

# eHealth / Digital Health—the Role of the CIO in this Emerging Topic

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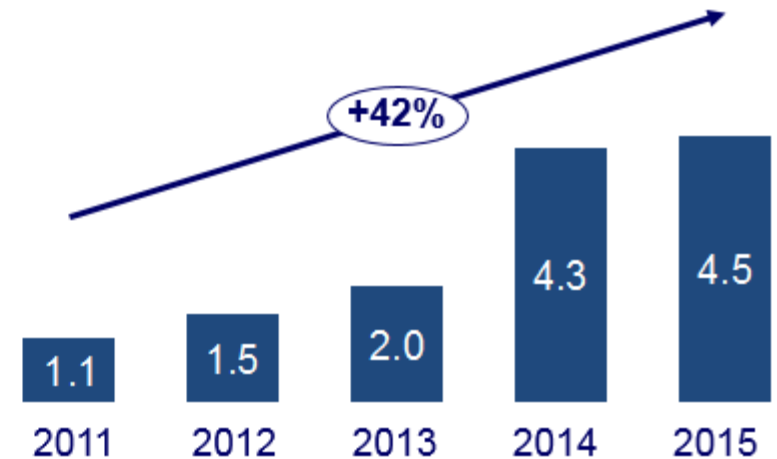
# High Degree of “Buzz” in Digital Health – New Players Investing Billions

## 4th player technology firms are entering the healthcare market



## Growing venture capital investment in digital health

### Venture capital funding of digital health companies by year (\$B)<sup>1</sup>



# McKinsey: Pharma examples in digital

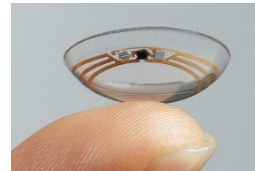


Novartis is piloting innovative patient adherence and self-management applications to patients



Pfizer experimented with remote monitoring trials

Alcon partnered with Google on smart lenses

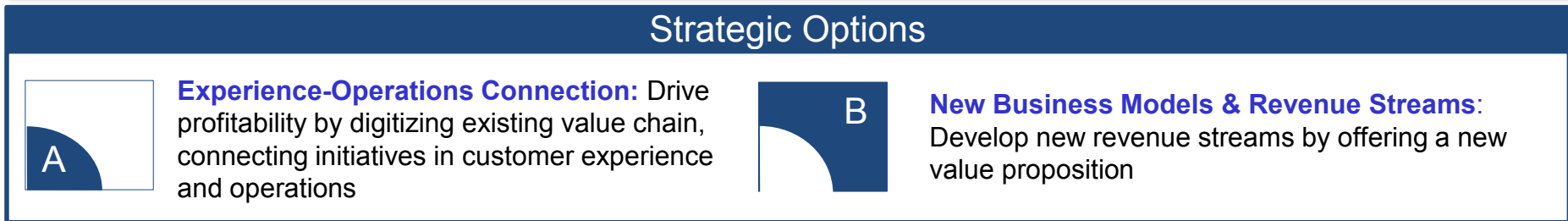
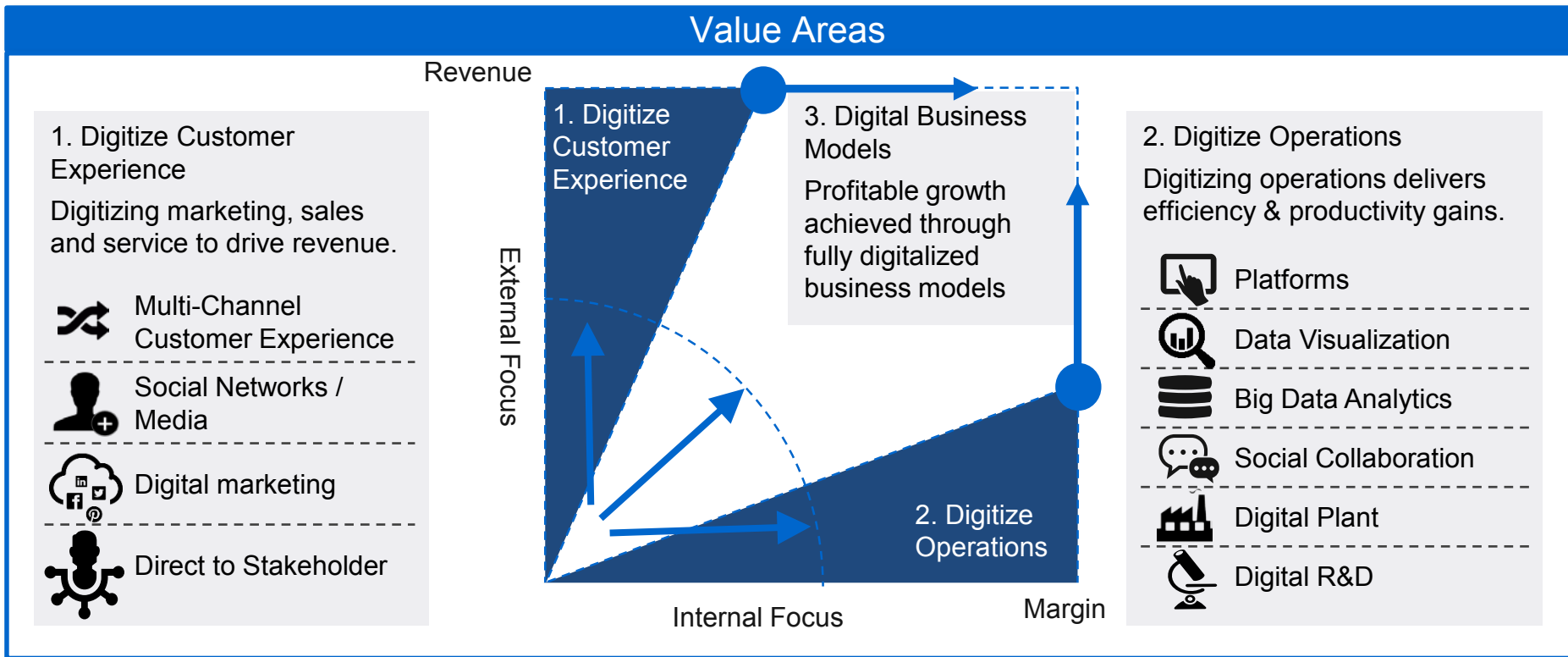


Sanofi created integrated tools for a better patient experience

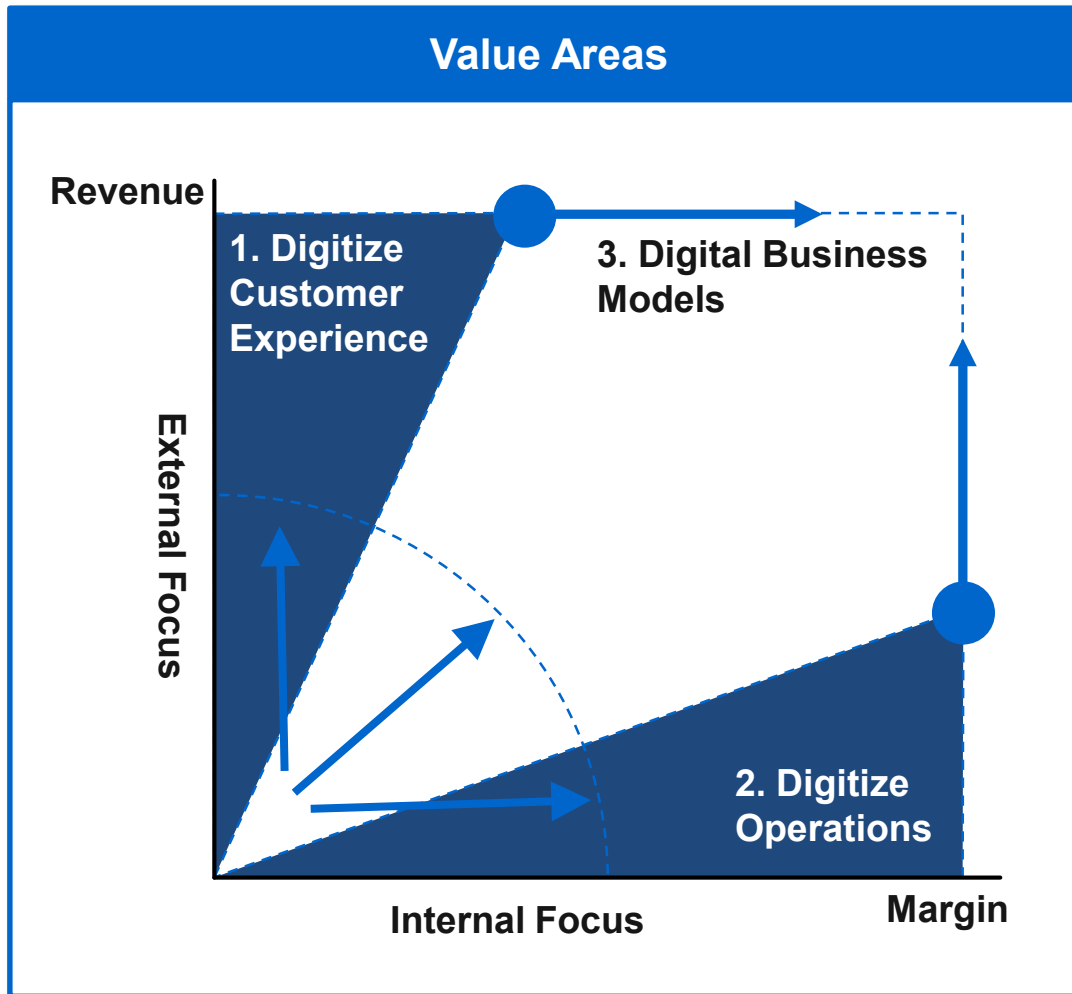
Google Life Science collaboration with Biogen in MS



# Broader Definition of Digital



# Broader Definition of Digital & The Role of IT and the CIO



## Strategic Models for IT & CIO

- A: Drive broad approach to Digital across all segments – leads 1,2, & 3
- B: Focus on Slices 1 & 2 and the Experience – Operations Connection
- C: Focus on 2 - Digitize Operations and efficiency

# Discussion

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- ◆ **What types of organizational constructs exist in your company to begin to capture the value of digital?**
- ◆ **What are the different approaches the CIO can take? How does the broader topic of Digital impact / fit into your IT Strategy?**
- ◆ **What are the implications of specific areas of digital? What areas are “hype” vs. creating real value?**