



NCBiotech Life Sciences Marketing Event

October 26, 2021

AGENDA

Phillips-Medsize 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



**Quinn
Peyser**

User Experience Director



**Charles
Edwards**

Senior UX Designer



OUR STORY

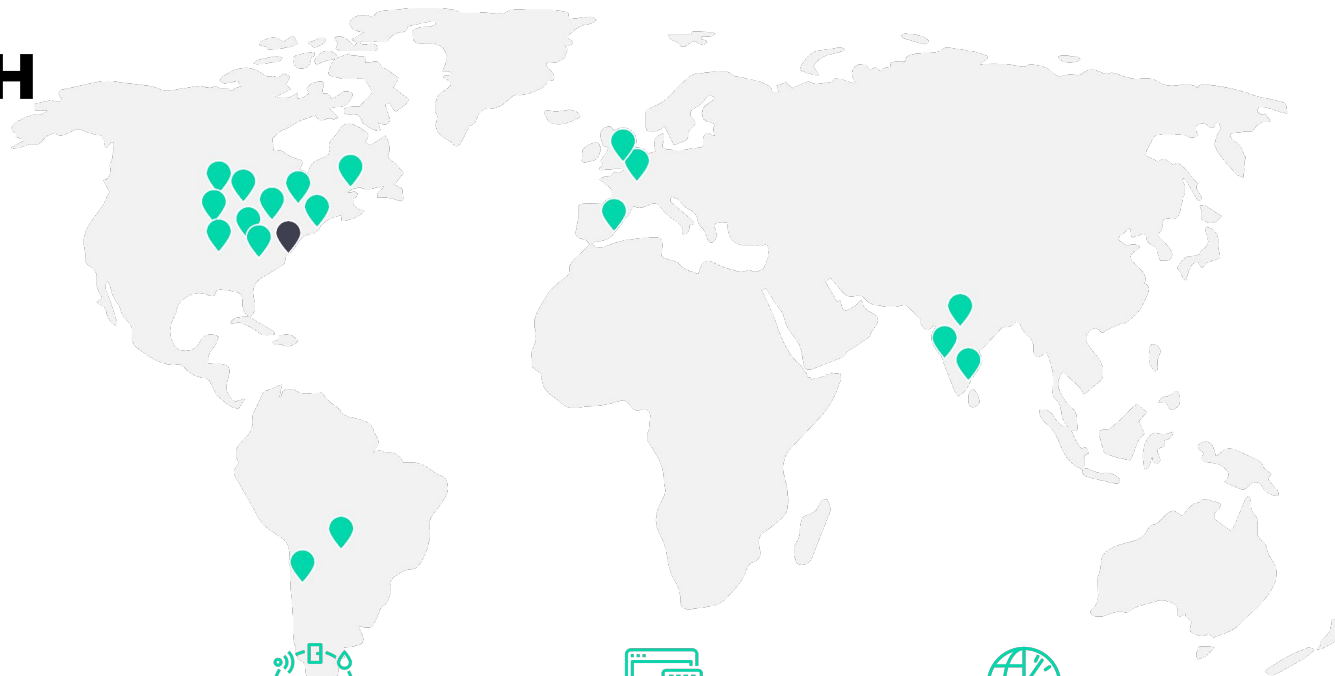


We design and deliver
innovative digital experiences
that connect brands directly
to the users that they serve.



OUR STORY

REACH



1,500+
Employees



1.5+ Billion
IoT Connections



3,000+
Mobile Apps &
Sites Created



20 Hr Day
Onshore-offshore
Model



DMI Powered
Global Technology
Network



OUR STORY

LIFE SCIENCES CLIENT PARTNERS

Customer
Experience

Digital
Marketing

Mobile & Web
Development

Microsoft
& Salesforce

Digital
Commerce

IoT Data
& Analytics

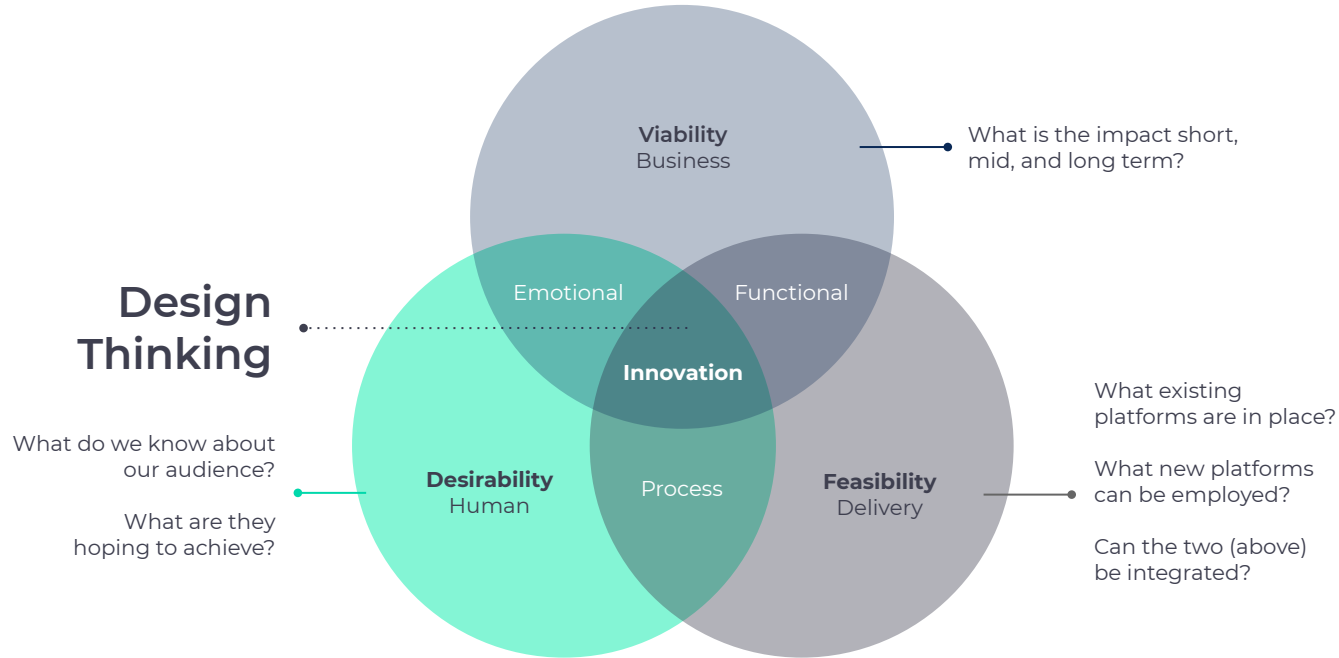
Adobe



OUR APPROACH



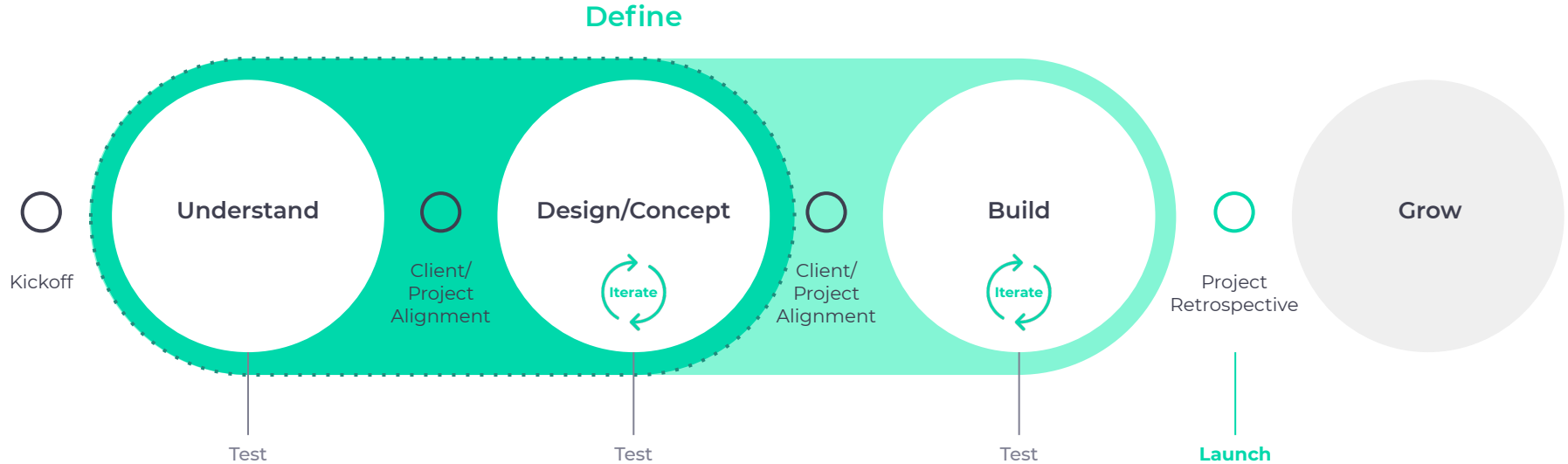
DRIVING INNOVATION



PROCESS & ACTIVITIES



PHASES



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

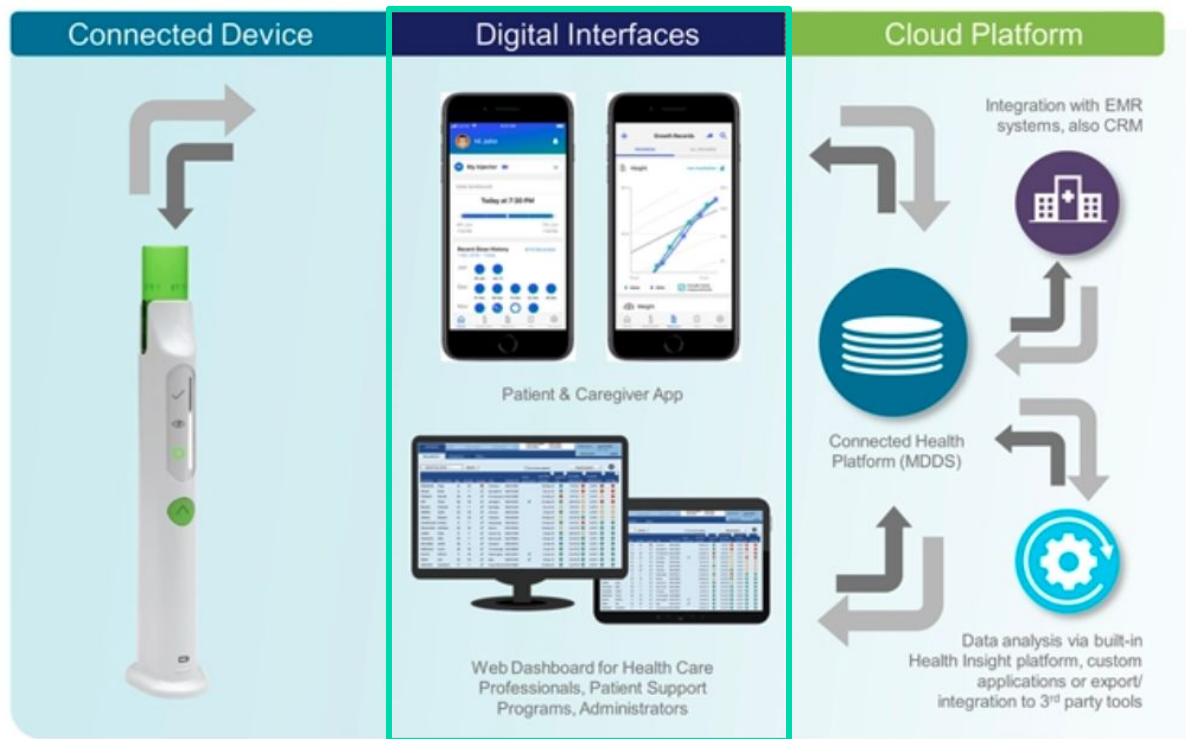
MONTER APP

Improving the patient experience
through connected health devices

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Medisize
a molex company



CONNECTED HEALTH PLATFORM

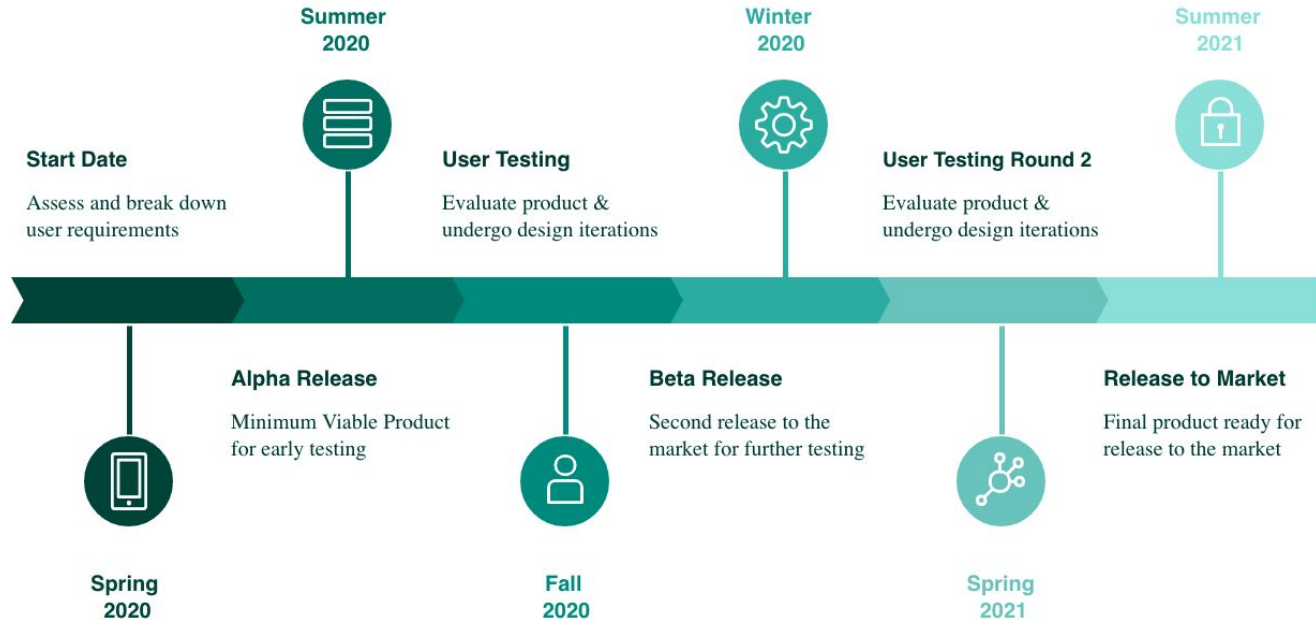


BUSINESS GOAL

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

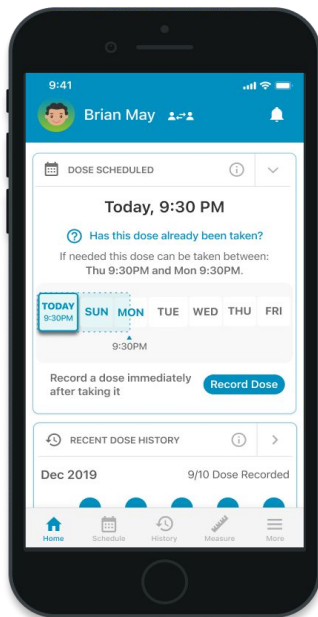


TIMELINE



IMPROVING THE PATIENT EXPERIENCE

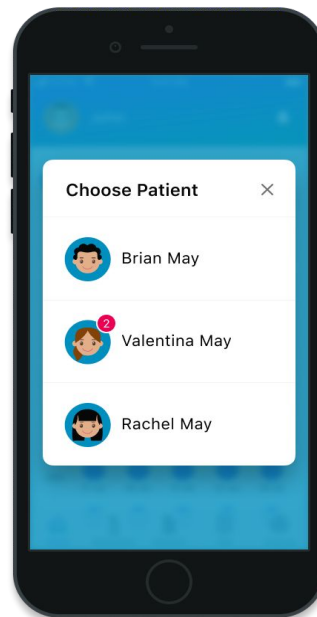
Create schedule & reminders



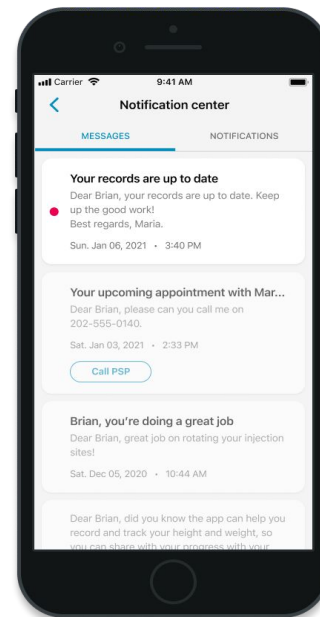
Track progress



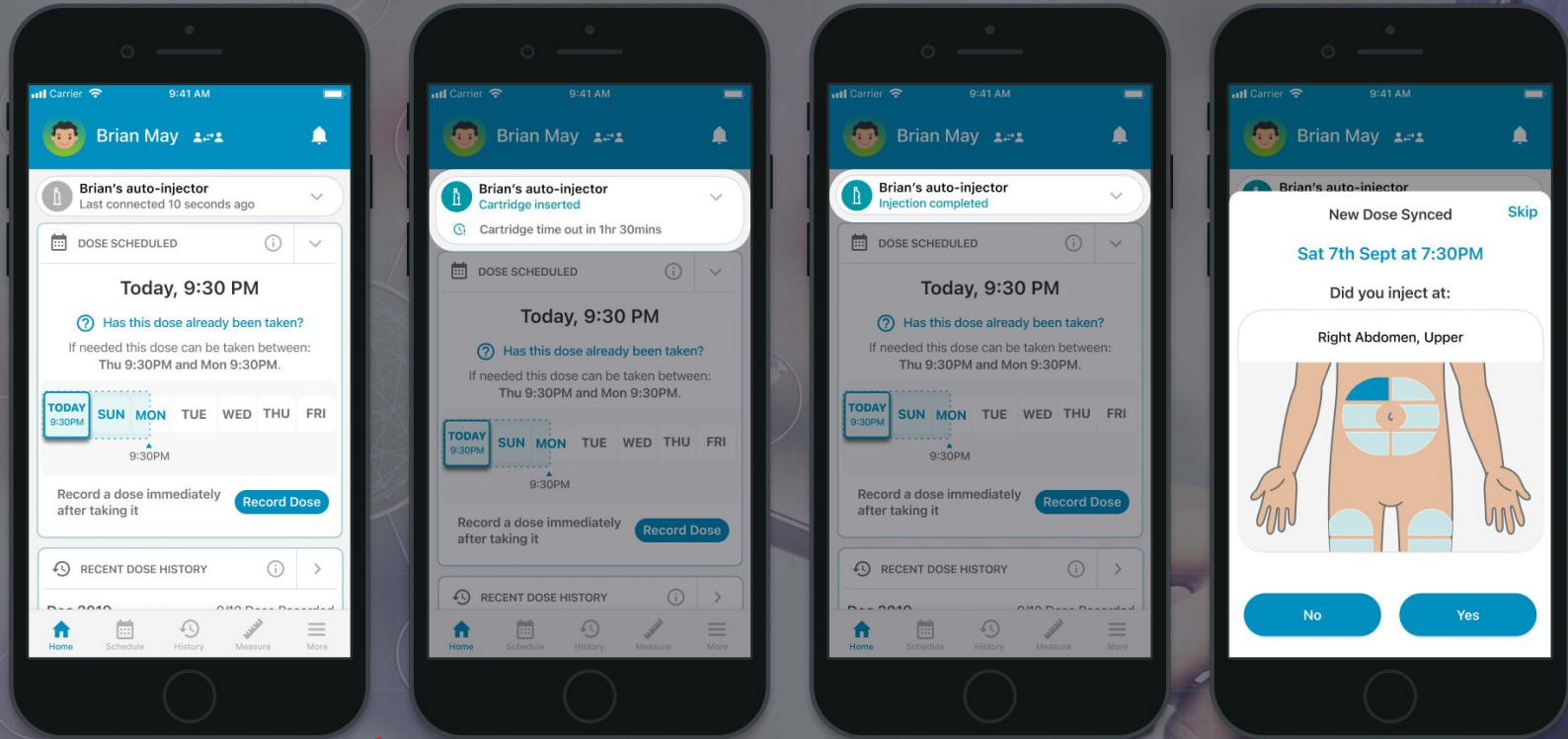
Manage multiple patients



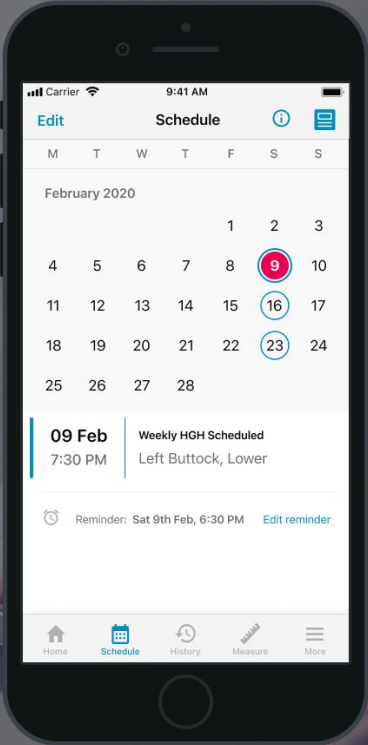
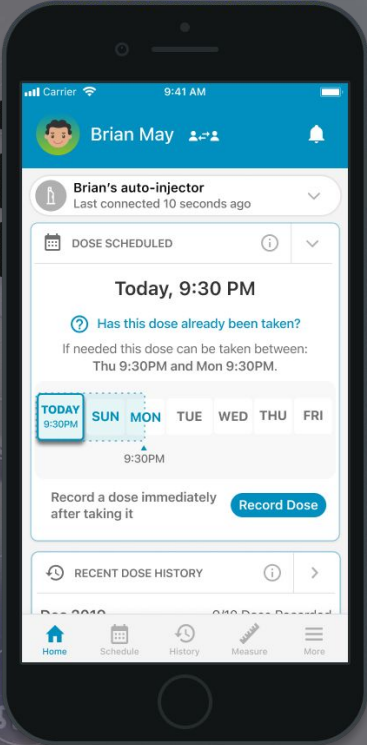
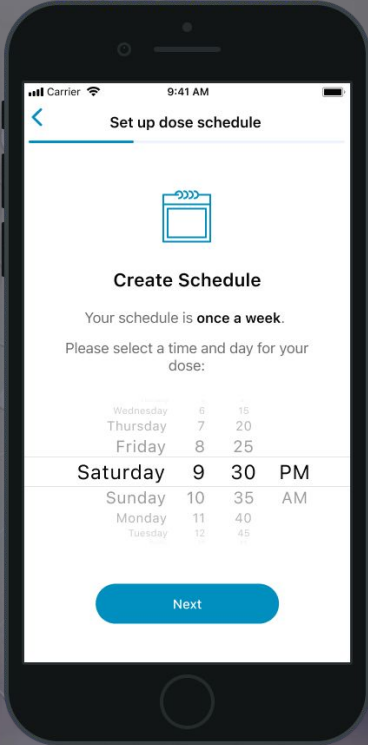
Communicate with HCPs & PSPs



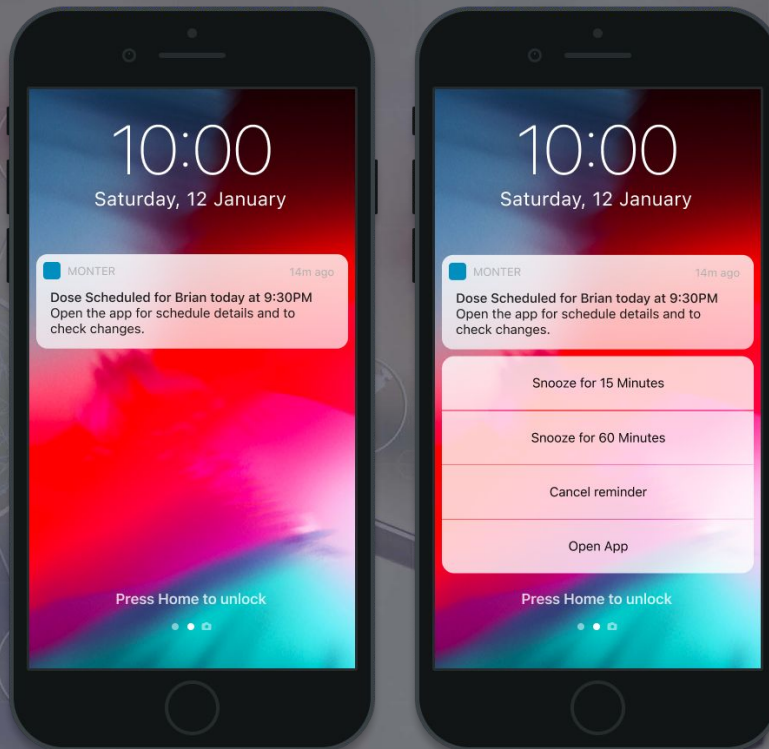
REAL-TIME INJECTOR STATUS



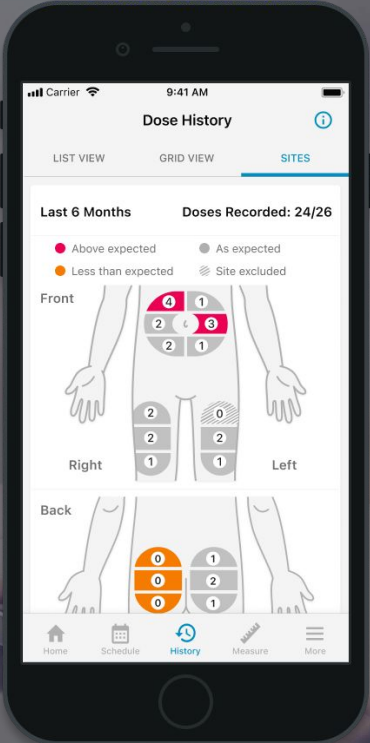
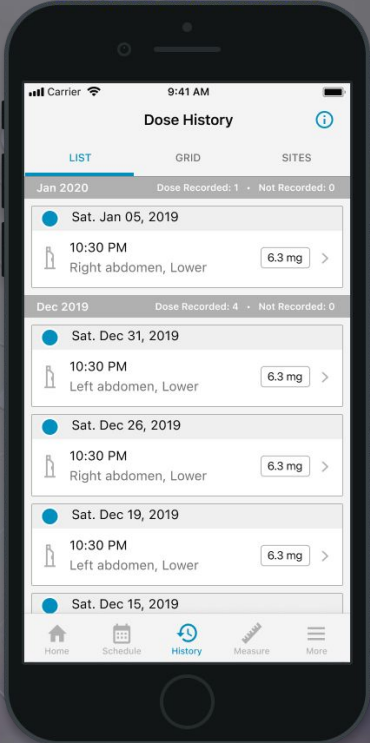
DOSE SCHEDULE



SMART REMINDERS



HISTORICAL DOSE RECORDS



PROGRESS TRACKING

Carrier 9:41 AM

Add measurement

January 20, 2020

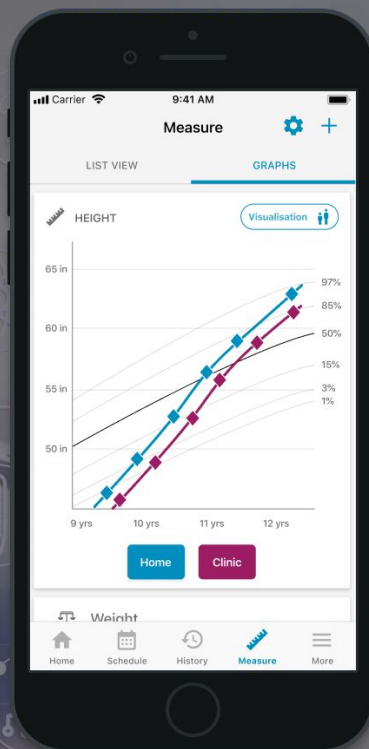
Place where measure was taken

Clinic Home

Add height +

Add weight +

Save



Carrier 9:41 AM

Measure

Filter LIST VIEW GRAPHS

HEIGHT

2019

January 12	Clinic	59 in. 9/16	>
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2018

December 24	Clinic	58 in. 14/16	>
November 22	Clinic	58 in. 13/16	>
October 18	Clinic	57 in. 15/16	>
September 11	Home	57 in. 10/16	>

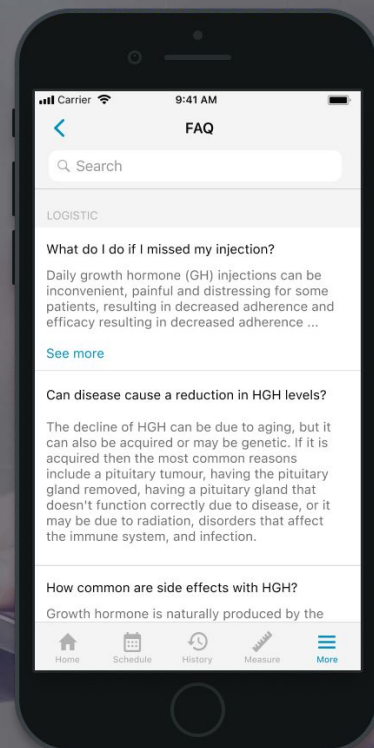
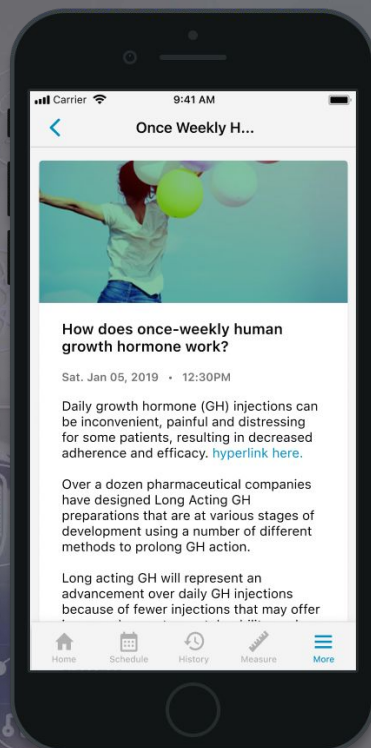
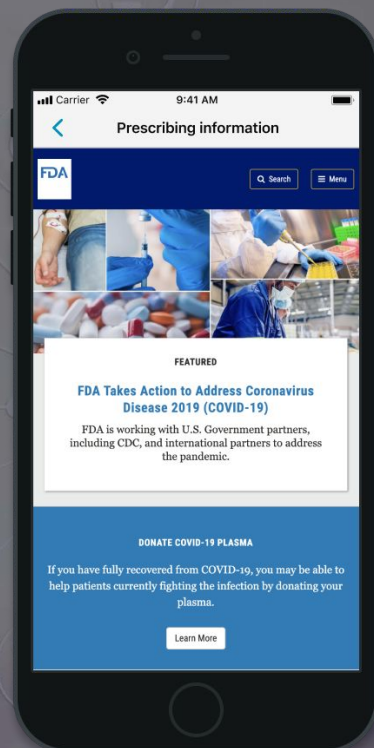
WEIGHT

2019

Home Schedule History Measure More



EDUCATIONAL CONTENT

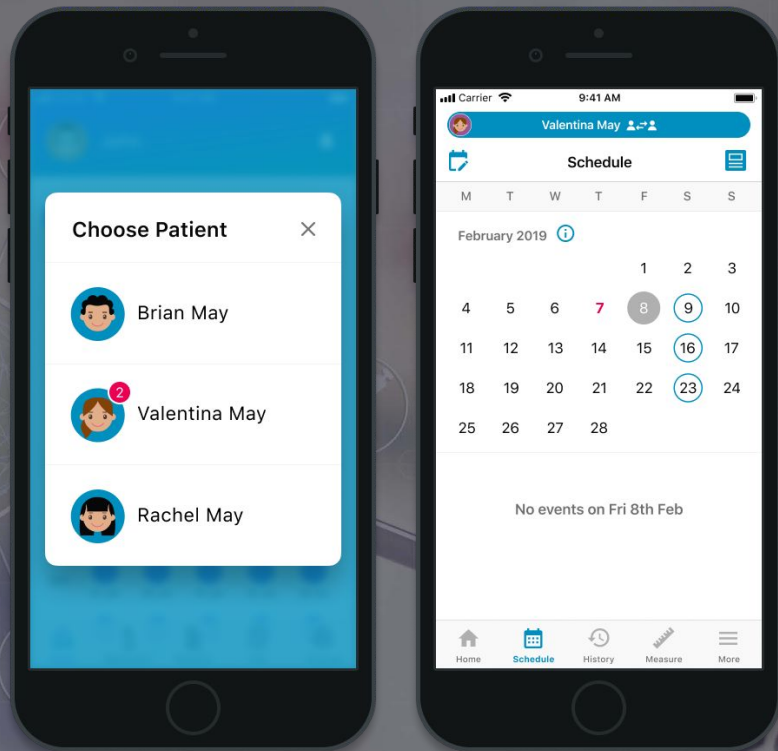


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CAREGIVER ACCESS



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HUMAN-CENTRED RESEARCH

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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

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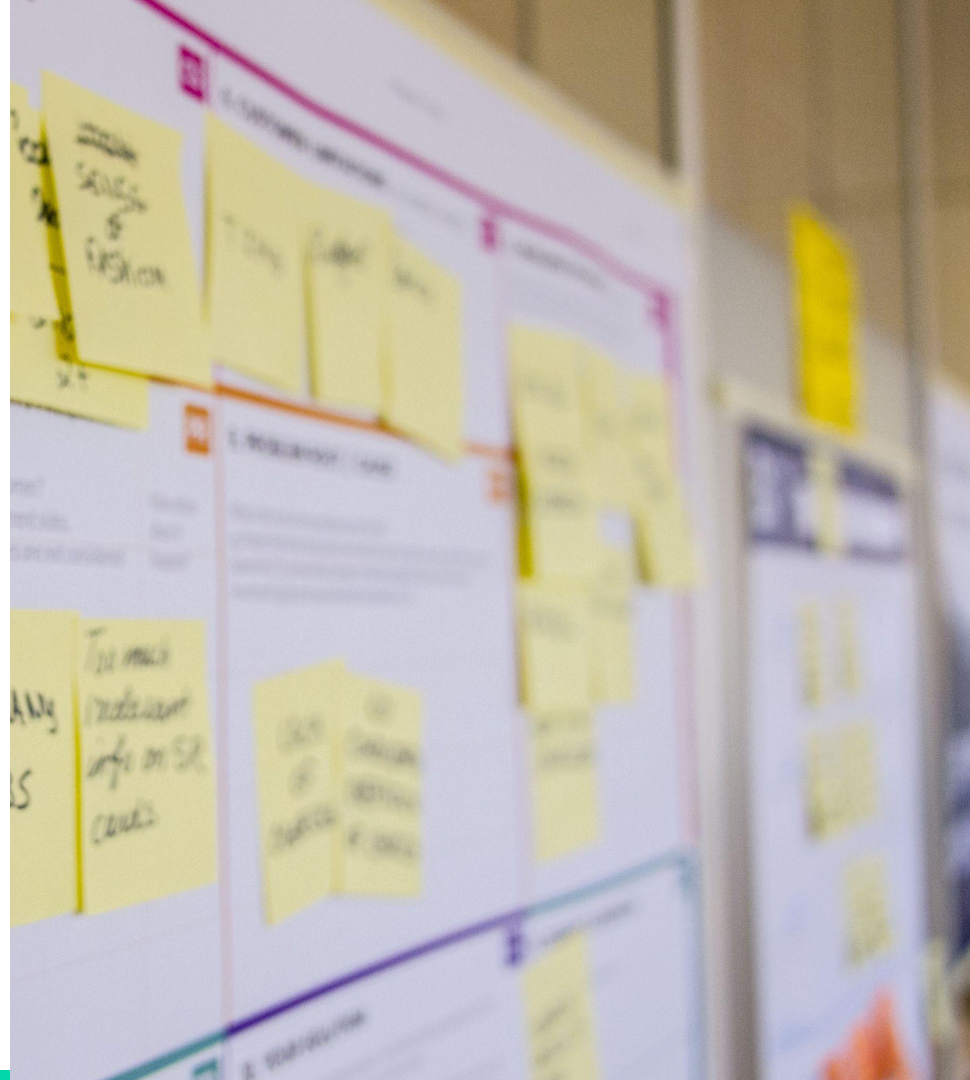
CONCEPT CREATION & VALIDATION

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



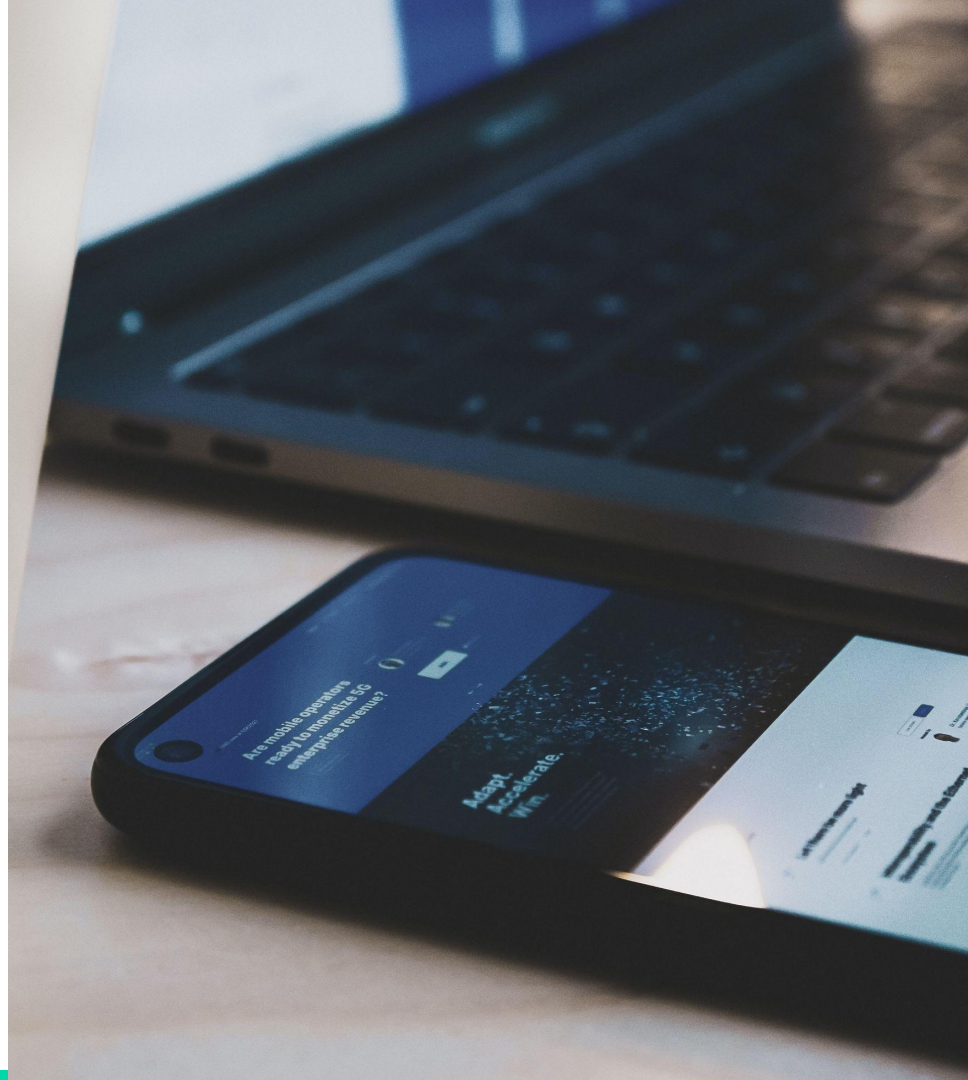
FEATURE PRIORITISATION

- 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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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



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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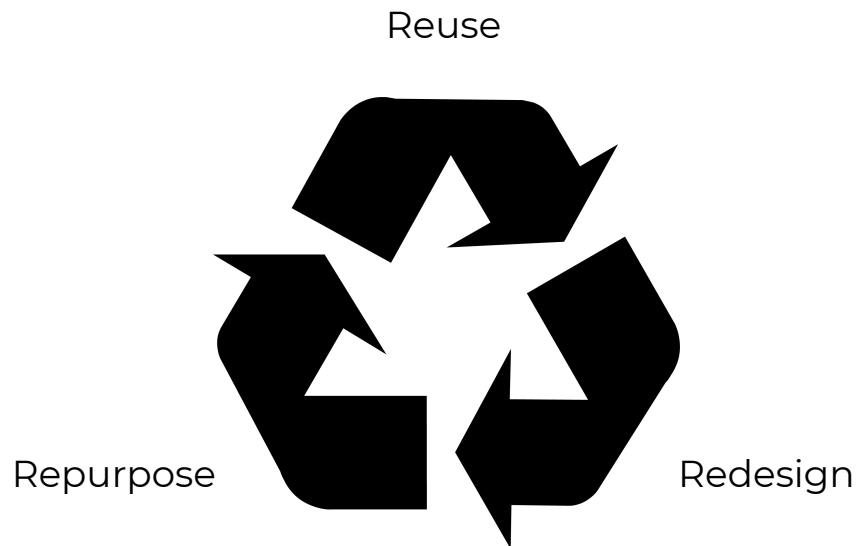
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WHAT'S NEXT

REUSE, REDESIGN, REPURPOSE





THANK YOU

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QUESTIONS?

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