

How to Implement At-Home Testing for Improved Patient Cx

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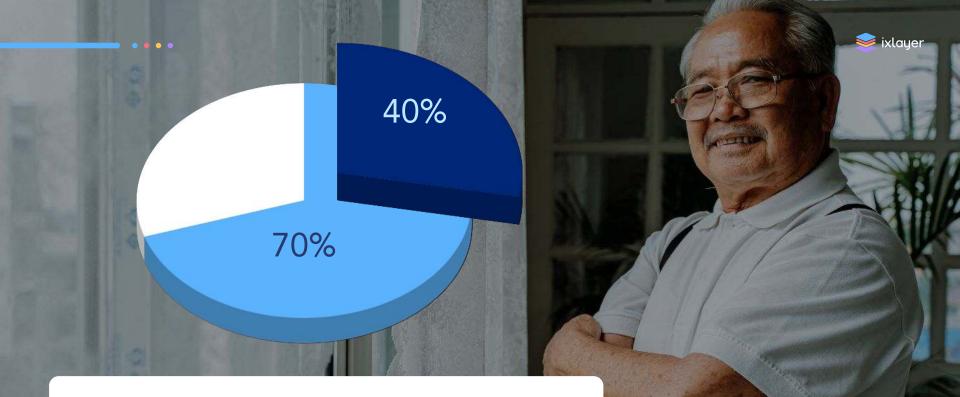
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70% of clinical decisions rely on <u>lab testing</u>
40% go unfilled.

<u>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5759162;</u> https://www.norc.org/research/library/new-survey-finds-large-number-of-people-skipping-necessary-medic.html



Consumer Expectation around Healthcare Has Transformed

82%



82% of U.S. consumers indicate interest in using at-home tests in the future. Telemedicine accounted for 69% of doctor-patient visits during 2020

51% of consumers rank access and convenience as more important than insurance coverage and quality of care

51%

58%

58% of Americans say that how a pharmaceutical company communicates with them is just as important as how effective its treatments are

Harvard Business Review, The Telehealth Era Is Just Beginning

J-M Institute for Healthcare Policy & Innovation, AARP, Michigan Medicine Medical Center 1 McKinsey & Co; 2HealthcareDive; 3Tufts Center for the Study of Drug Development MROOTH x Health brandemic study 2022



To Meet Demand, The Role of Biopharma has Shifted, too.

Offering Value Beyond Treatment: Direct-to-To Patient

