



Digitization Boon or Bane

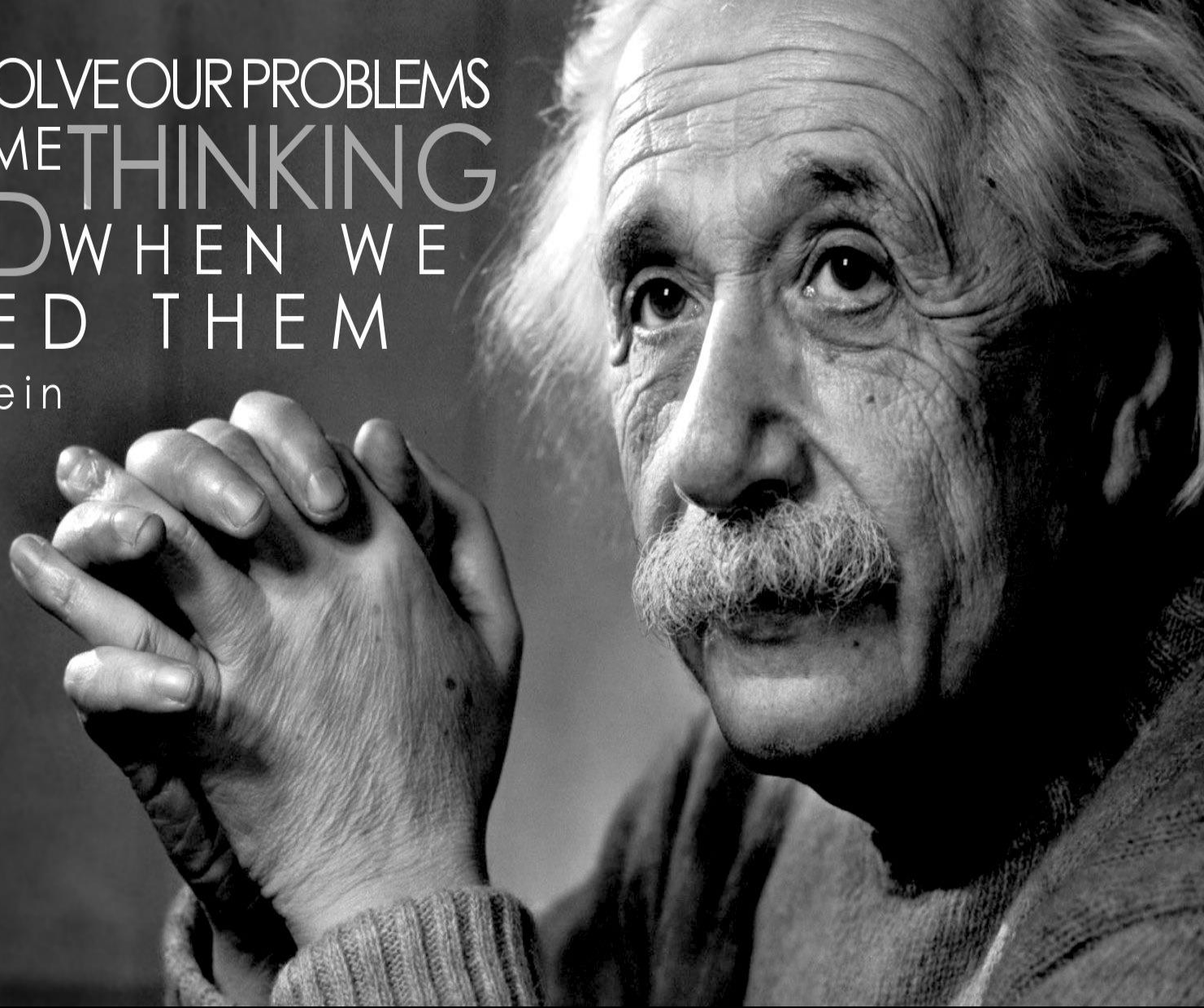
Mayank Anand

Head: Global Data Management Service Delivery
Global Clinical Operations



WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM

- Albert Einstein



Disclaimer

The opinions expressed in this presentation and on the following slides are solely those of the presenter & his research work and not necessarily those of Bristol Myers Squibb.

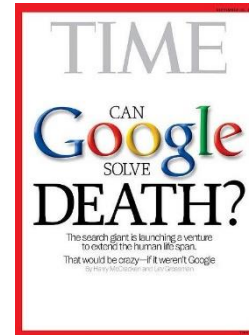


From Digital that was fun to Digital that's changing life.....

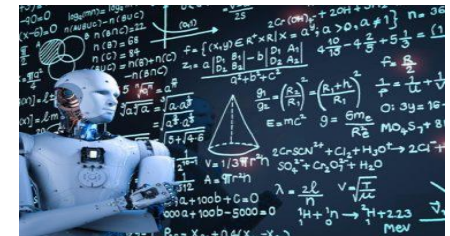


What's New Digital World.....Can we imagine....

- Apple will become leading Medical Device store????????
- Google delivering best healthcare?????????
- Will Amazon becomes leading medical supplier globally?????????It acquired Pillpack recently....
- Will Bots be replacing Nurses in hospitals??????????
- Will there be No more desktops or laptops????????? Its all about smart glasses and lenses.....
- Will Pharma companies be no more Lab science companies but Data science companies ??????????

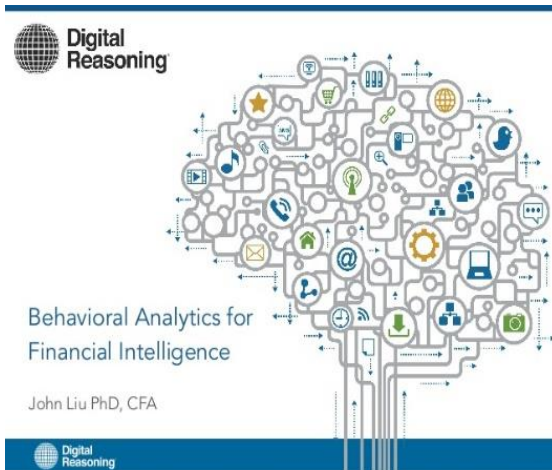
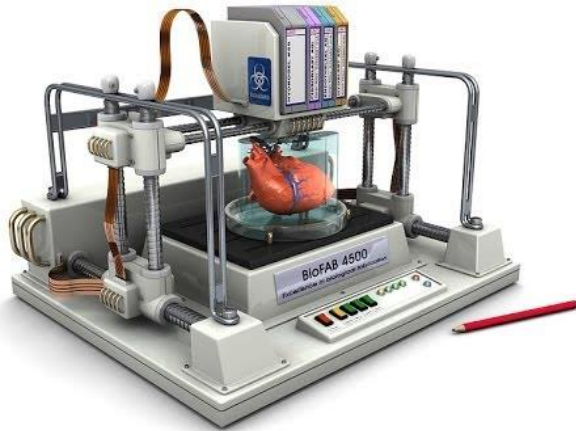


Trending to Ubiquitous Computing



Do they sound real.....Will this happen.....or its already happening.....

The Key digital disruptive technologies in present world



**What's a Perfect Digital world:
Do we need to be More Human or More Machine.....**



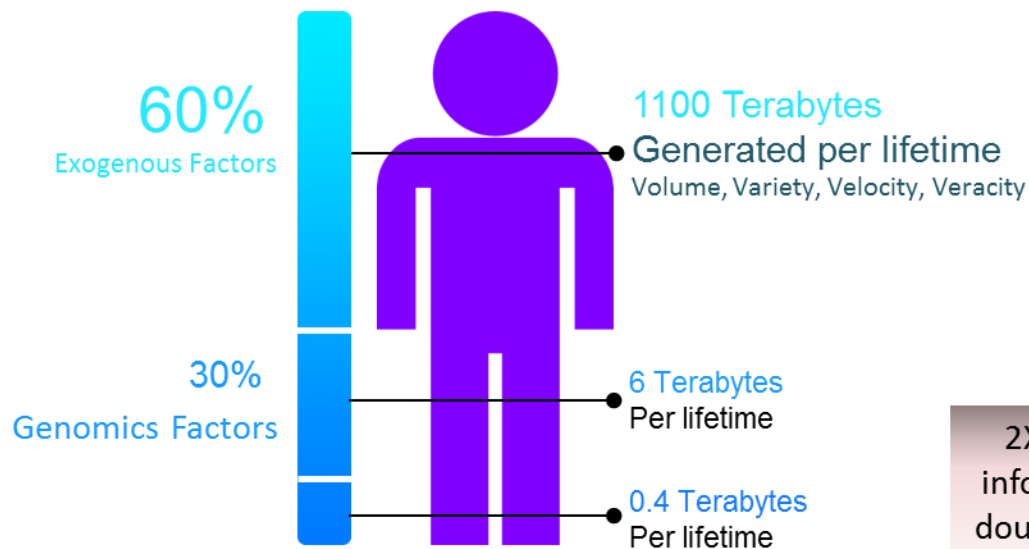
Do we really think about all stakeholders when we bring technology disruptions.....

New Ethical Dilemmas in the Digital Age



Are we going to face Data challenge????

Data measure and Challenges



VOLUME	VELOCITY
90% of the world's data was created in the last two years	200% data growth, in the next two years fed by 1T connected devices
VARIETY	VERACITY
80% of data in the world is unstructured making decisions more complex	1 in 5 diagnoses are estimated to be inaccurate or incomplete

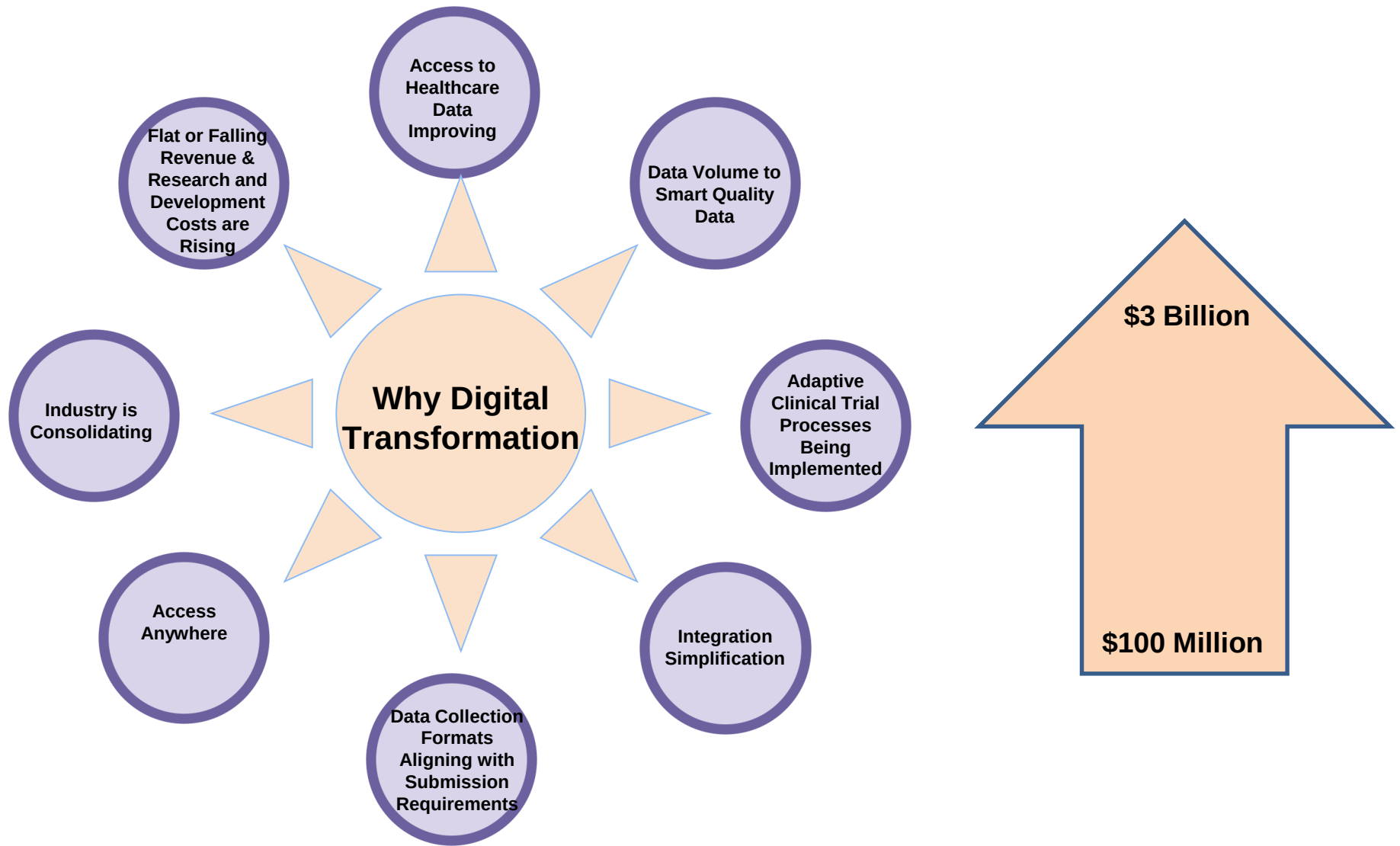
2X medical information is doubling every 4 years	75 new clinical trials start every day in the US alone	\$750B or 30 cents of every dollar spent on healthcare in the US is wasted
--	--	--

A vast amount of untapped data could have a great impact on our health - yet it exists outside medical systems

IBM Watson Health // SOURCE: ©2015 J.M. McGinnis et al., "The Case for More Active Policy Attention to Health Promotion," Health Affairs 21, no. 2 (2002):78-93

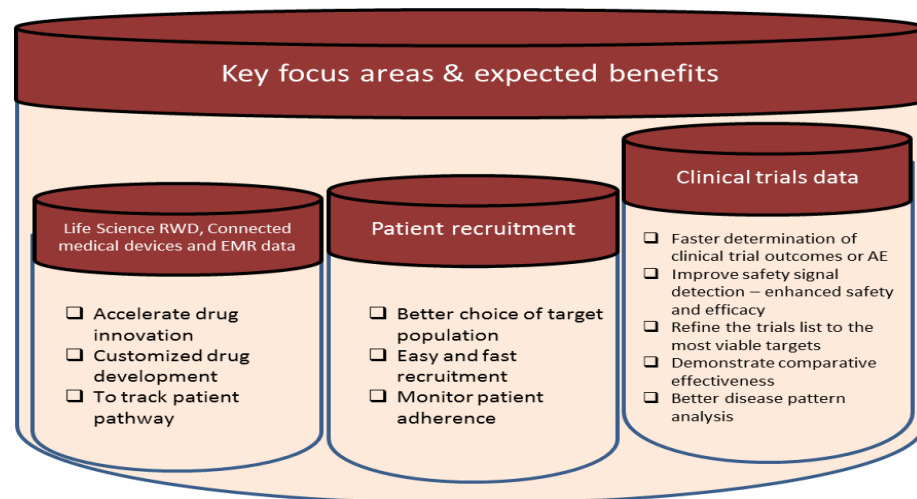


Transformative Trends Impacting Clinical Trial Processes



Pharma Industry Key Focus Area for Digitization

- Better patient Recruitment
- Monitor patient adherence
- Identification of undiagnosed patients
- Social media data
- Improve safety signal detection
- Demonstrate comparative effectiveness
- Better disease pattern analysis
- Better design of products, trials and treatments
- Refine the trials list to the most viable Targets
- Real world Data (RWD)
- Patient Diary
- Electronic Medical record (EMR)
- Web site browsing pattern data



New technology isn't good or evil in and of itself, its all about how people choose to use it

-David Wong







**The premier community for people
working in the biometrics area**



 @phusetwitta
 /phusebook

 /phusetube
 /groups/887477

#phuse