



FERRING

PHARMACEUTICALS

Pharma Digital & Tech Trends

November 13, 2018

Mark Bard – Co-Founder





- ✓ Privacy and Security
- ✓ Artificial Intelligence
- ✓ VR/AR
- ✓ Social Media
- ✓ Mobile
- ✓ Internet of Things
- ✓ Blockchain
- ✓ Health Sensors
- ✓ Chatbots
- ✓ EHR
- ✓ Beyond the Pill
- ✓ Point of Care

Privacy and Security



"If **you're** not paying for something, **you're** not the customer; **you're** the **product** being sold"

Mobile



Social Media



Facebook

Monthly Active Users:

2.2 Billion

Daily Active Users:

1.4 Billion

Founded:

2004

Photos uploaded daily:

300 Million

Video views daily:

8 Billion

Rank:

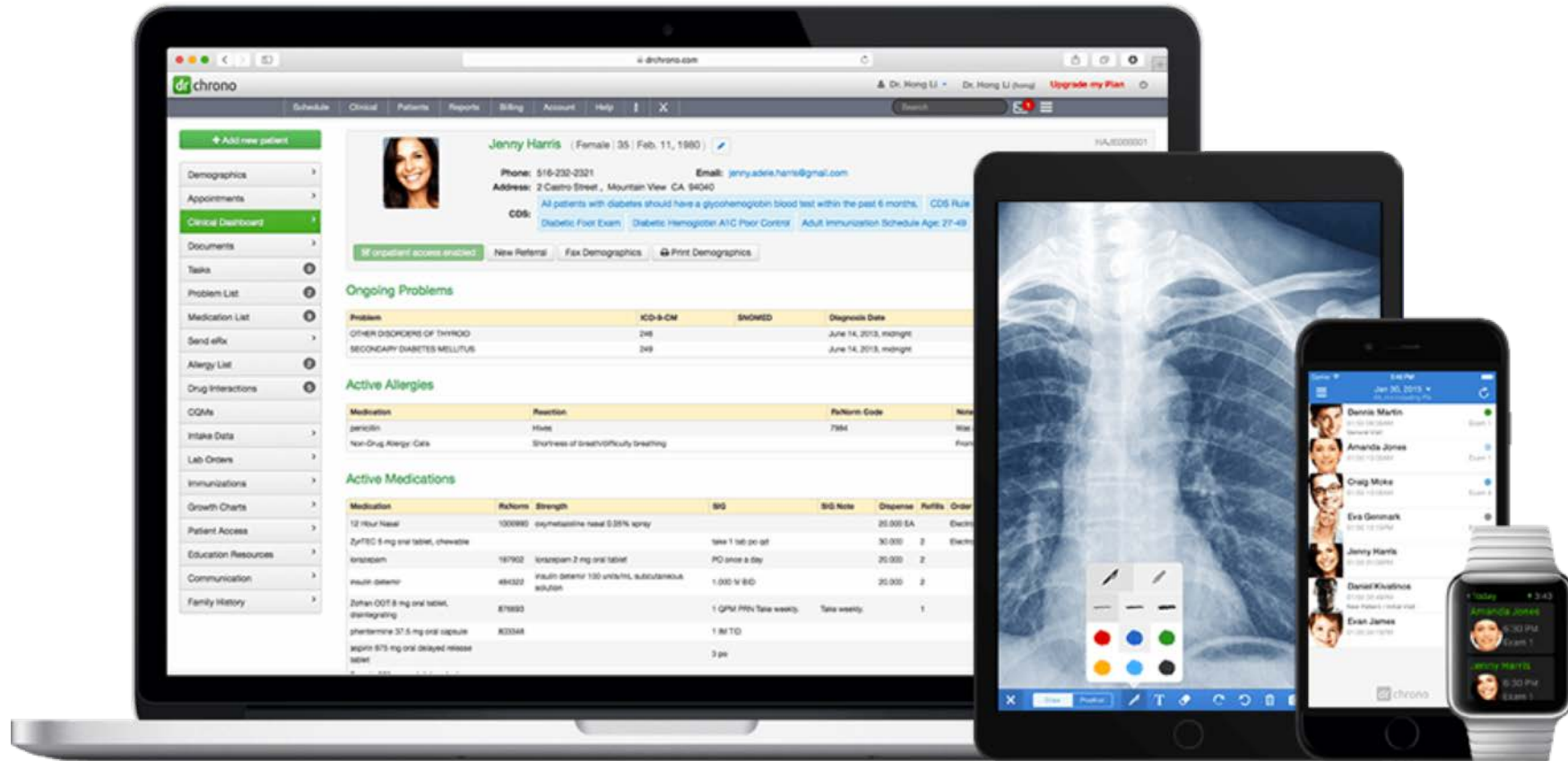
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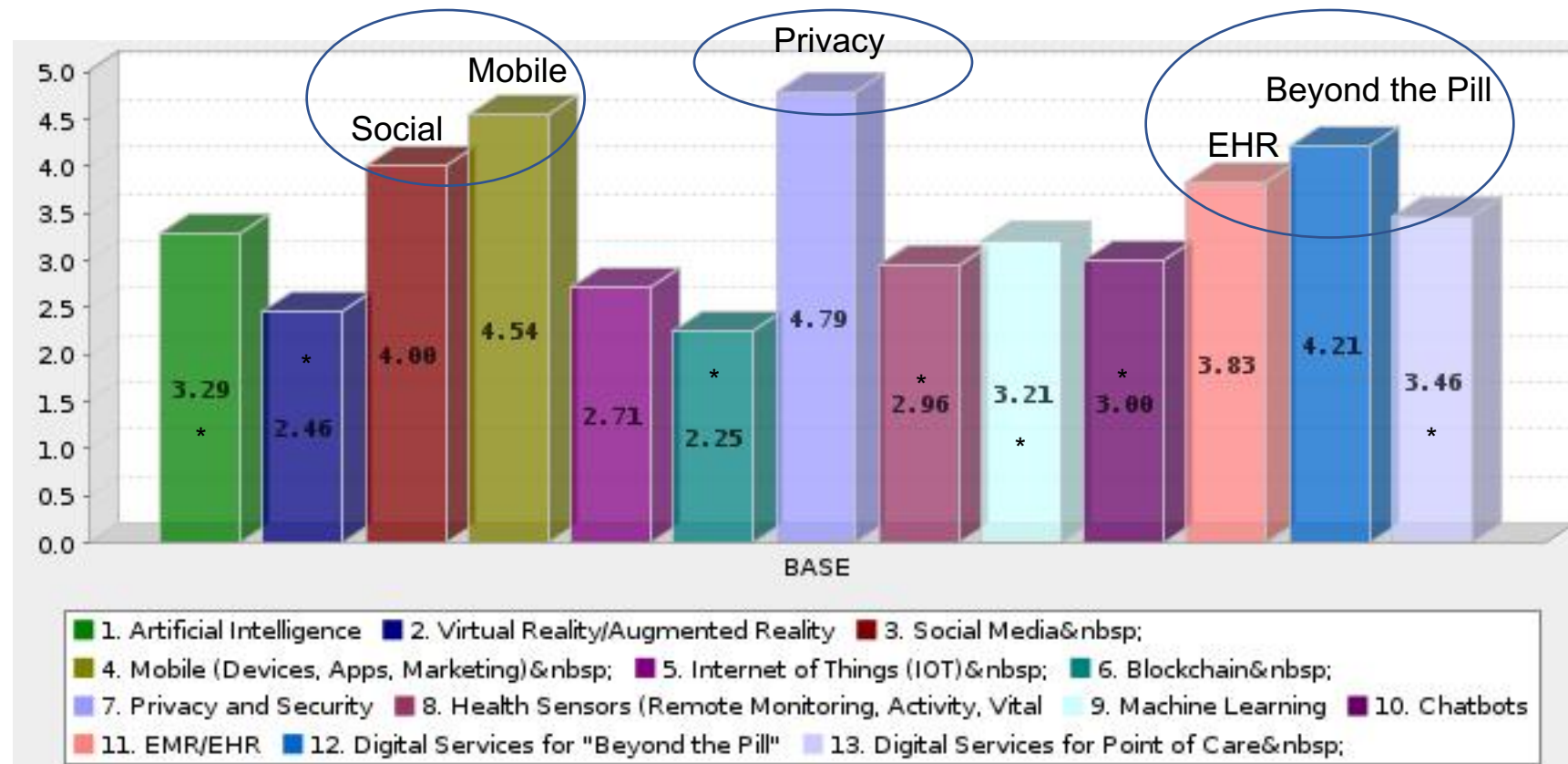
Beyond the Pill



EMR/EHR



How would you rate the importance of the following digital trends to your and your company TODAY ... in 2018?



* Divergence

... VR/AR

... Blockchain

... Health Sensors

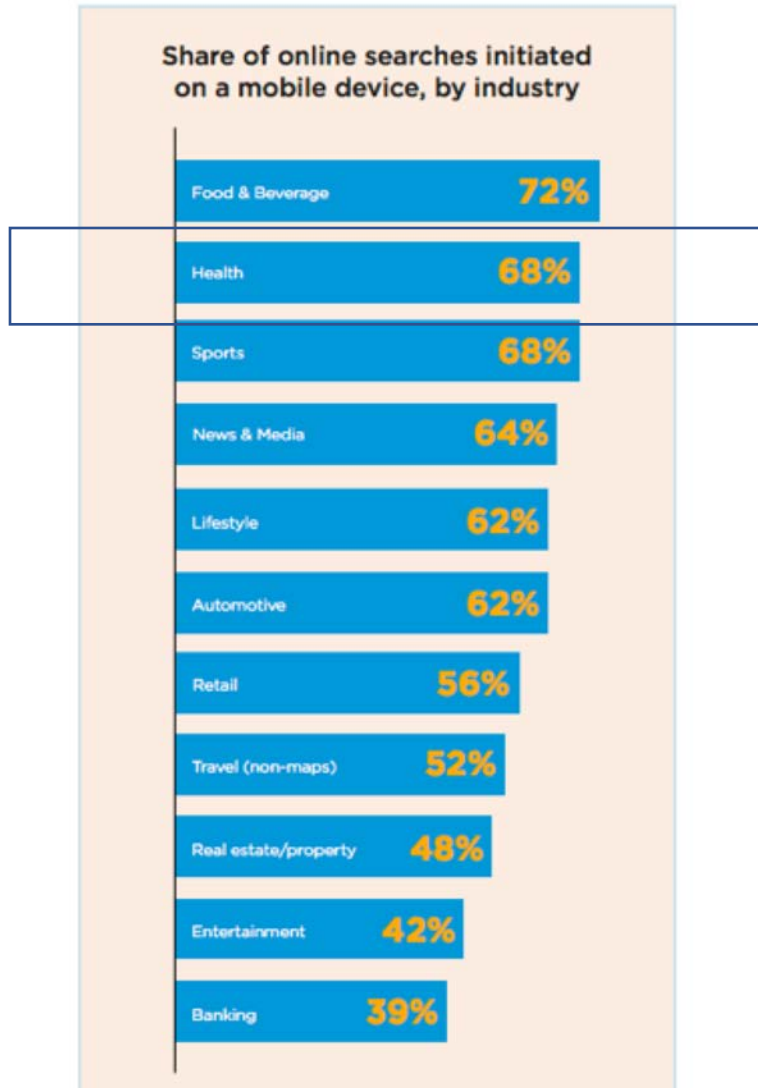
... Chatbots

Importance to Pharma...

2018
58%

2019
75%



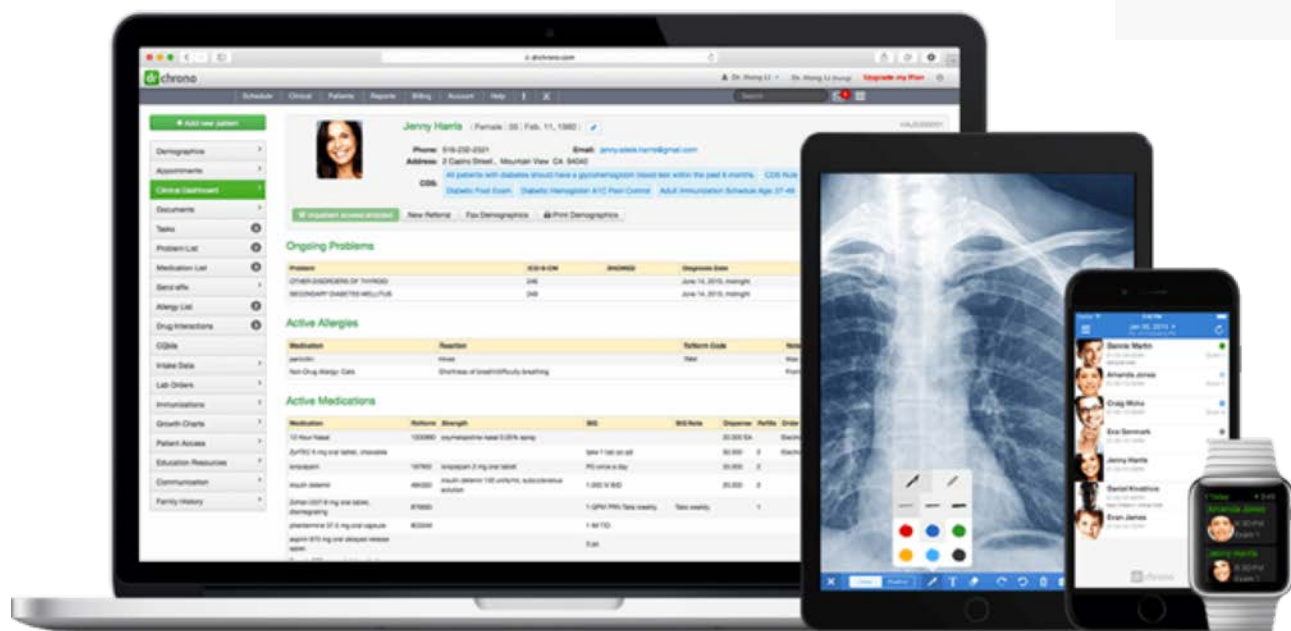
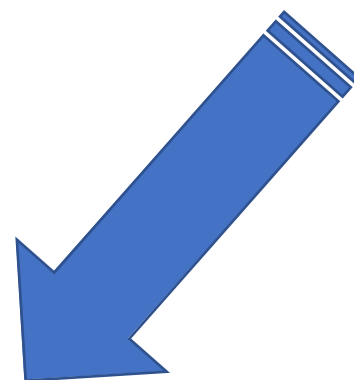
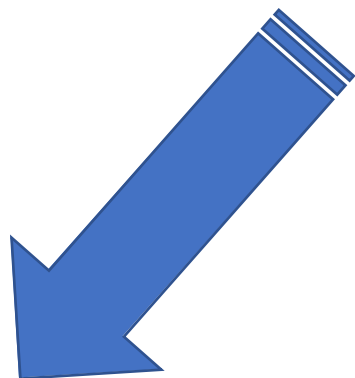


Source: Hitwise

Google Health Think Insights September 2018

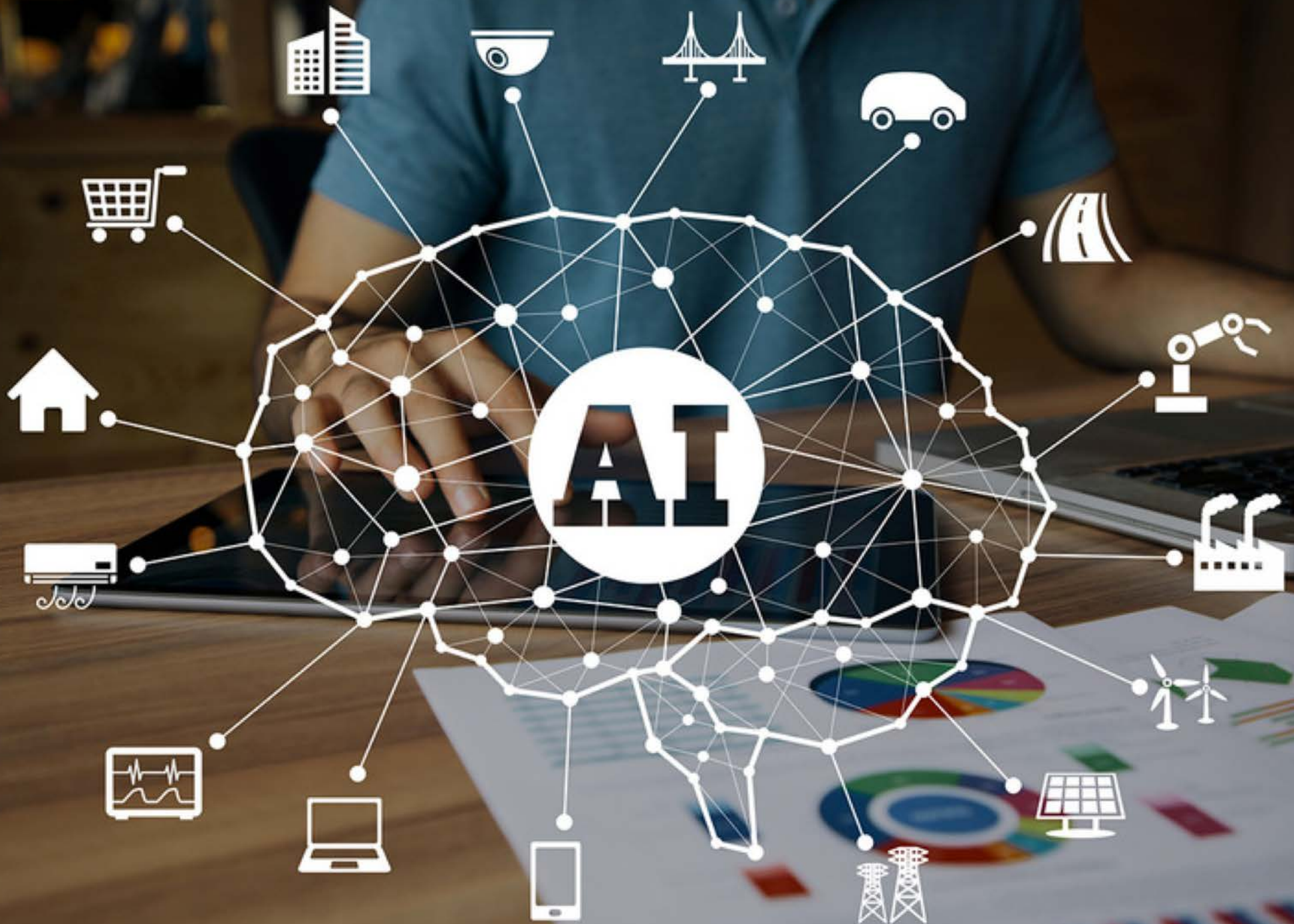
... 60% to 75% of health searches (by disease) are conducted on a mobile device in 2018

... sensitive conditions are much more likely to start with a search on mobile

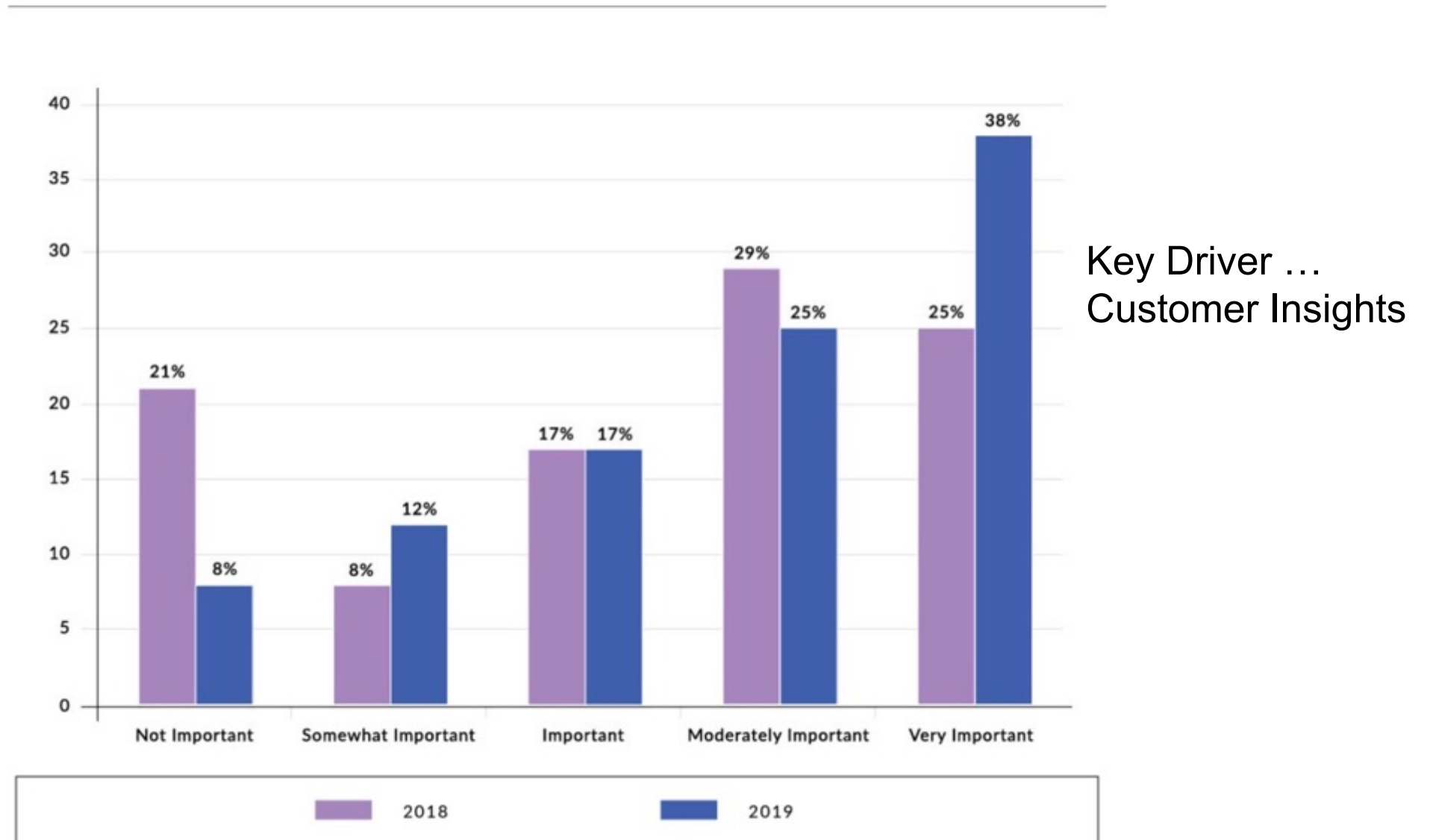


2018 SURVEY ... As the market becomes ever more consolidated, it may not surprise you to know that those professionals tend to use just a handful of vendors: Epic (30 percent), Cerner (25 percent) and Meditech (11 percent). CPSI, Allscripts and McKesson – the latter two of which are now one and the same company – came in at a bit more than 5 percent of respondents each.

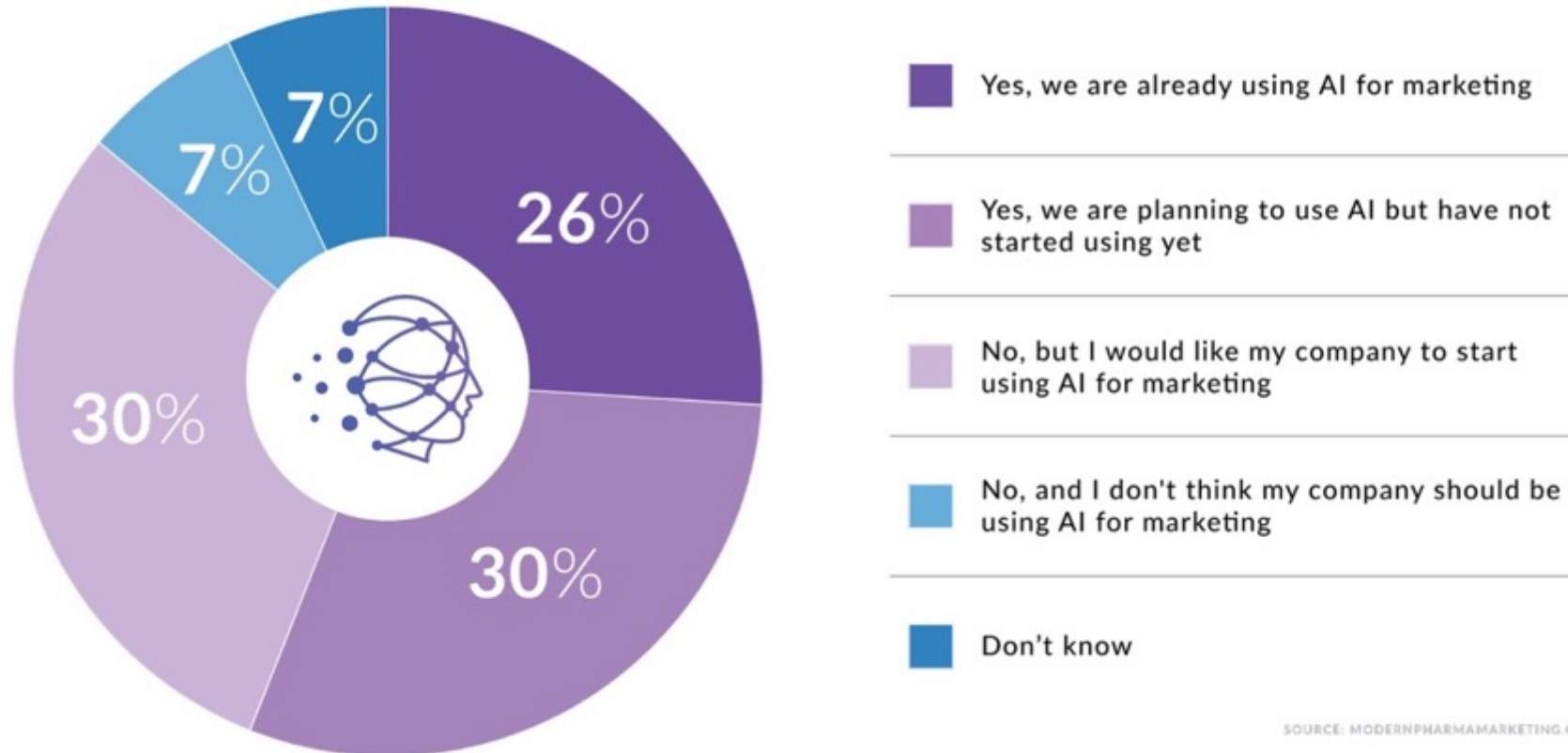
- ✓ Users want a cleaner, more intuitive interface.
- ✓ In terms of UX, users want fewer clicks, user-friendly features and “voice AI” functionality.
- ✓ Users want stronger security and a cloud vendor that can lock data down.
- ✓ Users want flexible interoperability with medical devices, other software systems and apps.

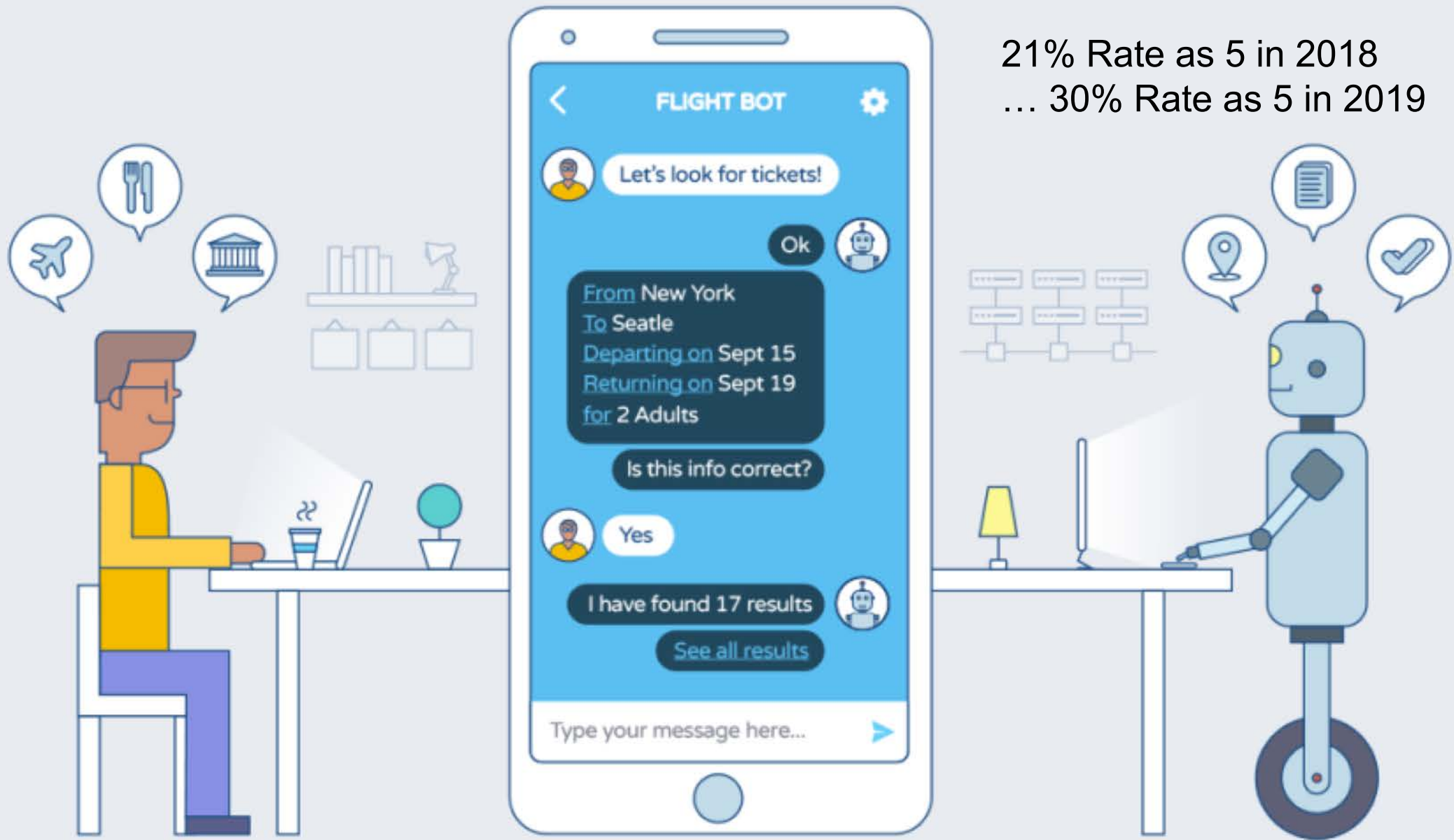


THE IMPORTANCE OF AI IN 2018 AND 2019



IS YOUR COMPANY USING AI FOR MARKETING?





Answer Bot

The only thing easier
than self-service

The customer's view

To support@eyeofthetiger.com

Subject Size Help? 🤔

Where can I find a size chart for your women's running shoes?



Send

• • Answer Bot

These articles were sent to your customer:

[Women's Apparel - Sizing](#)

[Returns and exchanges](#)

[Customer Service: More information on shipping](#)



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Sign Up

Sign up for more information

Get the latest materials and communications about EYLEA – and a complimentary pocket magnifier, too.

This offer is valid while supplies last. All fields are required unless otherwise indicated.

I am a...

- ☐ Patient
- ☐ Caregiver

My current diagnosis is...



IMPORTANT SAFETY INFORMATION

- ⌵ • EYLEA® (aflibercept) Injection is a prescription medication administered by injection into the eye. You should not use EYLEA if you have an infection in or around the eye, eye pain or redness, or known allergies to any of the ingredients in EYLEA, including aflibercept. ⌵



Hey there! I'm Lea, and I'm your digital guide here to help you navigate around the EYLEA® (aflibercept) Injection website. I can help you search for information, find resources and answer your questions.



Type something below to get started!

Ask Lea a question



