### 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

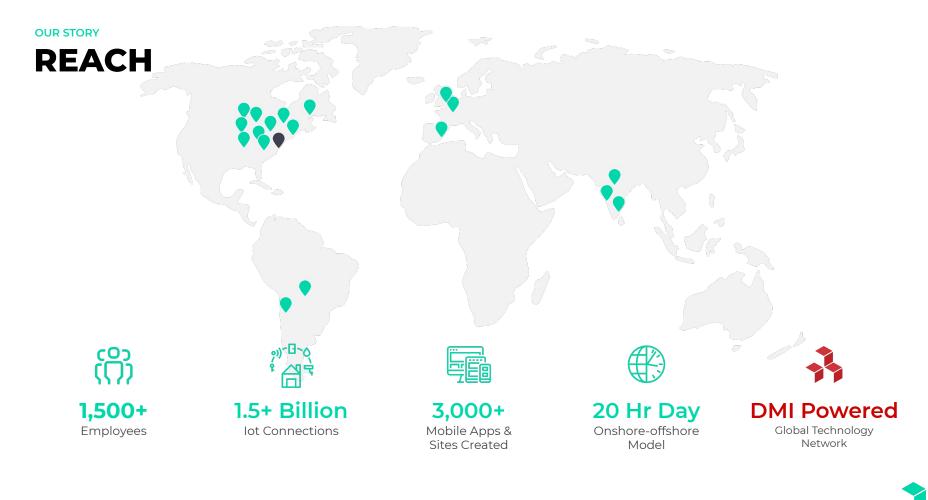
Edwards



## 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











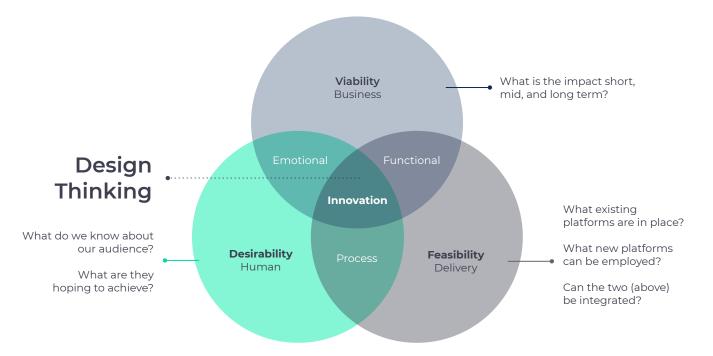
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## OUR APPROACH

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#### **OUR THINKING**

### **DRIVING INNOVATION**

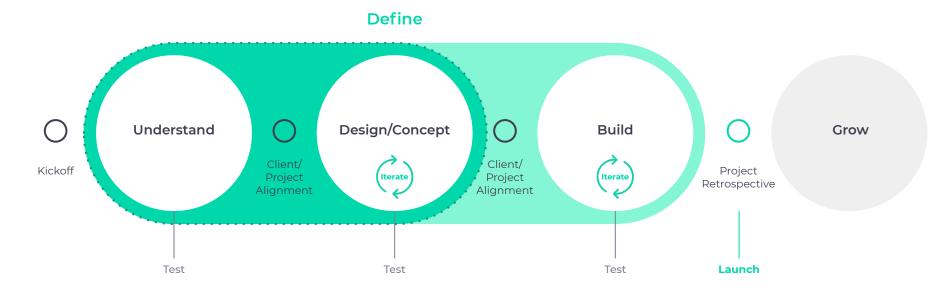


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# PROCESS & ACTIVITIES









### 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

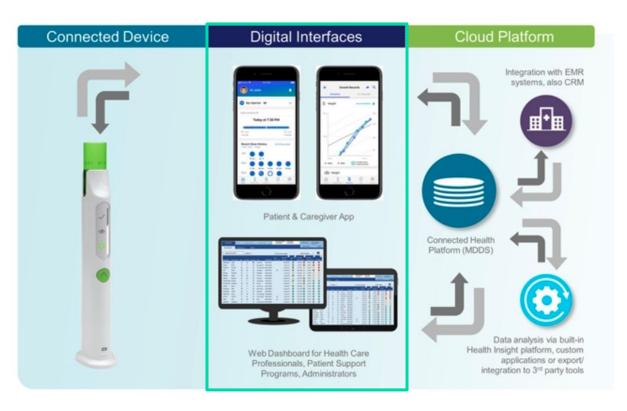
Improving the patient experience through connected health devices

Dhillips Medisize



#### **OVERVIEW**

### **CONNECTED HEALTH PLATFORM**

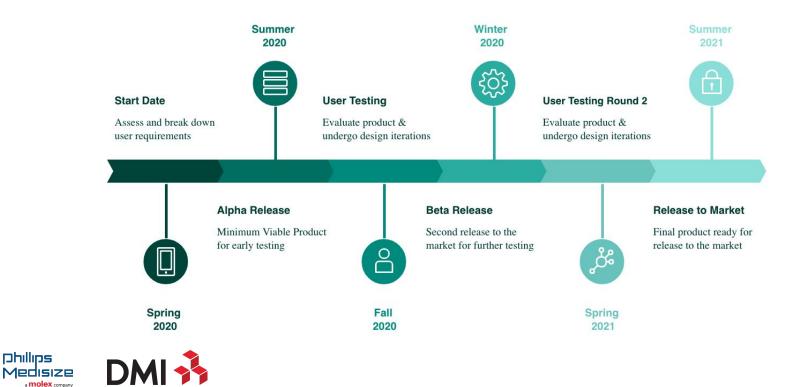


### BUSINESS GOAL

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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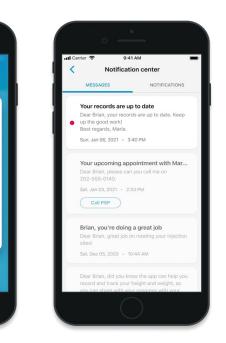
ull Carrier 🗢 9:41 AM **O** + Measure LIST VIEW GRAPHS HEIGHT Visualisation 65 in 97% 85% 60 1 15% 55 h 10 yrs 11 yrs 12 yrs T Weight  $\equiv$ **f** water More

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

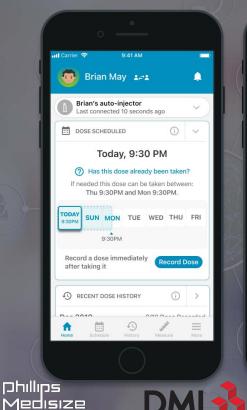
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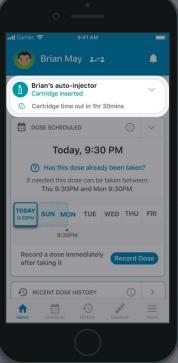
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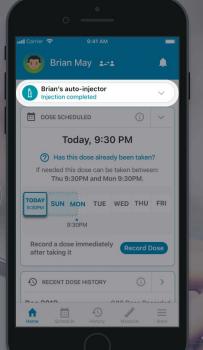
#### Communicate with HCPs & PSPs



#### **REAL-TIME INJECTOR STATUS**









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#### **DOSE SCHEDULE**



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#### **SMART REMINDERS**

#### 10:00 Saturday, 12 January

MONTER

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

Press Home to unlock

0 0 🛍

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

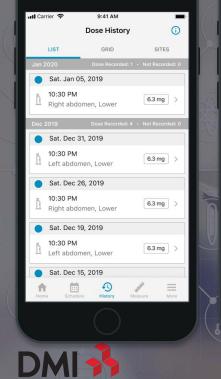
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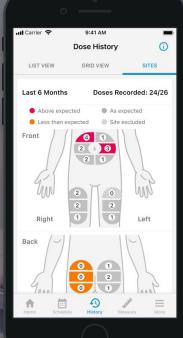
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#### **HISTORICAL DOSE RECORDS**

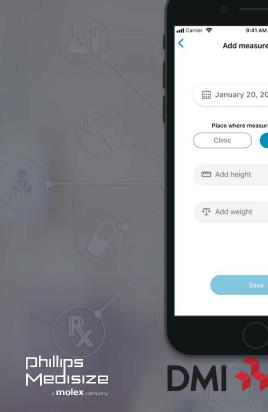


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#### **PROGRESS TRACKING**



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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

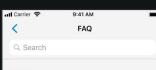
Daily growth hormone (GH) injections can be inconvenient, painful and distressing for some patients, resulting in decreased adherence and efficacy. hyperlink here.

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.

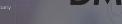
How common are side effects with HGH? Growth hormone is naturally produced by the Ξ More

#### **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

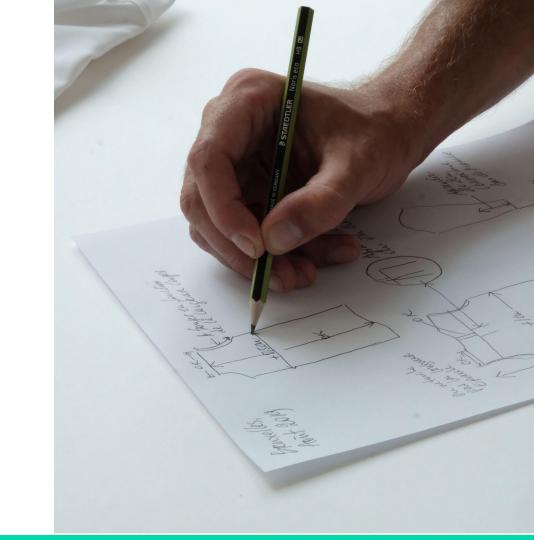




### **CONCEPT CREATION** & VALIDATION

- 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

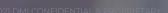






## WHAT DOES THE FUTURE HOLD?

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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

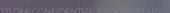
- Organisations must be open to change and adapt to new technologies
- Improved education needed for doctors to learn the benefits and use of connected health devices





## WHAT'S NEXT?

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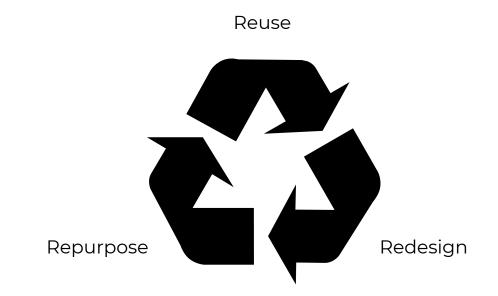
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### BUSINESS GOAL

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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