

Disposable Device for BLOOD COLLECTION FDA APPROVED

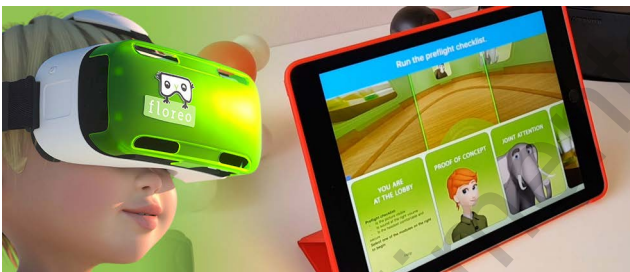
Seventh Sense Biosystems has received FDA approval for its blood collection device, specifically to test the HbA1c levels in patients with diabetes and prediabetes. The company plans to add more assays for use with the device after more testing and with additional FDA approval. Seventh Sense says its small, disposable devices can make blood collection more convenient and less stressful, especially for patients who have a fear of needles or want to avoid the discomfort of a finger prick.



The device is roughly the size of a stethoscope head, and it sticks to the skin of the upper arm with the help of adhesive hydrogel. At the push of a button, tiny needles (each about as thick as a hair) penetrate the outer layers of the skin. Using vacuum pressure, the device siphons about 100 microliters worth of blood from the patient's capillaries. The blood moves through tiny channels in the device to an internal reservoir, where it resides until it reaches the lab

for analysis. Seventh Sense CEO Howard Weisman has said patients don't feel the prick of the micro-needles, just some of the suction of the vacuum pressure, and they can't see the blood being drawn. The whole process takes two to three minutes.

VR Tool Being DEVELOPED FOR AUTISM



A partnership between Floreo and Centria Healthcare's Autism Services is focusing on piloting new virtual reality-driven autism therapy learning modules. Floreo and CAR will test whether immersive virtual reality can improve social skills in children and teens with autism spectrum disorder.

Floreo's virtual reality application provides immersive and engaging therapy intended to help individuals with ASD build real-world skills. If proven effective, the application would be an affordable supplement to traditional therapy that is fun and engaging for the user, while allowing a supervising adult to monitor and guide the activities. Floreo's team of experts have developed learning modules based on established autism therapy techniques that users can return to again and again. These lessons focus on developing skills for better social reciprocity and engagement by practicing discrete skills. Floreo provides interactive stories that teach users how to manage planned and unplanned scenarios.

These teaching stories place the user in real-world interactions and guide them through everyday interactions in a way that is fun and effective. Floreo has also developed VR scenarios where the user can experience calming and engaging environments. Floreo provides unique sensory-based therapies that delight children and adults alike.

HEALING PATIENTS WITH DIGITAL WARMTH: A Prescription for Life Sciences



Bhaskar Sambasivan, SVP & Global Markets Leader, Cognizant Life Sciences

Earlier this year, ReD Associates and Cognizant conducted an extensive research that cut across disease areas to understand how patients heal – that is, what happens when people face a health risk or issue and need to manage or overcome it. By participating in people's everyday lives, we found that most patients experience the US healthcare system as cold and inflexible, so they "warm" their care by measuring outcomes according to their own goals; building care ecosystems of friends, family and fellow patients; and going through a process of discovery in order to fit treatment into their daily life.

Digital solutions and initiatives are ideal for warming the healthcare system—when they align with patients' experience of healing. Our study suggests life sciences companies could focus on these capabilities:

Make clinical trial participation meaningful to a patient's personal goals. Adapt patient protocols and digital health solutions to help patients identify, set and track personal goals, and give investigators the ability to monitor their progress, providing the support they need to stick with the trial. This approach should reduce trial attrition rates.

Enable a more transparent HCP-patient relationship. Create digital tools that help patients tell their full health and life stories to improve patient confidence in the HCP relationship.

Design integrated patient support programs. Knit together integrated, multi-channel patient programs that provide patients with the adaptive, personalized support they are seeking across all stages of their journey.

Take a patient-centric approach to marketing. Recognize and integrate patients' needs and challenges into messaging that is organized around patients, rather than branded siloes, to drive consistent messages about what matters most to patients (and providers) across portfolios.

Wrap products in services that transcend medicinal value. Combine medical outcome-driven efforts towards medical measurement, live support and remote monitoring with a deep understanding of consumer needs and behaviors to deliver value specific to their disease areas.

Our study shows the best way to realize the promise of digital tools to make patient engagement more effective is to ensure apps, devices and processes are designed to incorporate the realities of how people manage their health risks and conditions. Measures and processes that are meaningful within the industry may not matter at all to patients. Providing features and assistance in ways that matter to patients will help them achieve their goals—and help the industry meet its objectives of better outcomes and greater efficiencies. ●

To learn more, read "Helping People Heal" available at <http://cognizant.com/helpingheal>