

DHC/Google 2013 Executive Landscape Study



Digital Health Coalition 2013 Executive Landscape Study

The Voice of the DHC Membership

- ❑ Feedback gathered in September/October 2013
- ❑ Online survey sent to invited members/organizations
- ❑ Responses from a total of 60 members/organizations
- ❑ Survey topics included digital, online video, mobile, and change management/innovation



Digital Health Coalition 2013 Executive Landscape Study

Invitations Went to Members at the Following Organizations

- WebMD
- JUICE Pharma
- Google
- Chandler Chicco
- Physicians Interactive
- Greater Than One
- Klick
- Digital Insights Group
- CMPI
- Arnold Friede & Associates
- MDM
- PPC
- CHC
- SPM
- pathForward
- Roche
- Lilly
- Sanofi
- AZ
- GSK
- Roche Diagnostics
- JNJ
- Galderma
- GE
- Inventiv
- Velocidi
- Doximity
- E-Healthcare
- M3
- Twitter
- Manhattan Research
- Roska
- CMI Media
- QualityHealth
- Havas
- Digitas
- InTouch
- Siren
- Digitas
- GA Communications
- Heartbeat
- QuantiaMD
- HealthDay
- MePlusYou
- comScore
- SAS
- ListenLogic
- The Futures Company
- Palio
- Semantelli
- IO Media
- Pfizer
- PAAB
- Lundbeck
- Novo
- Novartis
- Daichi-Sankyo
- Takeda (Millenium)
- Hologic
- Boston Scientific
- Abbott
- Genentech
- Gilead
- Shire
- Biogen
- Eisai
- Bayer
- Amgen
- CSL Behring
- BI
- Optimer
- Astellas
- MedImmune
- Siemens
- UCB
- SocialQI
- Evolution Road
- Virsci
- WEGO
- Hale Advisors

For More Information...

DHC/Google 2013 Executive
Landscape Study

www.digitalhealthcoalition.org

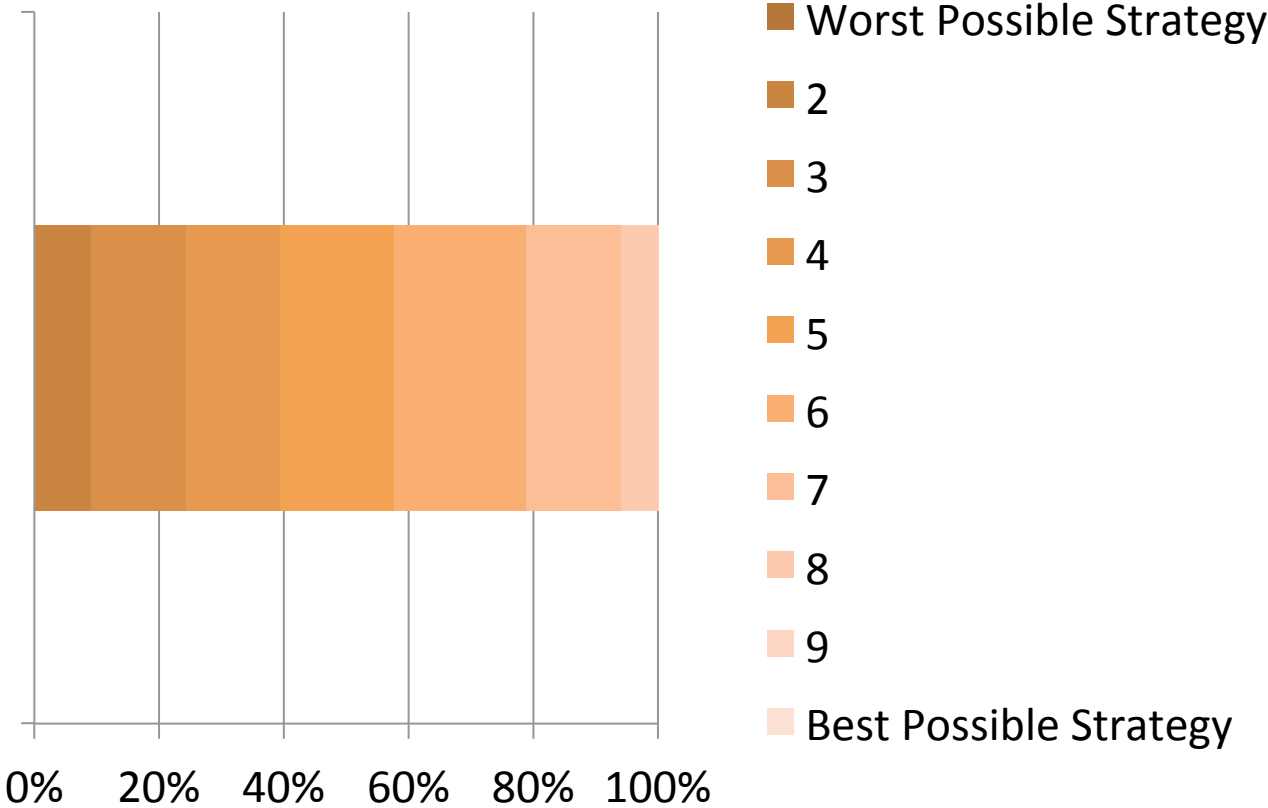
To request specific questions or
slides please submit your request to
info@digitalhealthcoalition.org



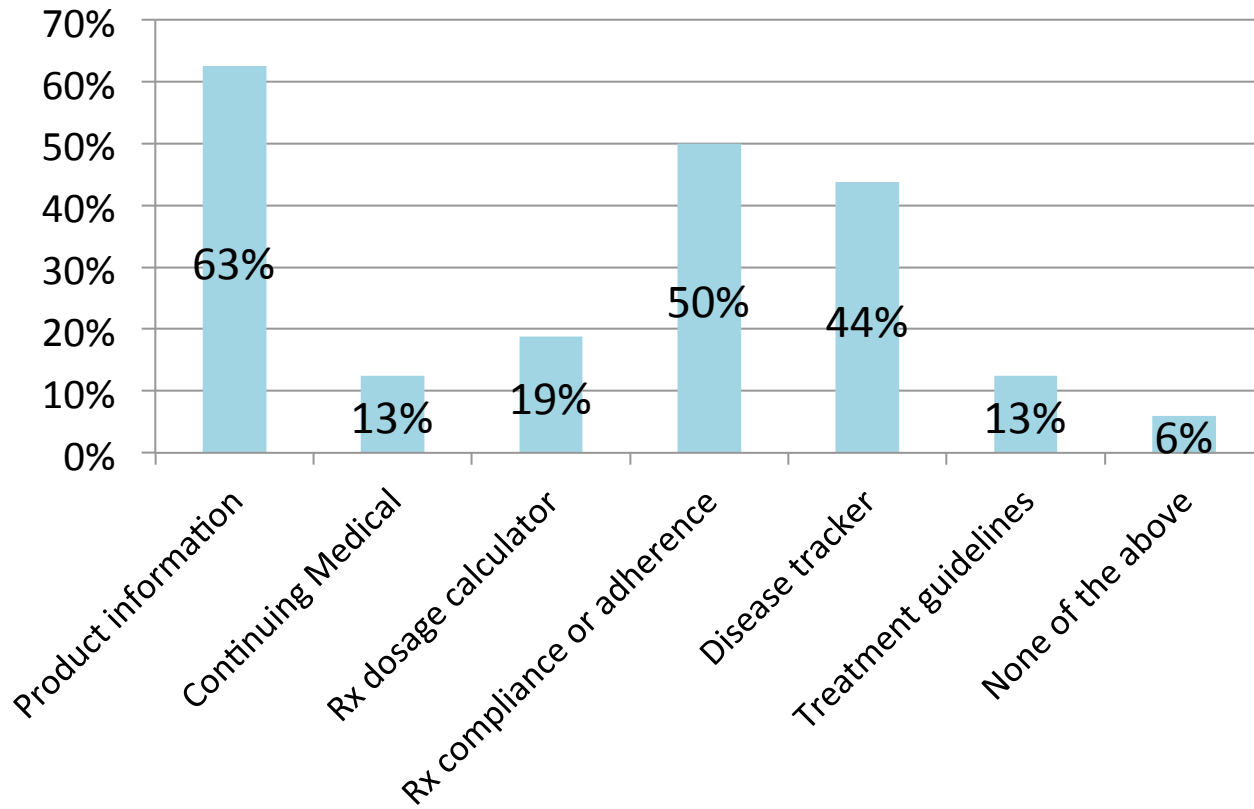
Mobile Media

In this section, the term "mobile" and "mobile media" will be used to describe the use of devices beyond the desktop – a broad category of portable devices. Given the vast majority of the mobile experience happens on smartphones and tablets today, please think of these devices for context. On a scale of 1 to 10, where 1 is the worst possible strategy and 10 is the best possible strategy, how would you rate the following.

The overall strategy and approach of the pharmaceutical and device industry towards mobile

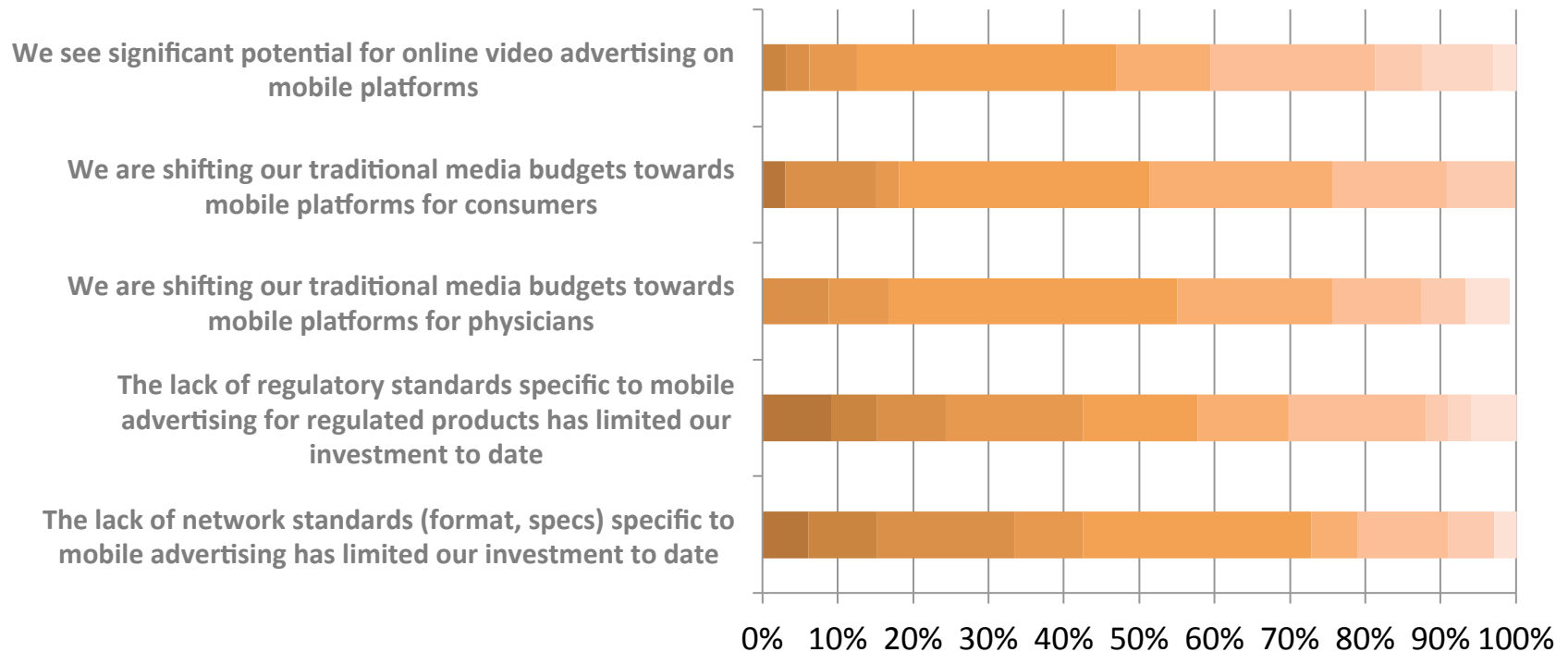


Which of the following mobile "apps" have you implemented in the past 12 months, as a part of a marketing or branding campaign?

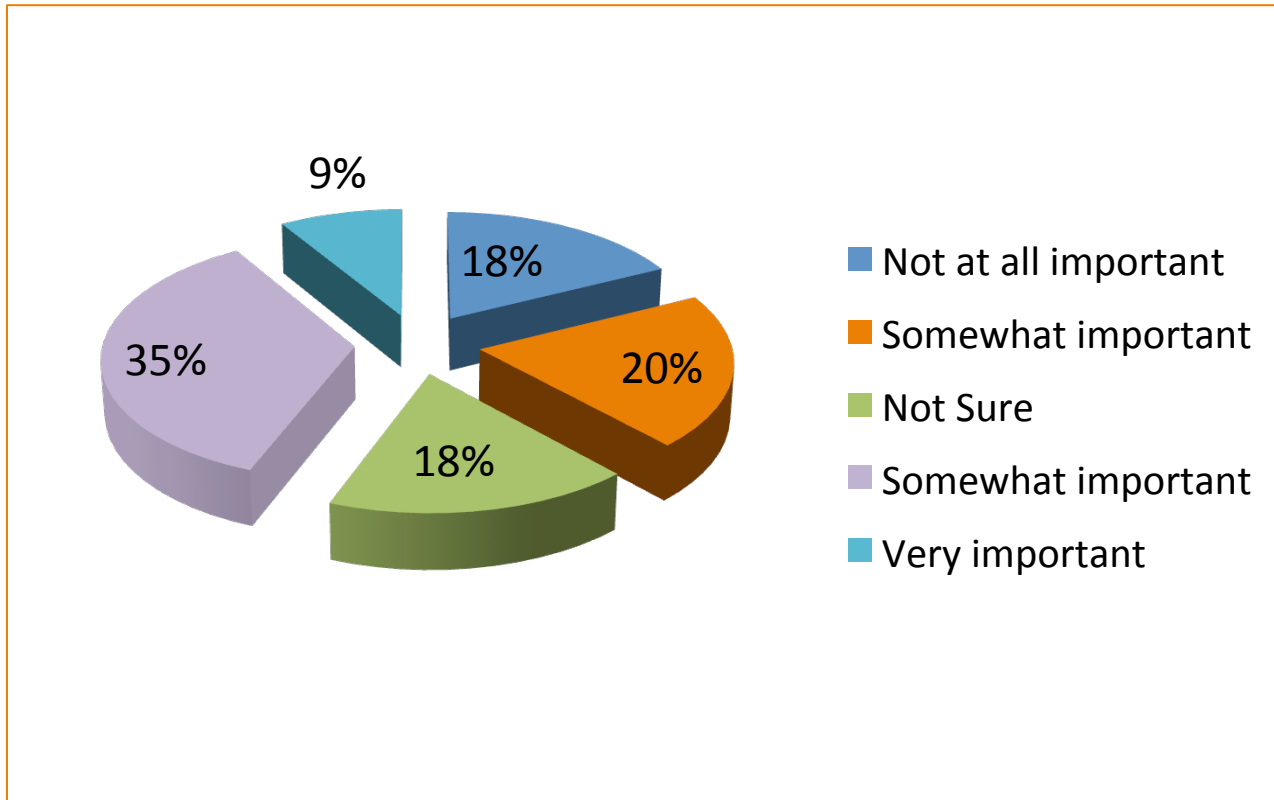


Using a scale from 1 to 10, please state whether you disagree or agree with the following statements. 1 meaning "strongly disagree" and 10 meaning "strongly agree":

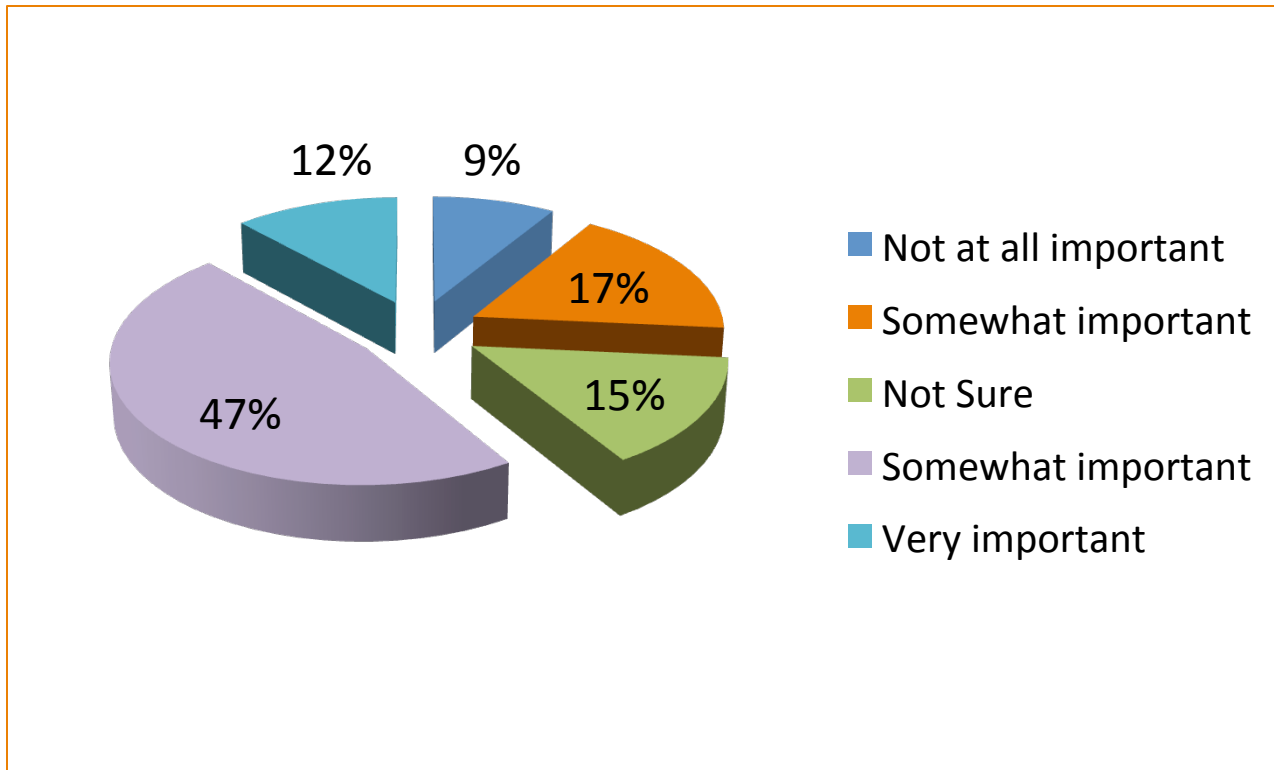
Strongly disagree
 2
 3
 4
 5
 6
 7
 8
 9
 Strongly agree



How important is video to your mobile strategy in 2013?



How important will video be to your mobile strategy in 2014?



For More Information...

DHC/Google 2013 Executive
Landscape Study

www.digitalhealthcoalition.org

To request specific questions or
slides please submit your request to
info@digitalhealthcoalition.org



DHC/Google 2013 Executive Landscape Study

