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## Letters...

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## A Connected Healthcare Ecosystem

### A LOOK AT THE FUTURE OF HEALTHCARE.

Stakeholders across the healthcare continuum are talking about the benefits and challenges involved with a new model: connected health. There are varying definitions as to what connected health, and its various components, entail. The analysts at Accenture describe connected health as healthcare delivery that leverages the systematic application of healthcare IT to facilitate the accessing and sharing of information, as well as subsequent analysis of health data across healthcare systems. Connected health encourages communication and collaboration among all of the various stakeholders involved in a patient's health. It uses knowledge and technology in new ways for more effective, efficient, and affordable healthcare.



At the center of this, and other definitions, is the patient. This movement toward a more patient-centric healthcare model and away from a pill-based one has been ongoing for several years. It's just more recently, however, due to technological advances that theoretical integration could become a reality.

Experts in the area say the value of connected health is optimized through the coordinated efforts of many stakeholders — the clinician, the organization/system, the patient, the insurer or payer, and the wider population or society as a whole. Furthermore, analysts say the greatest value of connected health lies in the long-term changes to clinical processes and health that the stages of HIE and application of health information analytics bring.

But connected health goes beyond simply managing and analyzing patients' clinical data. Accenture says connected health encourages communication and collaboration among all the stakeholders involved in a patient's health to get to improved care — and better health outcomes — at lower costs.

Connected health will produce other disruptions across the biopharma value chain. McKinsey analysts say Internet communications will give rise to open platforms that will create new models for R&D and manufacturing. These virtual workplaces will invite open collaboration among biopharma companies, academics, clinical-research organizations, and even contract manufacturers. Incumbents may perceive the new models as threats that challenge the status quo and allow competition from new entrants with more capital-efficient business models. But these new models can also create opportunities for innovative incumbents to bring products to market faster, and to manufacture, market, and distribute products at lower levels of investment.

This special issue is intended to incite the important conversations that need to happen to realize the benefits that connected health can bring to bear for all stakeholders, but most importantly patients.

In addition, we encourage you to visit our digital edition to access a special ebook — Connected Health Transforms Management of Health and Chronic Conditions — to learn more about the role life-sciences companies play in this evolving marketplace.

Regards,

Taren Grom  
Editor

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## Their Word...

**DENISE MYSHKO**  
Managing Editor



*Connected health encourages communication and collaboration among all of the various stakeholders involved in a patient's health. The goal: higher quality, more accessible, and cost-effective healthcare.*

**ROBIN ROBINSON**  
Senior Editor



*Today, the vision for connected health is being shared by all stakeholders along the healthcare continuum and this impetus will someday create a totally integrated healthcare system that improves care and reduces costs.*

## COMING in April 2014

- > Start-Ups: The Entrepreneur's Journey
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- > Economic Development Centers
- > Creating Effective FDA Communications
- > C-Suite — CROs
- > Market Focus — Indonesia
- > Showcase Feature — Mobile