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Connected Health

At this month's 2017 Connected Health Conference to be held in Boston, industry leaders will gather to discuss a multitude of topics that are focused on improving health outcomes by accelerating the adoption of personal connected health. A couple of the major themes to be discussed surround wearables, IoT, and natural language in healthcare; fueling the innovation economy in connected health; and transforming the culture of care. These themes are reverberating around the industry as companies continue to invest in ways to connect with patients and caregivers while at the same time more and more money is being poured into start-up companies that are creating technologies that allow for better outcomes.



At the third annual PharmaVOICE 100 Celebration, Adele Gulfo, executive VP and head, global commercial development, at Mylan pointed out that the greatest need for innovation lies not in drug development, but in mobile technology and other types of health tech advances that can help address how chronic-disease patients can better monitor and manage their health. She noted that there is a need to seek solutions by combining drug therapy with digital therapy. (To view the panel discussion, please go to: pharmavoiced.com/pharmavoiced-100-celebration and click on video.)

Ms. Gulfo noted that investment in this space is happening, citing RockHealth reports that in the first half of 2017, \$3.5 billion was invested in 188 digital health companies, setting a record for the number of companies funded and the total amount invested in digital health.

Investment in health tech is also reflected in the global number of mHealth apps being released, to date 259,000, according to Adorisoft_Com. While there are a number of questions surrounding adoption and sustainability, the sheer volume of what is happening in the space is a market indicator. Adorisoft_Com reports there are more than 59,000 mHealth app publishers on the main app stores worldwide, and the trend is only rising. In fact, the healthcare mobile app development industry is one of the fastest growing today at a 32.5% CAGR and by the end of 2017 it will reach \$26 billion in revenue. And the global market for mobile medical apps is projected to reach \$102.43 billion by 2022. Today, the largest market of healthcare and medical mobile apps is the United States, and the top trending mobile healthcare app markets that are predicted to grow at the fastest speed within the next five years are the Asian-Pacific region, Latin America, and Europe.

More and more patients are becoming connected with their own healthcare and are growing increasingly aware of the possibility of managing their disease using special mHealth apps. According to Adorisoft.Com, the following segments are among the hottest in terms of app development: chronic care management apps, medical apps, healthcare and fitness apps; women's health apps; medication management apps; and personal health record apps.

We encourage you to check out this month's forum that delves into what else is happening in the connected health space.

Taren Grom
Editor

Their word...

DENISE MYSHKO

Managing Editor



Infectious diseases continue to challenge researchers and developers of vaccines and treatments.

ROBIN ROBINSON

Senior Editor



Using digital technology to quantify real-life patient outcomes is gaining traction in the pharma industry.

KIM RIBBINK

Features Editor



The Orphan Drug Act has helped bring many drugs to market to treat rare diseases but companies must still overcome many complex challenges.

Nov/Dec 2017 Year in Preview

- Agile Marketing
- Alternative Healthcare Delivery
- Artificial Intelligence/Machine Learning
- Bio-ethics
- Brand Engagement
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- Pipeline Disruptors
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- Real-World Outcomes
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