

# How to Implement At-Home Testing for Improved Patient Cx



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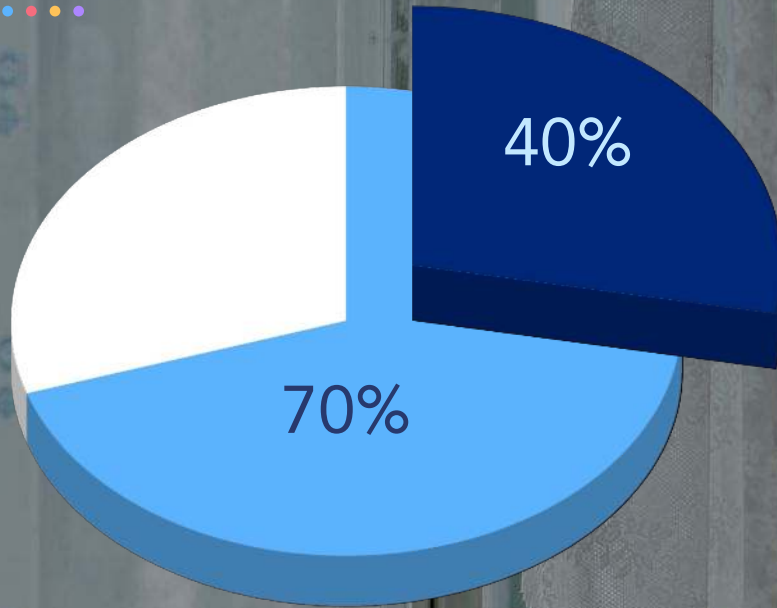
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GM, Biopharma



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Head of Marketing



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Chief Medical Officer



- 70% of clinical decisions rely on lab testing
- 40% go unfilled.

# Consumer Expectation around Healthcare Has Transformed



82%

82% of U.S. consumers indicate interest in using at-home tests in the future.



69%

Telemedicine accounted for 69% of doctor-patient visits during 2020



51%

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



58%

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

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

Offering Value Beyond Treatment: Direct-to-To Patient

