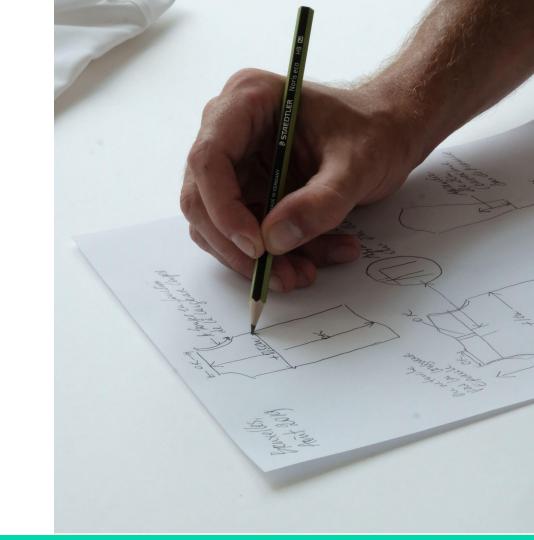




CONCEPT CREATION & VALIDATION

- Generate new ideas and document them with visual concepts and prototypes
- Test each concept on patients & gather insights
- Iterate upon designs to improve usability





FEATURE PRIORITISATION

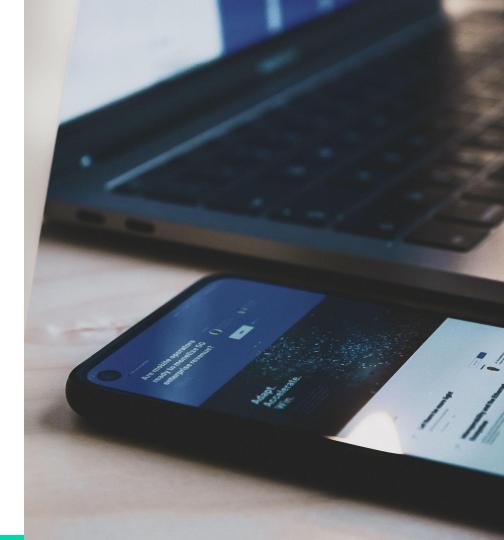
- We prioritised our concepts based on feedback from user testing
- Together with the client, we agreed upon which features would be dropped, and which should be continued





KEY FEATURES

- Dose scheduling and reminders
- Progress tracking & measurements
- Educational content & device support





FROM DESIGN TO PRODUCTION

 High-fidelity designs and prototypes

 Documentation and annotations for developers





SUCCESS FACTORS

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SUCCESS FACTORS

KEY CHALLENGES

- Risk mitigation in connected health
- Managing & updating documentation
- Achieving FDA approval & meeting industry standards





OUR TIPS

- Ensure you have the right people allocated on the project
- Continually evolve your documentation throughout the project
- Ensure there is consistent collaboration among different teams

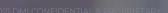






WHAT DOES THE FUTURE HOLD?

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TRANSFERABLE DATA

- Open standards are needed to share health data across companies & ecosystems
- Regulations and guidelines such as GDPR will be necessary to protect patient data and earn consumer trust



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PLANNING FOR THE FUTURE

RESISTANCE TO ADOPTION

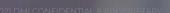
- Organisations must be open to change and adapt to new technologies
- Improved education needed for doctors to learn the benefits and use of connected health devices





WHAT'S NEXT?

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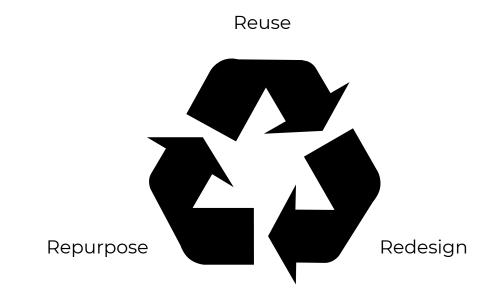
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BUSINESS GOAL

Design a generic and regulated **mobile app framework** that can be leveraged to create future connected health mobile apps in a cost-effective manner.



REUSE, REDESIGN, REPURPOSE







THANK YOU

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QUESTIONS?

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