

# 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



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## 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...

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[www.digitalhealthcoalition.org](http://www.digitalhealthcoalition.org)

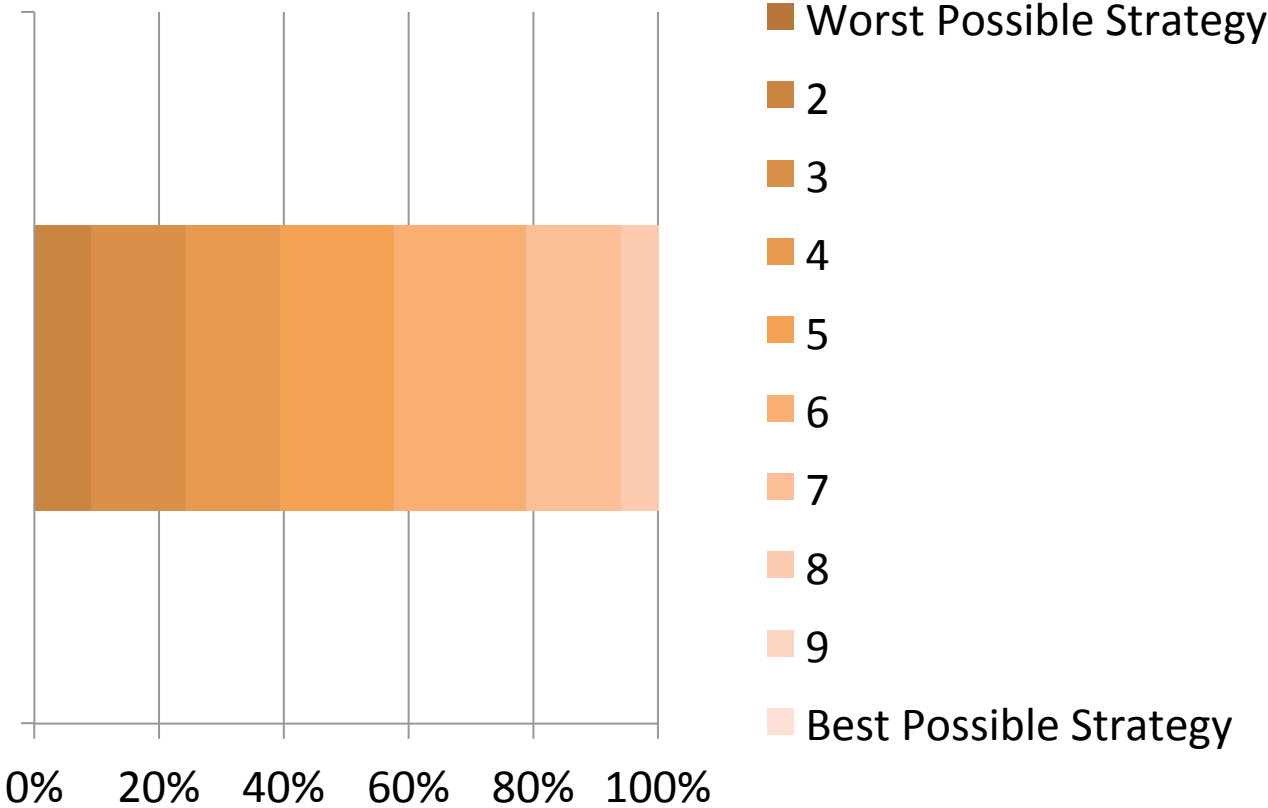
To request specific questions or  
slides please submit your request to  
[info@digitalhealthcoalition.org](mailto:info@digitalhealthcoalition.org)



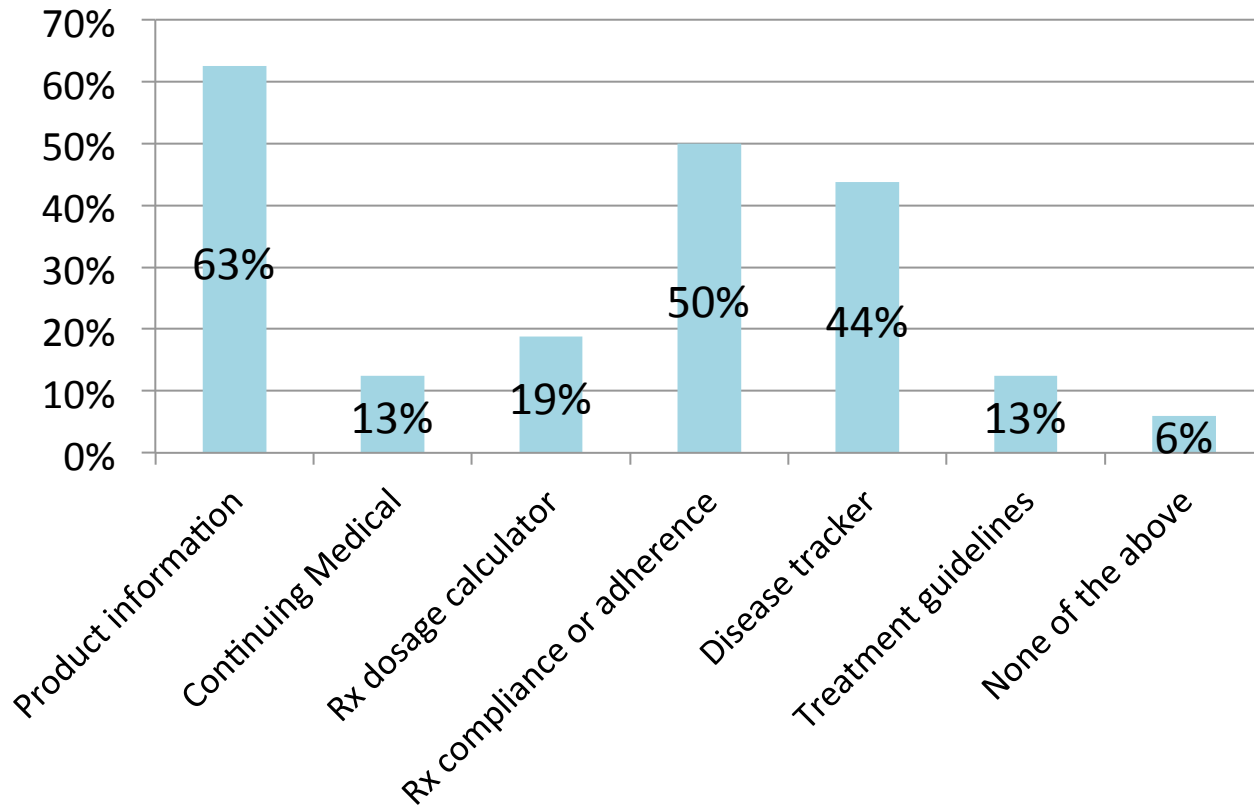
# Mobile Media

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

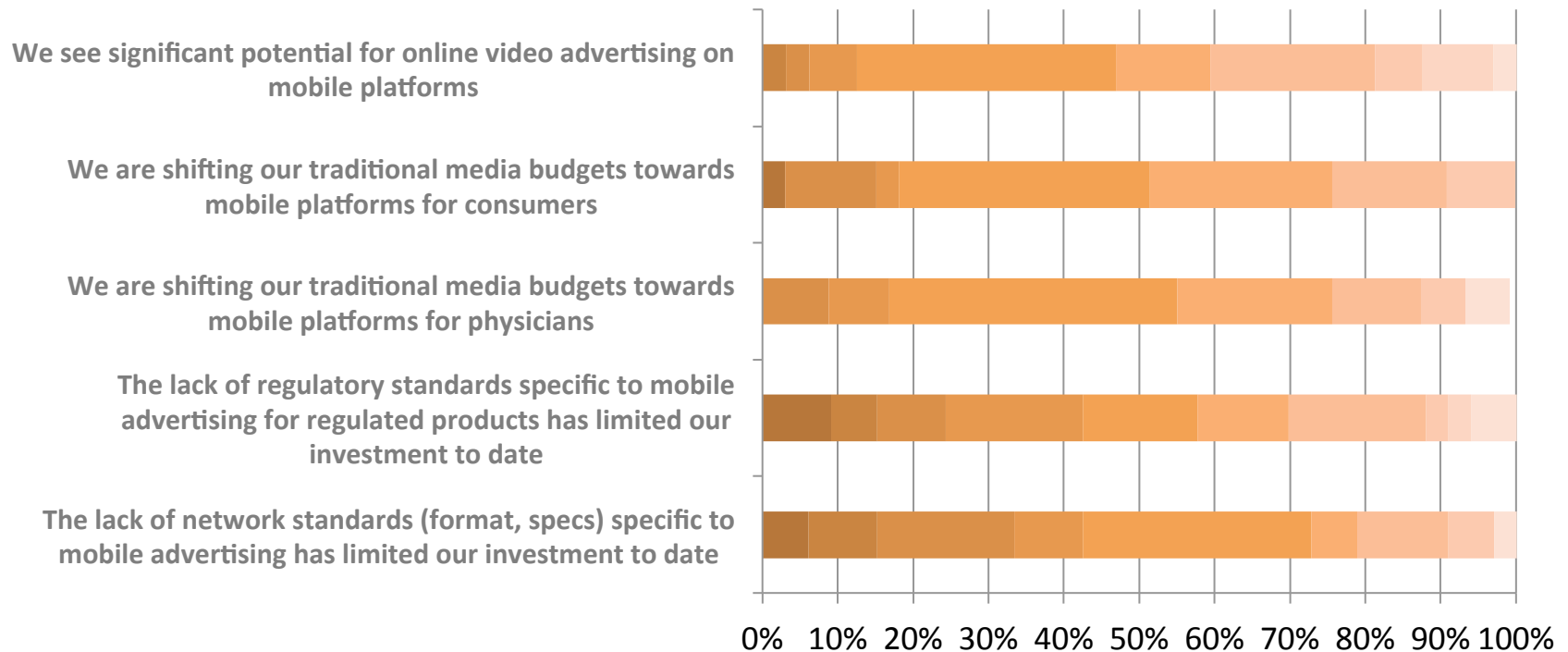


**Which of the following mobile "apps" have you implemented in the past 12 months, as a part of a marketing or branding campaign?**



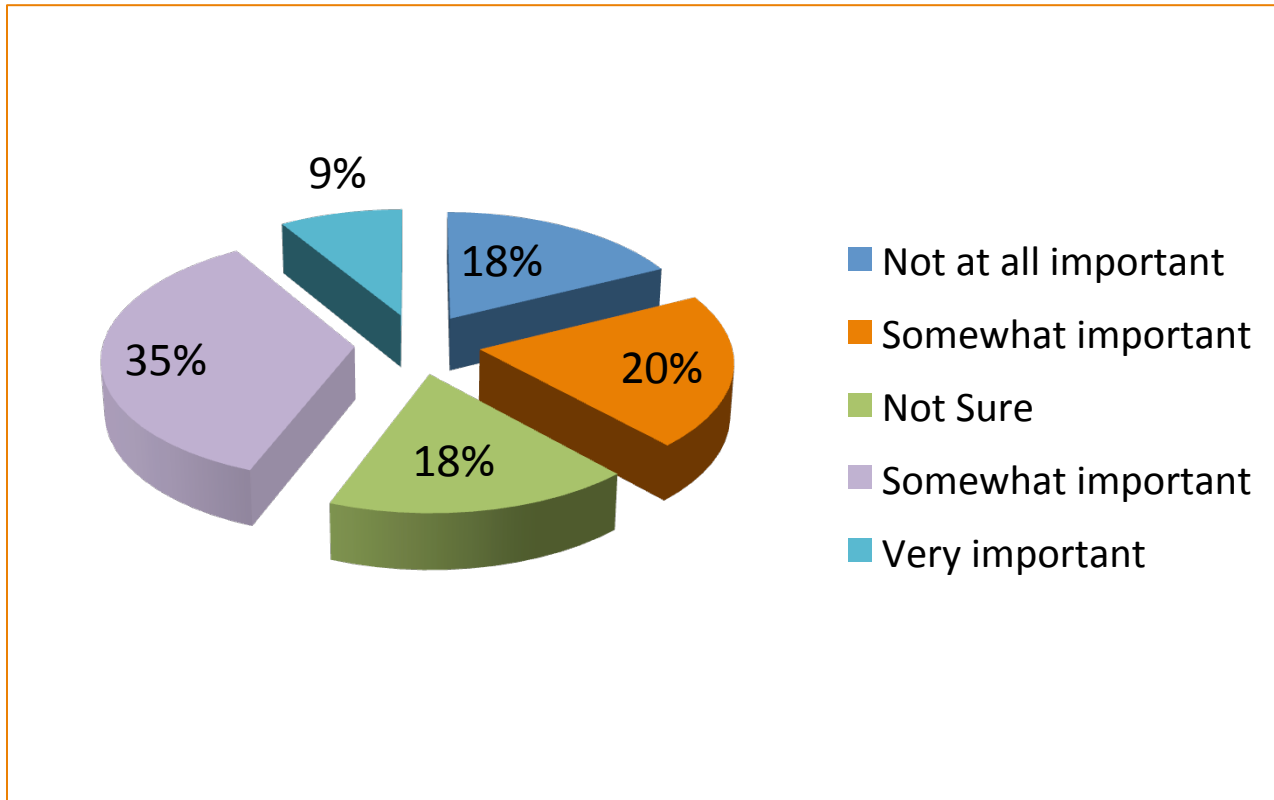
Using a scale from 1 to 10, please state whether you disagree or agree with the following statements. 1 meaning "strongly disagree" and 10 meaning "strongly agree":

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

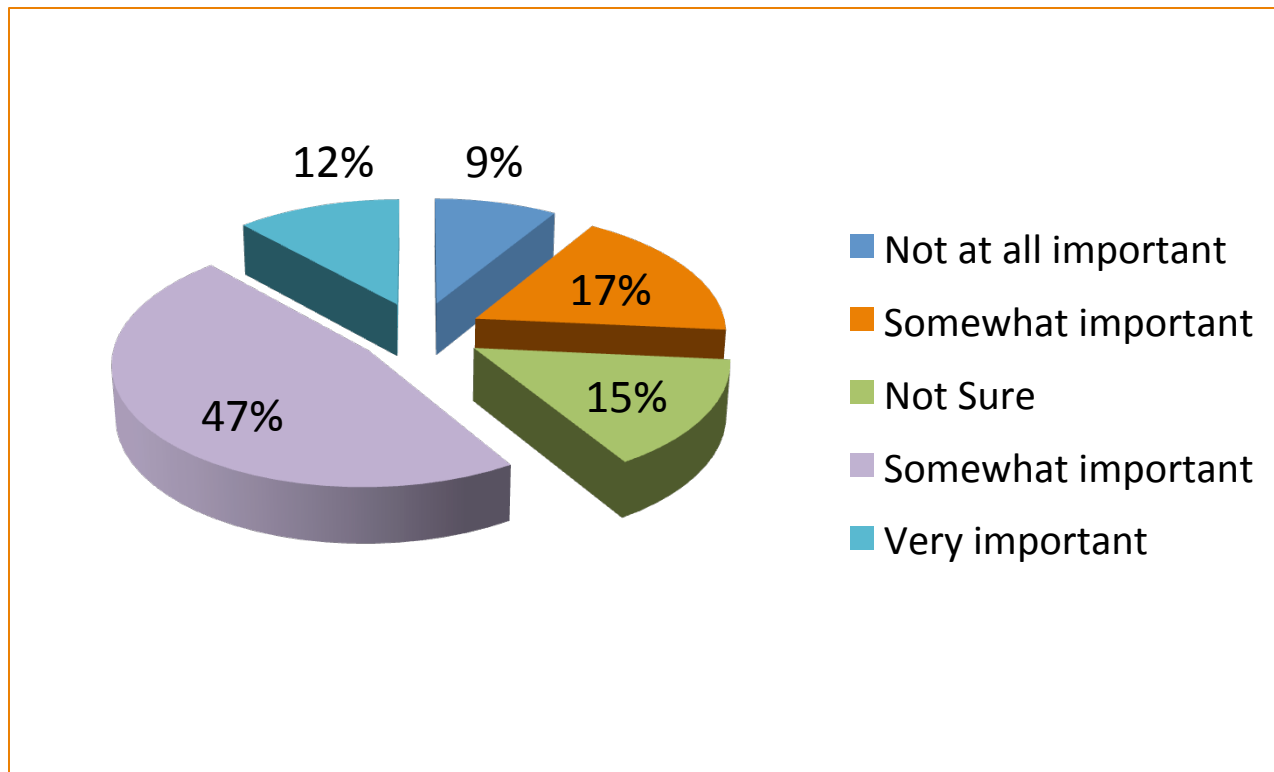




## How important is video to your mobile strategy in 2013?



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



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