



INSPIRING
BETTER
**HEALTHCARE
MARKET
KNOWLEDGE**

Digital & Connected Health Centre of Expertise

Even before the COVID-19 pandemic, the consumerisation of health, the rise of big data and a surge in technological innovation had converged to put digital and connected health centre-stage.

Now, they are an integral part of healthcare delivery and a core business priority for healthcare providers...

Ipsos is a market-leader in the digital health space, having tested over 1,700 health innovation concepts with doctors, patients and consumers, delivered research-based perspectives at key industry conferences and partnered with leading think tanks.



GAME CHANGERS



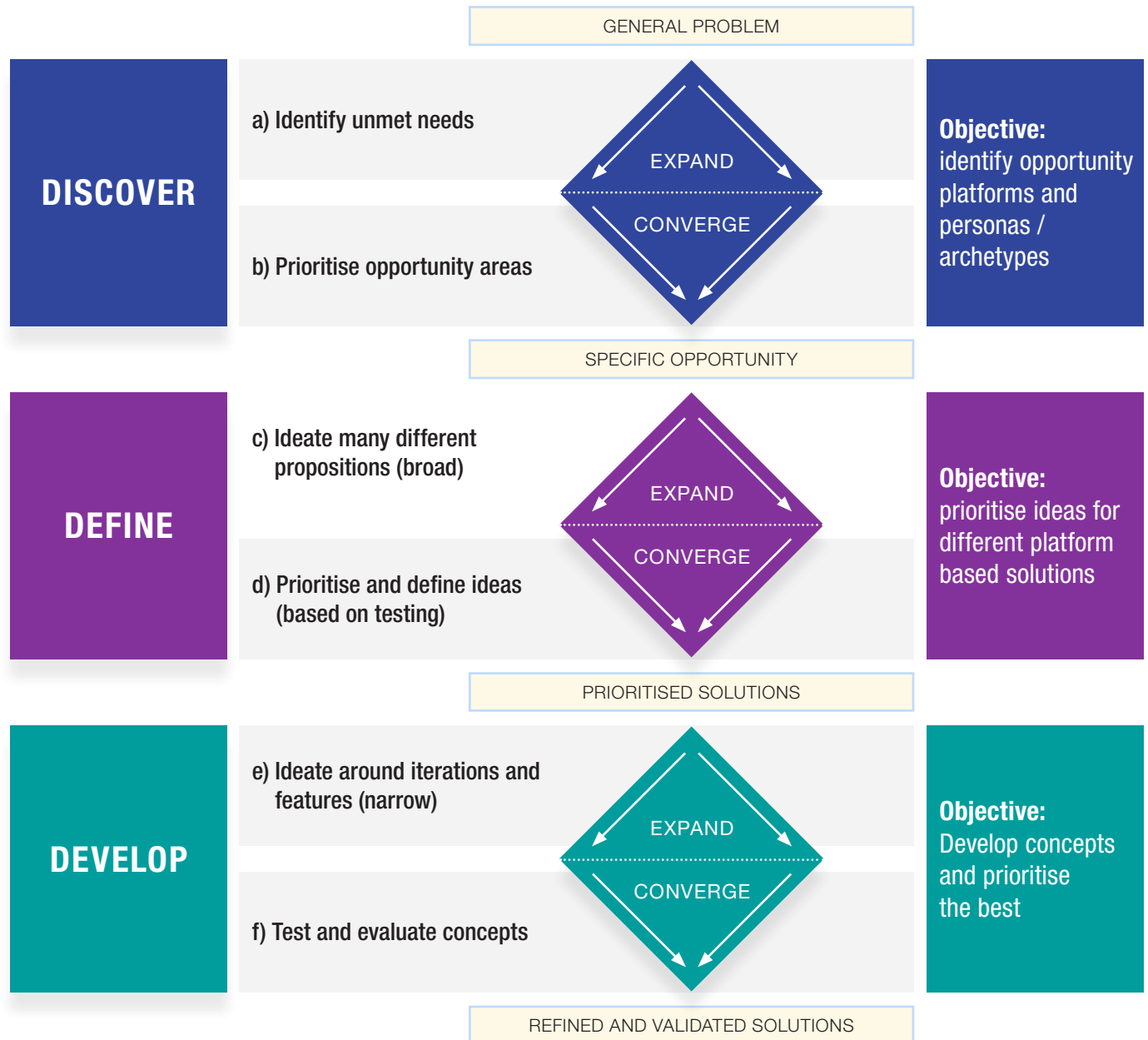
Just some of the questions we can help you answer

- Where should I focus/how do I win in digital and connected health?
- What is my potential market size and business case?
- What are the unmet needs/'jobs to be done', for patients and/or HCPs, in therapy X?
- What is the optimal way to co-create a solution that will meet end-user needs?
- What is my monetisation model for my digital offerings, services, and data sets?
- What will our category look like in ten years?
- How can we fill our innovation pipeline to prepare for that future?
- How do I generate proven outcomes and achieve payer coverage?
- How can we get from 'jobs to be done' to 'prototypes'?
- How can we optimise our user experience (UX) and customer engagement?
- How do I create a culture of creative ideation, small-scale experimentation and continuous, high-speed learning and development?

Examples of digital & connected health:

Remote monitoring	Telehealth	Digital therapeutics
Wellness apps	Wearables	Connected drug delivery devices
Chatbots (AI)	At-home smart assistants	Robotics
Population health	Digital medicine	Personalised medicine

We conceptualise the innovation process into three phases



Example Ipsos portfolio solutions

- Ethnography
- Social listening
- Online communities
- Ideation / co-creation
- HCP or patient segmentation
- Market sizing
- Agile sprints
- User experience (UX) testing
- Real world app/device testing
- Market access
- Concept testing
- Message optimisation

Why Ipsos?

- Global Digital & Connected Health Centre of Expertise, established since 2014
- The expertise and platforms to access and engage patients and HCPs worldwide
- Ability to create integrated teams of relevant experts in healthcare, user experience, behavioural science, concept testing & commercial strategy
- Long heritage of thought leadership in the digital/connecting health space including Digital Doctor, our syndicated monitor on digital health
- Partnerships with industry leading organisations:



*Running since 2015, Ipsos' **Digital Doctor** study is one of the largest of its kind, uncovering the physician perspective on all facets of digital and connected health. Contact us to learn more.*

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