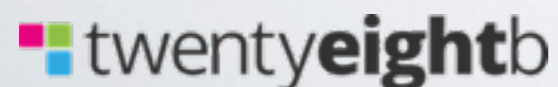


DELIVERING ON THE PROMISE OF DIGITAL 3.0

# DIGITAL INSPIRATION & TRENDS

(AND A LITTLE BIT OF COMMISSIONING)

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**MedComms Networking**

©28b Ltd 2015

Context: 28b

twenty**eightb**

the only digital development company  
working exclusively with pharmaceutical  
communications and marketing agencies to  
help them win, develop, implement and  
manage their clients' digital business.

# Context: 28b

## twenty**eight**b in numbers

5 years development experience

16 healthcare apps

20 client agencies

1 Nintendo 64

25 digital sales aids

5 frameworks

3 mobile platforms

15 Apple devices

1 pro-gamer

26 years Pharma comms experience

5 developers

3 chairs

4 published games

6 standing desks

8 managed apple accounts for clients

30,000 downloads

1 owner

0 excuses

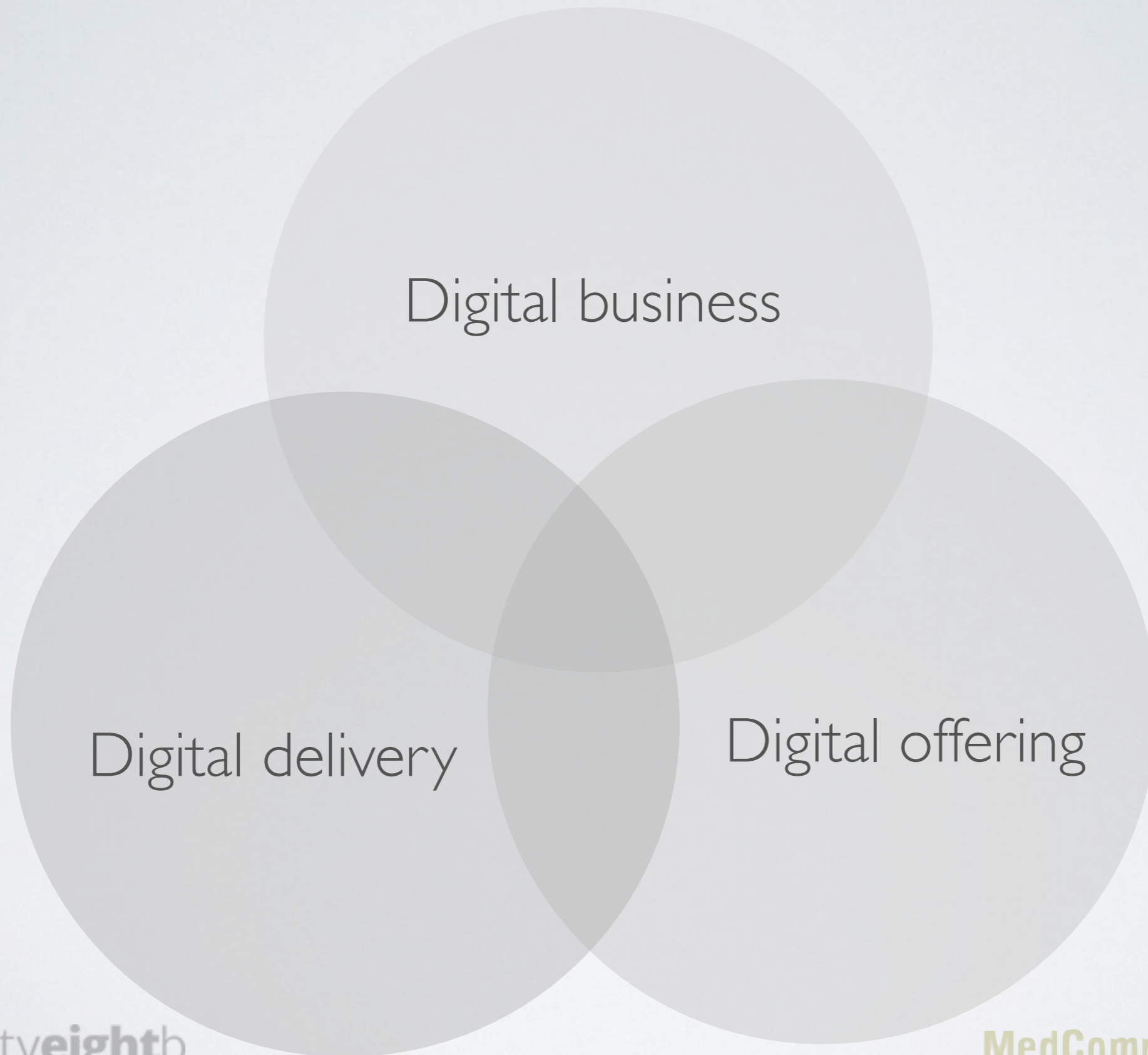
# Context: 28b



## Objectives for today

- 1) Review commissioning process and agree next steps
- 2) Stimulate discussion with a few inspirational examples of digital application
- 3) Highlight some important digital trends

# Discussing Digital



# Discussing Digital

## Digital delivery

Invest in a commissioning process

Invest in a development partner

Invest in experience

Communicate openly and often

Be Proud of what you produce

Expect excellence

Develop a house style

Enjoy it

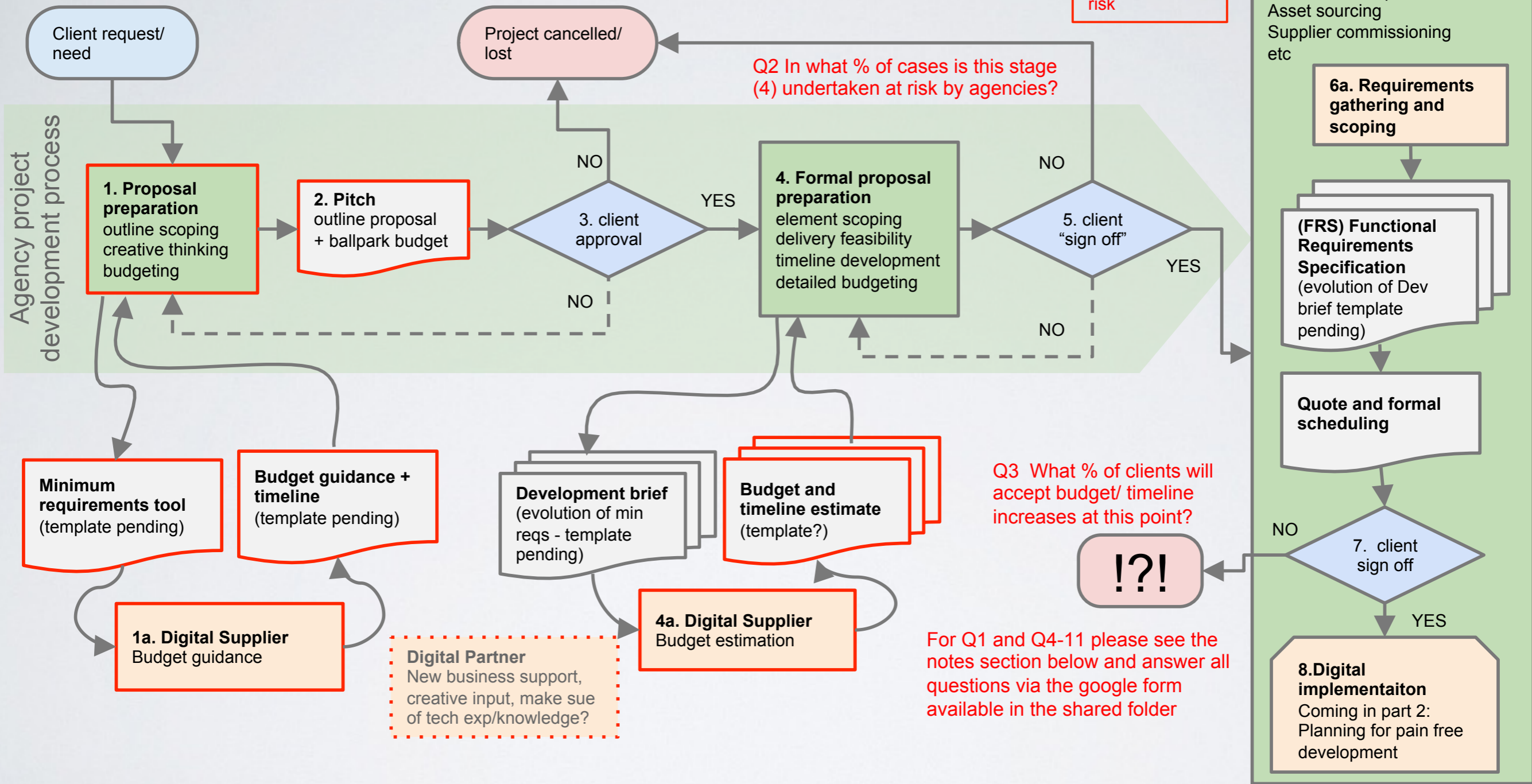
Google Apps for Work



e.g Google Material Design

# Delivering on the promise of digital: Part 1: Achieving flawless commissioning

red border = undertaken at risk





# Improvements

although we may need this level of detail our clients probably need something simpler

think the terminology 'FRS' too technical and could be a deterrent for some clients

if we are going to ask client to invest in them then we need more detail on what an 'FRS' is and what is involved in 'requirements gathering'

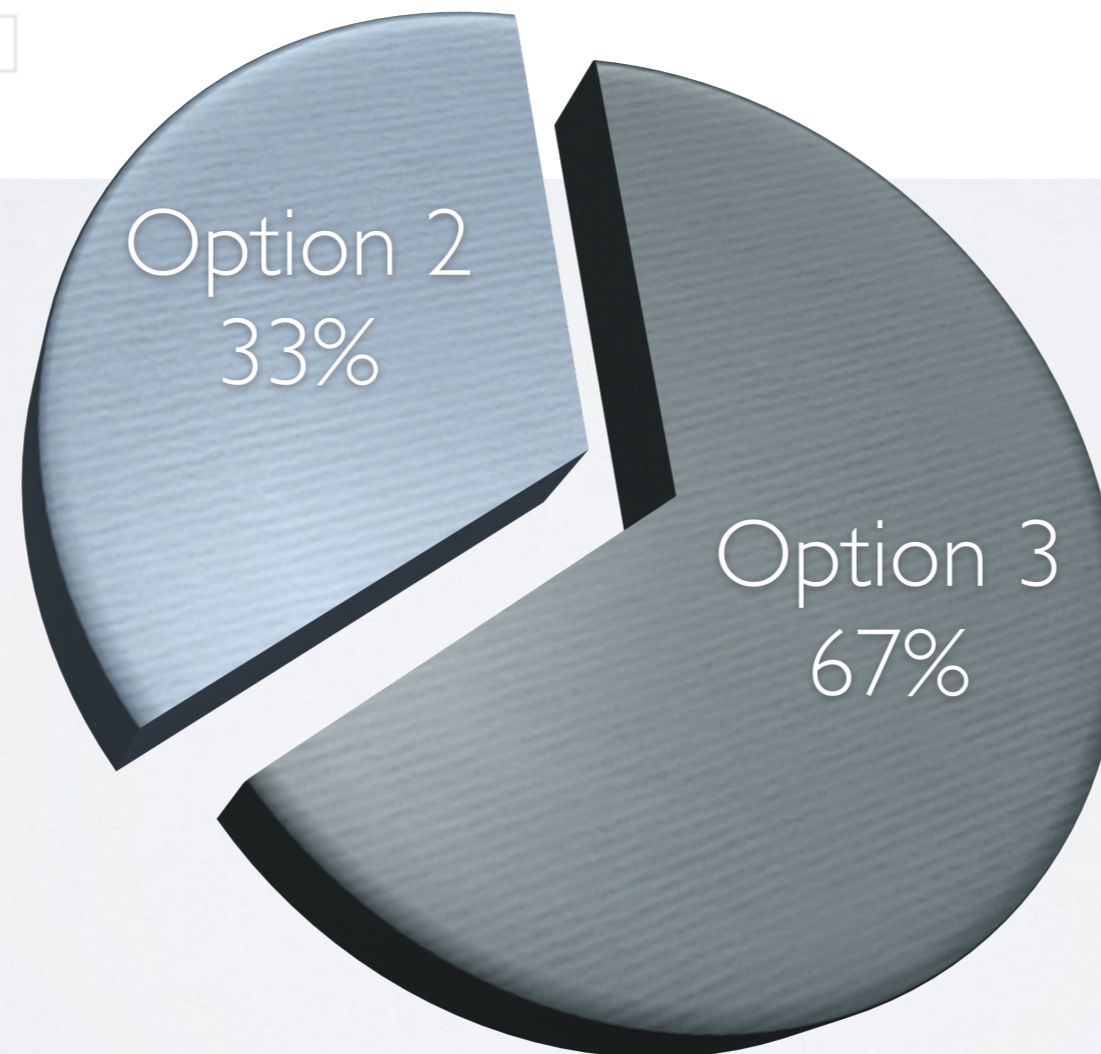
we need to include examples of the risks and implications of not investing in the 'FRS' etc

we need to illustrate the magnitude of the difference between stage 1 and stage 4 - the FRS

# Communications

**Q4 How do we address the risk of a quote > estimate/ballpark or there being a significant late stage project revision due to viability issues?**

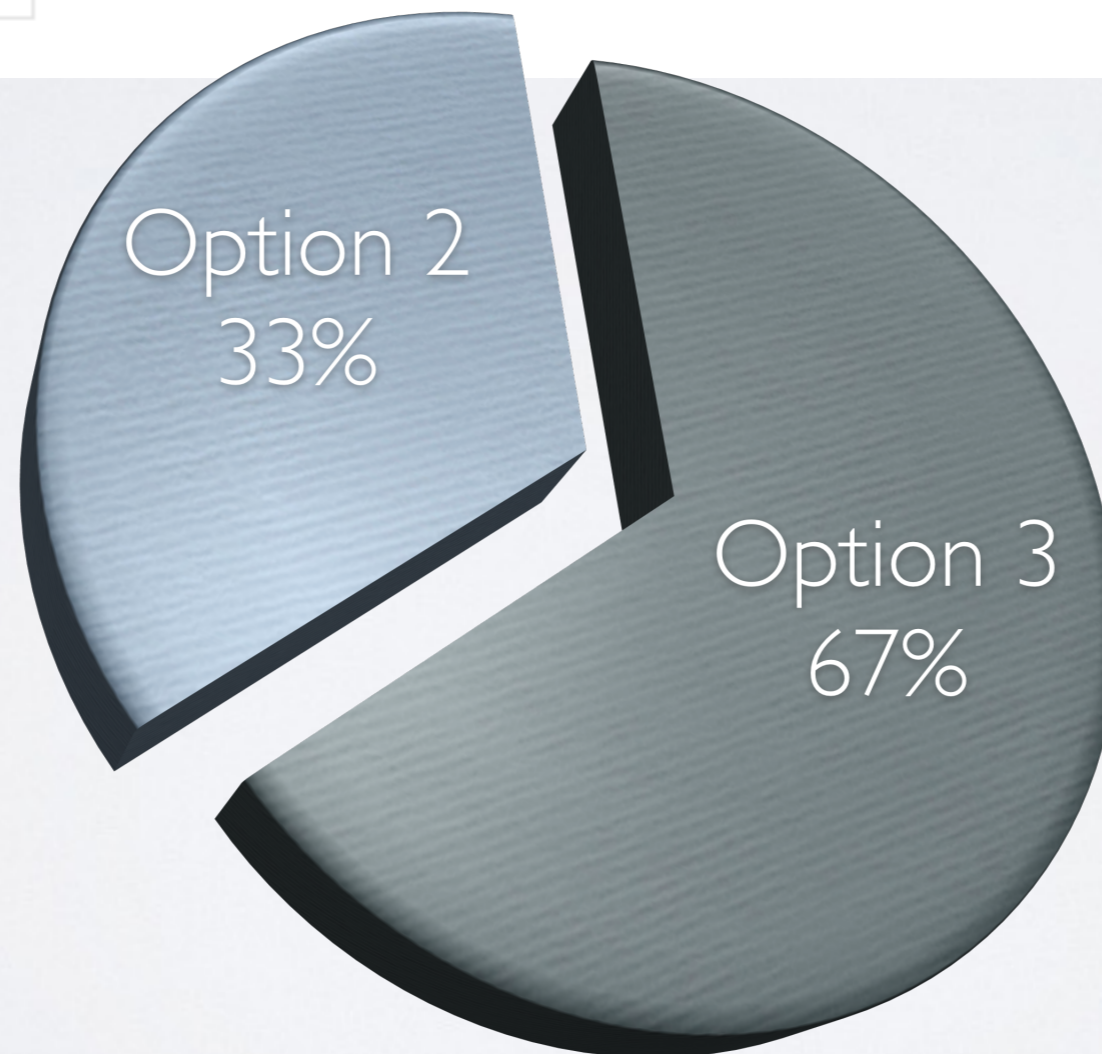
- Option 1: Ensure client understand the need for and will pay for scoping and FRS at earlier stage 4 (see flow chart)
- Option 2: Educate client so is aware of the risk and happy and prepared to manage the consequences
- Option 3: Bit of both
- Other:



# Communications

## Q5. Who is best place to communicate the messaging around this?

- Option 1: It is an individual agency's responsibility to educate their own clients
- Option 2: Agency/Digital working group could try to educate industry across the board
- Option 3: Agency/Digital/Pharma working group - industry education will only work if there is pharma co in-house representation
- Other:



## Next steps

- 1) Implement improvements (28b)
- 2) Produce template briefing documents (based on first real project 28b + other?)
- 3) Virtual working group/outreach activities?

# Inspiration

**Good Fucking Design Advice**  
*Because sometimes, being your own worst critic is not enough.*

---

**Believe in your fucking self. Stay up all fucking night. Work outside of your fucking habits. Know when to fucking speak up. Fucking collaborate. Don't fucking procrastinate. Get over your fucking self. Keep fucking learning. Form follows fucking function. A computer is a Lite-Brite for bad fucking ideas. Find fucking inspiration everywhere. Fucking network. Educate your fucking client. Trust your fucking gut. Ask for fucking help. Make it fucking sustainable. Question fucking everything. Have a fucking concept. Learn to take some fucking criticism. Make me fucking care. Use fucking spell check. Do your fucking research. Sketch more fucking ideas. The problem contains the fucking solution. Think about all the fucking possibilities.**

---

Brian Duige + Jason Becker

Good Fucking Design Advice  
is a service for people who  
are looking for design inspiration  
and advice. It is not a design  
agency. It is a community of  
designers who are passionate  
about their work. Good Fucking  
Design Advice is a service for  
people who are looking for  
design inspiration and advice.  
It is not a design agency. It is  
a community of designers who  
are passionate about their work.

Good fucking design  
advice



# Gamification

- Fitness monitoring is leading the way in wearables, data reporting and gamification

Gamification is the use of game thinking and game mechanics in non-game contexts to engage users in solving problems and increase users' self-control, positive behaviour, and contributions.



# Gamification

- Fitness monitoring is leading the way in wearables, data reporting and gamification

Wearables are clothing and accessories incorporating computer and advanced electronic technologies

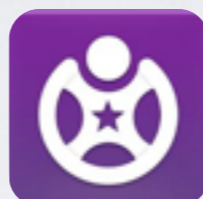


# Gamification - fitness

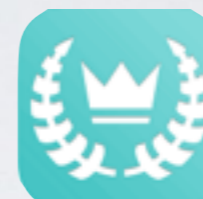
Atari Fit



Fitocracy



FitRPG

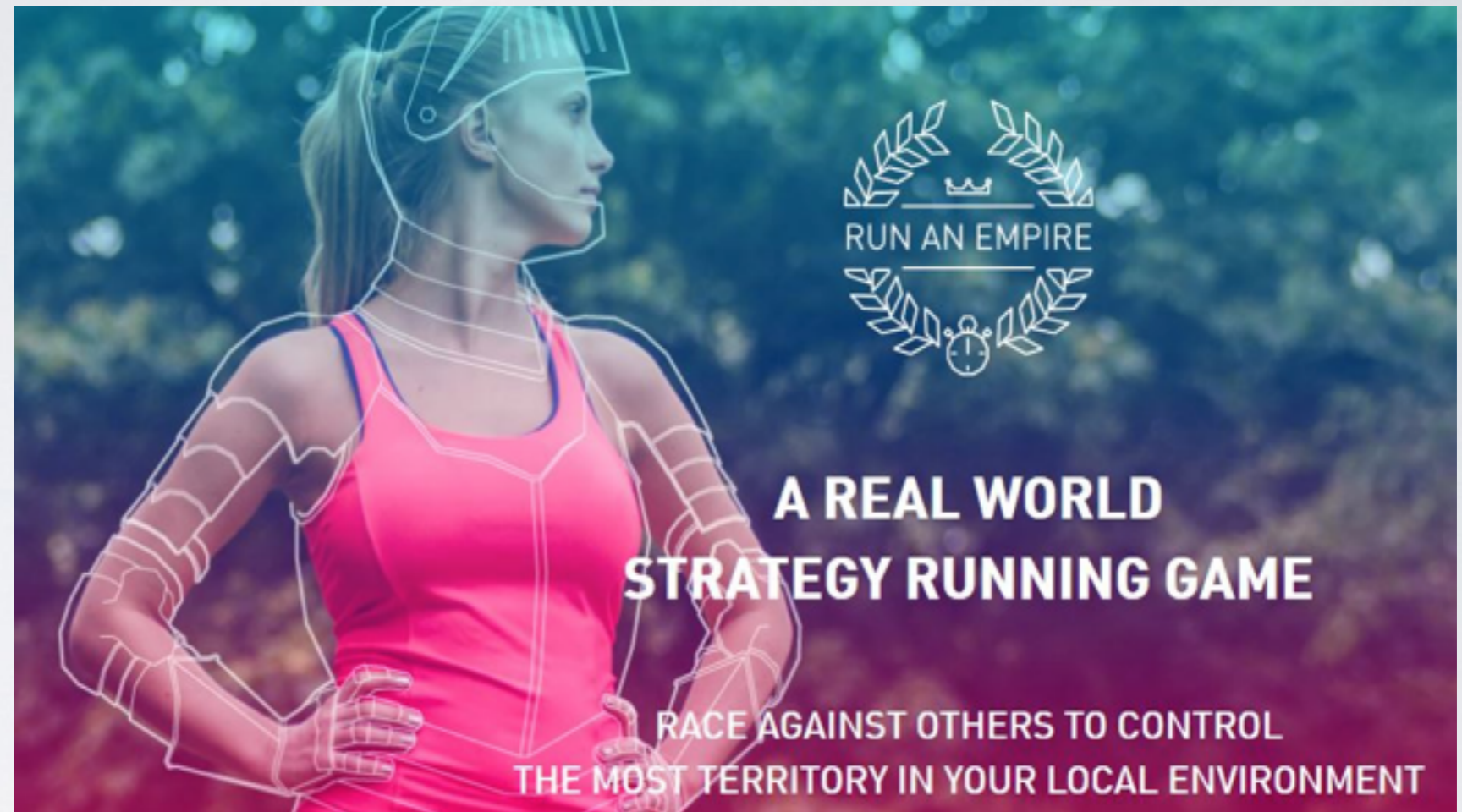


Zombies, run





# Gamification - fitness



Scout



Skirmish



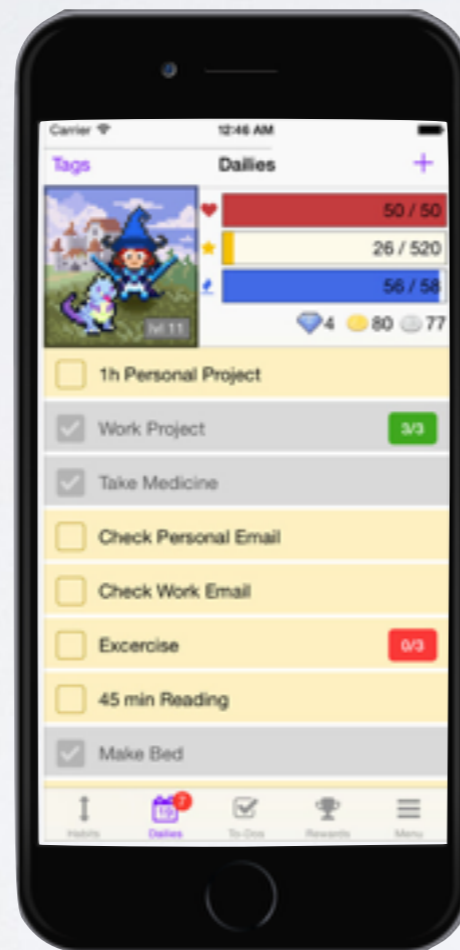
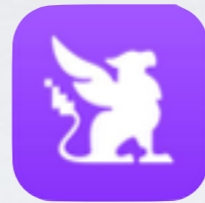
Secure

# Gamification - productivity and behavioural change

Epic Win



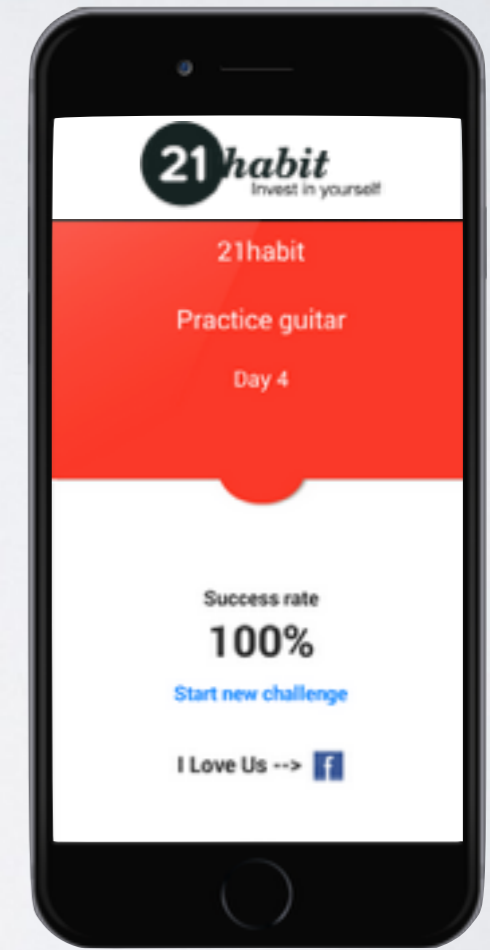
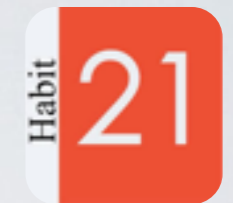
Habitica



SuperBetter



21 Habit





## Gamification - games as games

- Client wanted a game to engage HCPs at an event
- Their product's USP was fewer D2D interactions than the competition
- Limited time and budget
- Needs to be easy to pick up and play to engage distracted congress attendees



1.5 million apps on the Apple App Store with 100,000,000,000 downloads



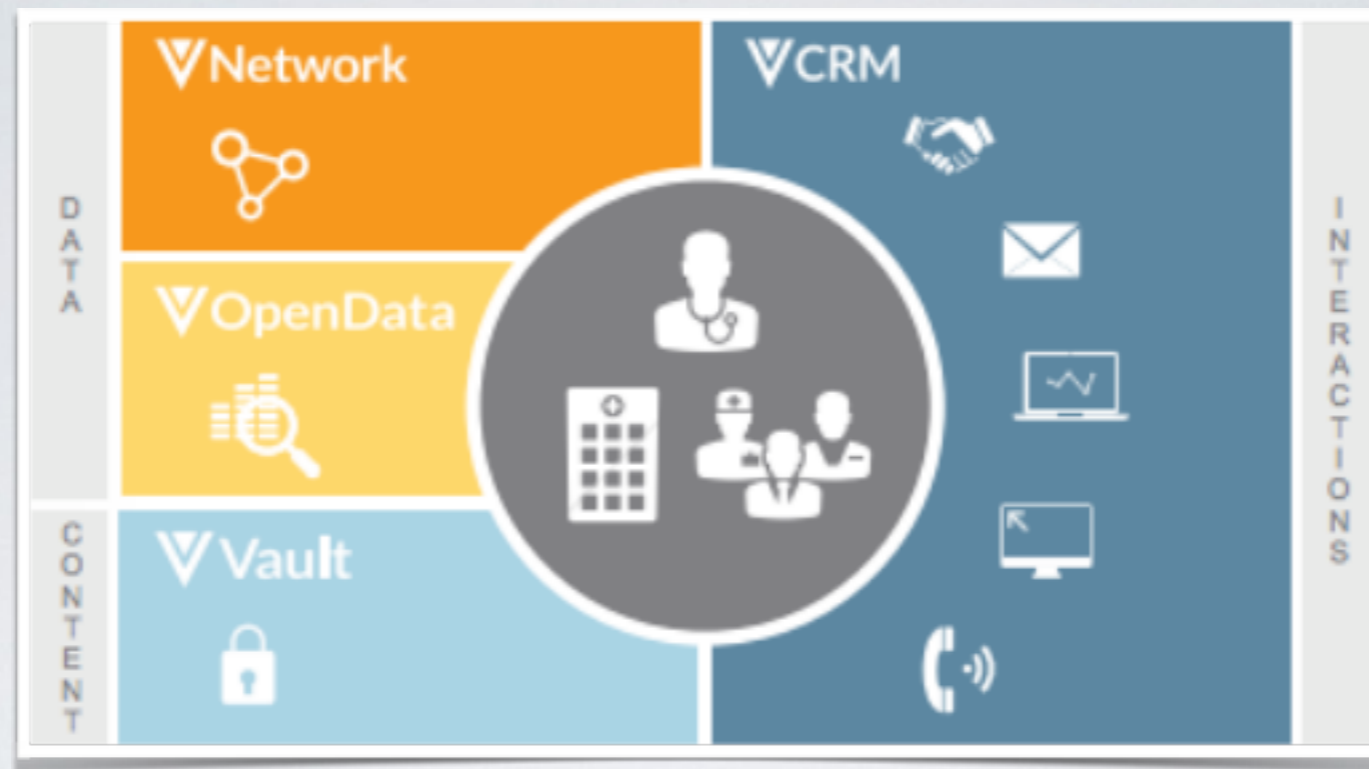
1.6 million apps on the Apple App Store with 50,000,000,000 downloads

*So we looked for popular, simple mobile games that might support there USP?*

Cloud based CLM/CRM/CM



Closing the loop for Pharma



### VEEVA VAULT

Content Management

The first cloud-based content management system built specifically for the life sciences.



### VEEVA CRM

Customer Relationship Management

Cloud-based solutions to reach your customers on any channel, any time.



### VEEVA NETWORK

Customer Master

The global, single-instance customer master solution in the cloud.



### VEEVA OPENDATA

Customer Data

A new approach to customer data that's open, easy, and global.

**TABLE 1**

**Top Life Science Vendors, 2015**

*Q. Which vendors are you most likely to spend money with during 2015?*

Ranking	Hardware	Share (%)	Software	Share (%)	IT Services	Share (%)
1	Dell	51	Oracle	31	Accenture	15
2	Apple	39	SAP	23	Cognizant	8
3	IBM	35	Veeva	19	PwC	7
4	EMC	20	Medidata	15	IBM	5
5	Cisco	19	SAS	13	IMS	4
6	Oracle	16	Microsoft	13	TCS	4
7	Intel	12	Dassault	11	HCL	3
8	Siemens	10	Apple	10	Wipro	3

n = 112

Source: IDC Health Insights' *Leading Indicators in Life Science IT Spending Survey, 1Q15*

# veeva

Abbvie  
Abbott  
Accera  
Actelion  
Advanced Clinical  
Alkermes  
Amgen  
Astellas  
AstraZeneca  
BTG  
Bayer  
BD  
Biogen  
Boehringer Ingelheim  
CMIC  
Cardinal Health  
Conatus  
Daiichi-Sankyo  
Depomed  
Dyax  
Eisai  
Ferrer

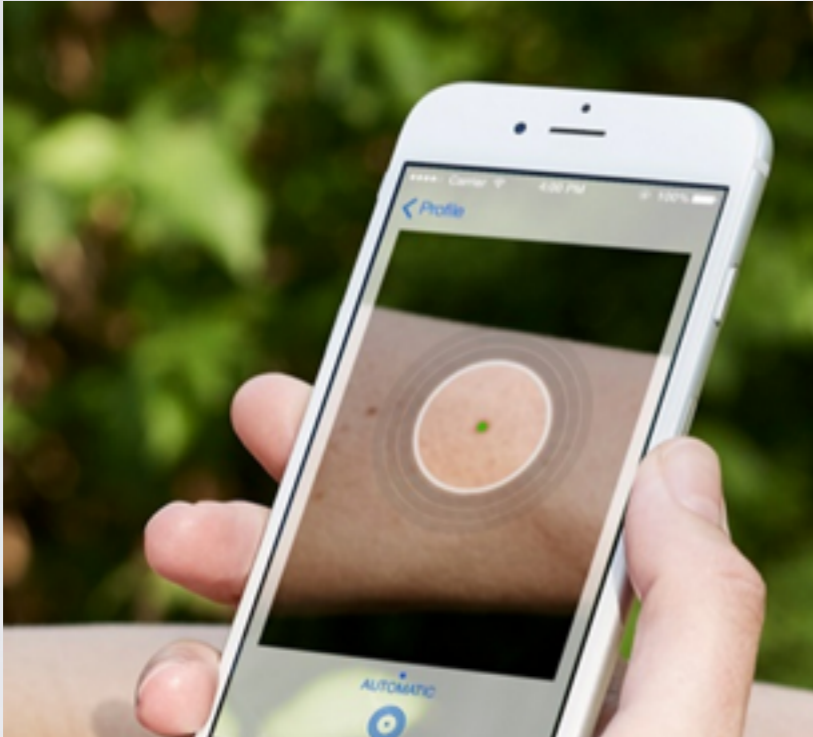
GenomeDx  
Grunenthal  
IDDI  
Insmed  
Intermune  
Intercept Pharmaceuticals  
Ipsen  
inVentiv Health  
Keryx  
Kythera  
Leo  
Lundbeck  
medac pharma  
Medicines 360  
Merck  
Merz  
mundipharma  
natera  
Nestle  
Novartis  
Otsuka  
PDI  
Pfizer  
Pharco Corp  
Pharma Start  
Proton pharma

Questcor  
Retrophin  
Salix Pharmaceuticals  
Shire  
sigma-tau  
sobi  
Spectrum  
Takeda  
Touch Point (Publicis)  
United Therapeutics  
valeritas  
Validus  
Vital Therapies

**agnitio**

Agnitio  
Abbott  
Allergan  
Amgen  
Grunenthal  
Takeda  
Bayer  
Roche  
Lundbeck

Mobile health is **not** being driven by pharma



**Why use SkinVision?**

- The first CE certified melanoma app
- Easy and fast check of your skin health
- Long term health monitoring
- Easy sharing with a doctor


[DOWNLOAD FOR FREE](#)

*Including 1 month*



**AliveCor Mobile ECG**

Use your smartphone or tablet to instantly detect a serious heart condition in your ECG



[Buy Now](#)

FDA cleared

but by start-ups, academia and technology companies



# Accentures Big Five health technology trends (2015)

- "Intelligent Enterprise," or a focus on data to help improve clinical outcomes
- "Internet of Me," or personalised medicine
- "Outcome Economy," or a system focused on "delivering results," in part through increased data accessibility
- "Platform (R)evolution," or the increasing prevalence of mobile and cloud platforms that focus on interoperability
- "Workforce Reimagined," or the emergence and implementation of new machine technologies

# Big data and big processing power

## Google's New Moonshot Project: the Human Body Baseline Study

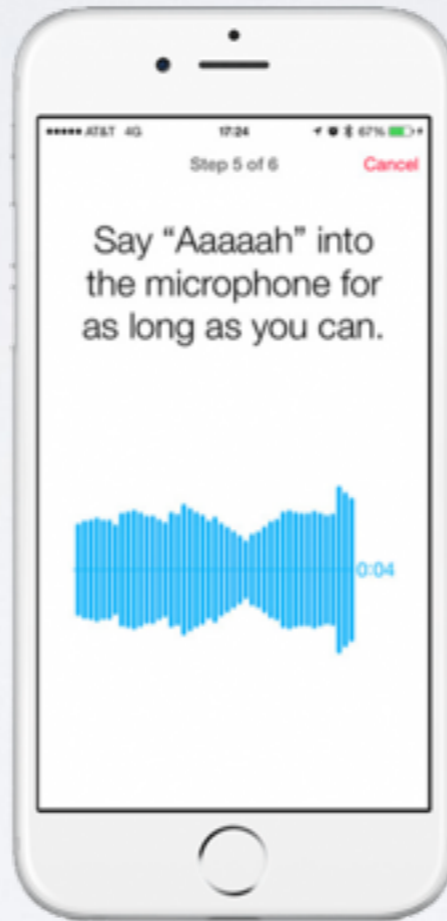
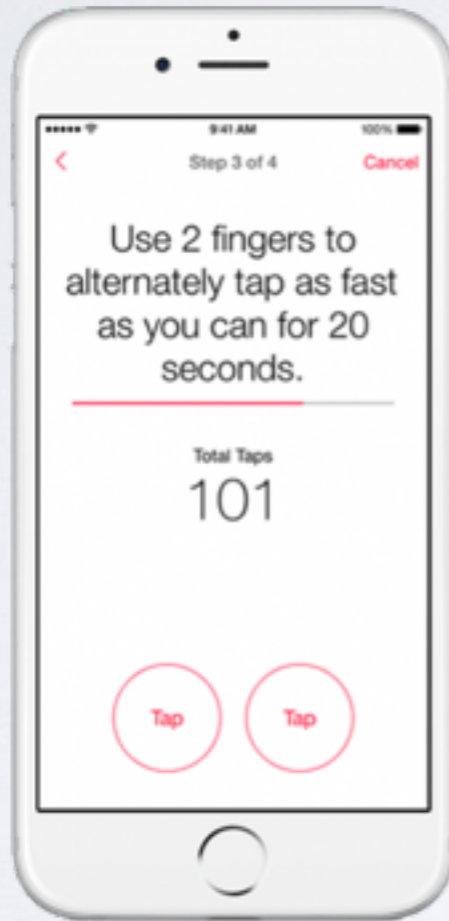
- Healthy not disease focussed research
- Will collect hundreds of different samples using a wide variety of new diagnostic tools.
- Google will then use its massive computing power to find patterns, or "biomarkers," buried in the information.
- The aim is that these biomarkers can be used by medical researchers to detect/predict any disease earlier and more accurately

Google<sup>[x]</sup>

# Big data and big processing power



Apple ResearchKit




# Big data and big processing power



## Apple ResearchKit

Helping asthma sufferers breathe more easily.

Mount Sinai, Weill Cornell Medical College and LifeMap developed their Asthma Health app to gain greater insight into triggers for the disease. It helps participants self-manage their asthma by avoiding areas where air quality could worsen symptoms. And since the study tracks symptom patterns in individuals, researchers hope to discover new ways to personalise treatment.

 **Asthma Health**  
Mount Sinai, Weill Cornell Medical College and LifeMap  
[View in the US App Store](#) >

Data from the GPS in your iPhone is combined with information about the air quality in your city to help you avoid areas where symptoms could be triggered.

# Big data and big processing power



Apple ResearchKit



Asthma



Parkinson's Disease



Diabetes



Breast Cancer



Cardiovascular Disease

View on



View on

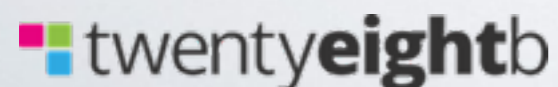


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