

DIGITAL FORWARD THINKING IN HEALTHCARE

As the SEA digital health landscape continues to revolutionize, an integrated and effective commercial digital health strategy becomes vital to improving health outcomes for “end users” —patients, consumers, healthcare professionals and providers

DIGITAL HEALTH STRATEGY

Every organization has a digital mandate to create value and opportunities for stakeholders within the healthcare ecosystem, a need catalyzed by the COVID-19 pandemic. Whether patients, consumers, healthcare professionals or providers, “end-users” are now proactively using digital tools. This is especially evident in Southeast Asia, where internet penetration rates and utilization of digital sources for health reasons is increasing. For example, 1 in 20 Google searches are health related¹.

Understanding your organization, stakeholders and objectives will help focus your digital health strategy to use digital tools meaningfully to improve health outcomes and achieve clinical or commercial goals.

DIGITAL STRATEGY BUILDING BLOCKS



All focused on enabling new or enhancing existing digital health outcomes



DIGITAL HEALTH TOOLS

There are a wide range of digital healthcare tools, bucketed into broad, overlapping categories that can be leveraged to achieve desired outcomes.



Mobile health applications, devices & sensors allow real-time feedback between healthcare stakeholders while collecting meaningful data and providing an enhanced user experience

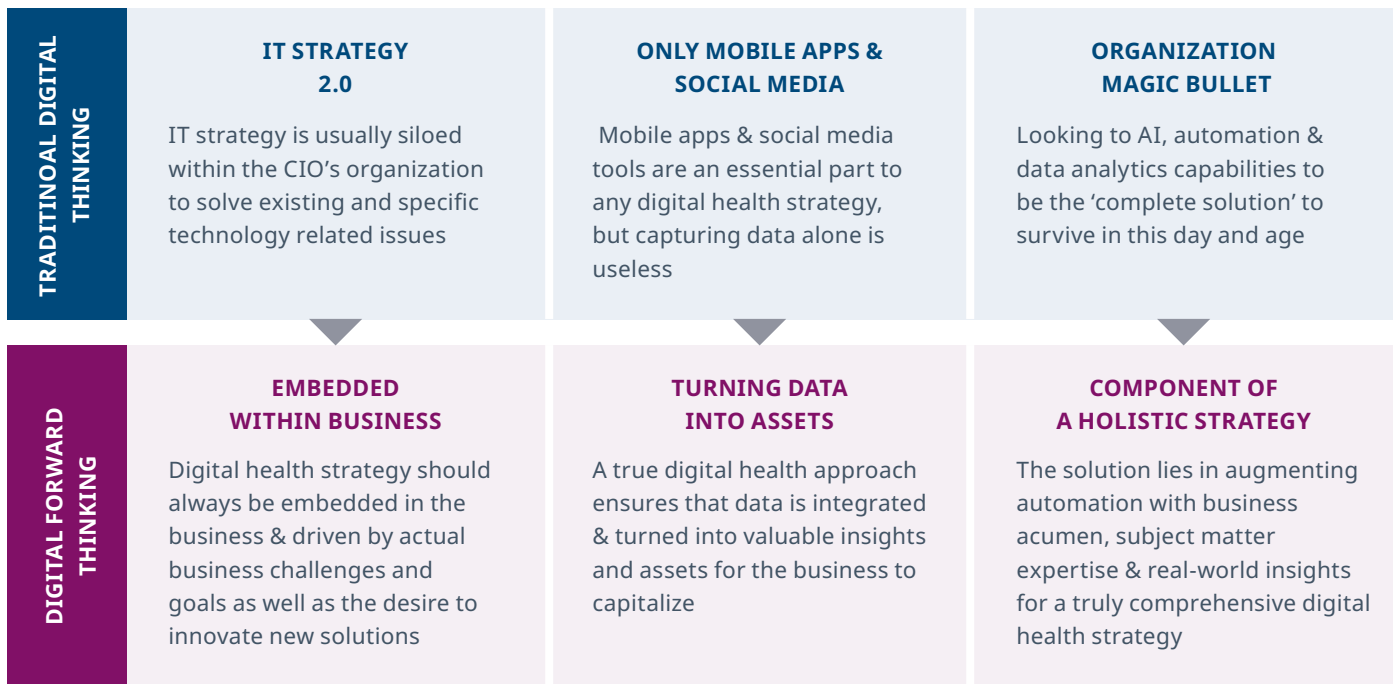
Digital assets integrated and transformed into medical products & services can create actionable insights for product development, marketing and patient engagement or treatment

Enhanced data science, management & analytics can provide better knowledge across the healthcare value chain (drug development & launch, micro-targeting of health information etc.)

Cloud-based solutions such as on-demand infrastructure or integrated EMR systems, allow greater access, performance and scalable computer power at a lower cost

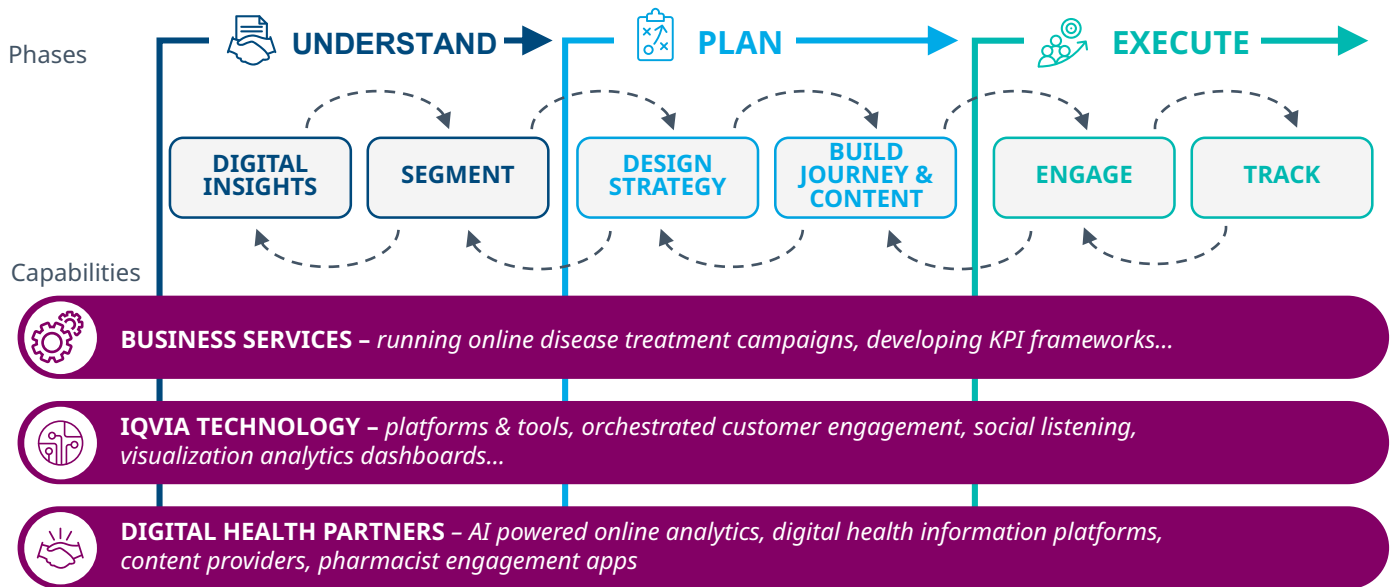
SHIFTING MINDSETS

Baselining your digital health strategy includes shifting the thought process from traditional IT strategy activities to thinking in a digital forward manner.



DIGITAL SOLUTION

IQVIA takes the perspective that for digital health strategies and solutions to be realized, dedicated healthcare capabilities need to be applied as a holistic approach to achieve clinical and commercial goals.



IQVIA has deep rooted expertise in healthcare, complimented by our technology and services. We have the capabilities to be your digital health strategy partner and to support you as you achieve your digital clinical or commercial goals. For more information, please contact us.