

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[View this email in your browser](#)

June 15, 2017

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

We have a new look to our newsletter. Love to receive your [feedback](#).

Last month I covered "China Healthcare Reform, Opportunities and Challenges for Pharma and Medical Devices Companies" If you missed last month's article, click [here](#) to read it. This month's newsletter will cover, "Highlights from the 2017 Medical Informatics World Conference."

Read on to learn more about this topic and other current news. The next newsletter will be published on July 15th, 2017.

We encourage you to share this newsletter with your colleagues by using the social

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Please email [me](#), Regina Au, if you have any questions, comments, or suggestions.

Sincerely,
Regina Au
Principal, New Product Planning/
Strategic Commercial Consultant
[BioMarketing Insight](#)



Share



Tweet



Forward

Table of Contents

[Developing a Product? Commercializing a Product?](#)
[Why Our Microbiome is Important to Our Physiology and Diseases](#)
[Immunooncology: Can the Right Chimeric Antigen Receptors
T-Cell Design Be Made to Cure All Types of Cancers
and Will It Be Covered?](#)
[Highlights from the 2017 Medical Informatics World Conference](#)
[Closing Thoughts](#)
[Previous Newsletters](#)

[Join my mailing list](#)



Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

[Product Development](#)

[Market Development](#)

[Marketing Strategies](#)

[Top](#)

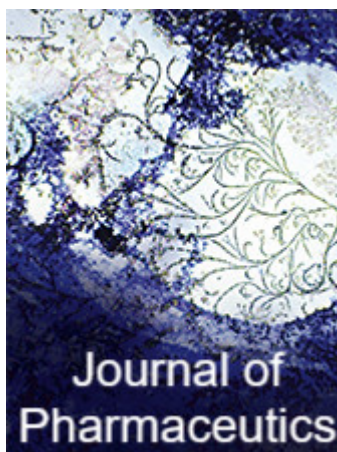
**International Journal of
Clinical Pharmacology
& Pharmacotherapy**
Open Access



www.graphyonline.com

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

I am pleased to announce that my article entitled "Why Our Microbiome is Important to Our Physiology and Diseases" was published in the International Journal of Clinical Pharmacology & Pharmacotherapy. This article reviews the results of the Human Microbiome Project and the factors that affect our microbiome in relation to our healthy state and dysbiosis or disease state. To read the article, click [here](#).

[Top](#)

Immunooncology: Can the Right Chimeric Antigen Receptors T-Cell Design Be Made to Cure All Types of Cancers and Will It Be Covered?

I am pleased to announce that my article on "Immunooncology: Can the Right Chimeric Antigen Receptors T-Cell (CAR-T) Design Be Made to Cure All Types of Cancers and Will It Be Covered?" has been published in Journal of Pharmaceutics. This article reviews the mechanism, design and administration of CAR-T cells, and whether payers will pay for this new technology. To read the article, click [here](#).

[Top](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

The theme for this year's conference was "Population Health: Improving Clinical and Financial Outcomes Through Hi-Tech & Hi-Touch."

John Mattison, MD, Assistant Medical Director, CMIO, CHIO, Kaiser Permanente, the first keynote speaker, addressed the topic "Why Personalized Medicine and Community-Based Health will Replace Traditional Models of Population Care." When one thinks of personalized medicine, community-based health goes hand-in-hand, because one has to tailor healthcare to the person and their environment. As the old saying goes, "it takes a village to raise a child," and the same applies here.

In personalized or community-based healthcare, there are three important conversations:

1. Patient with Professional Care Team
2. Patient with Personal Care Team
3. Patient with the Person that houses the Patient's Persona: Person-Centric, knows the patient well in understanding what they relate to in terms of language, culture, motivation etc.

The most important point for successful personalized medicine is to "Start with Empathic Understanding" of the Patient and that includes:

1. Understanding the needs of each individual within their social, family, work, economic context, aka "social determinant of health." E.g., noncompliance in diabetes
2. How do we communicate with patients in their own language?
 - o Who, what, when, why, how, how often
3. Motivational profile- what will it take to motivate this person?
4. Virtual reality with physician transfer
5. Technology platforms/programs and devices that aid in delivering all of the above for personalized healthcare



Andrea Ippolito, VA Innovators Lead, Veterans Affairs Center for Innovation was the next keynote speaker, whose topic was "Creating Innovation Pathways in the Nation's Largest Integrated Healthcare System to Serve Veterans."

Her key message was, when implementing any type of program successfully in a large institution, obtaining stakeholder buy-in and identifying the motivations that get people on

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

1. Engaging employees with innovation allows them to see + solve problems at the source, to better serve our customers in an accelerated manner: Veterans and their families
2. Better take advantage from our existing capacity and brainpower
3. Employee retention: we need to find new ways to keep our employees engaged, learn new skills and grow in their careers.

Andrea and her team used their VA network across the country to develop programs that created the following:

1. Veteran value - a creative wellness program that helps veterans develop coping skills for illnesses such as PTSD, substance abuse, increasing self - esteem, improving quality of life.
2. Clinical value - Smartphone cardiac rehabilitation - they saw a 275% increase in veteran participation and improved cardiovascular outcomes through modification of risk factors.
3. Operational value - Mental Health Emergency Department (ED) - Tools showed a higher validity and reliability compared to the standard triage tool (ESI) when used to triage veterans based on their mental health needs in the ED.

There were other programs across the country that demonstrated a cost saving of \$3 million in the first year.

There are seven (7) steps to creating an innovative ecosystem:

1. The Approach - be intentional with your innovation intent and strategy
2. Create a Competency - create an internal competency to lead and support the program
3. The Structure - create a structure for unstructured time
4. Training and Support - provide training and other enabling support to help employees grow in their careers
5. Create a Network - develop partnerships internally and externally to ensure that projects can be spread and sustained
6. Recognize and Celebrate - recognize and celebrate employees in a public way
7. Measure Impact - measure what is meaningful and share.

Next, I had the pleasure of moderating the Telehealth track morning session on Perspective: Large Medical Centers.

Seth Feuerstein, MD, Chief Innovation Officer and CMO, at Yale and Magellan Health and **Lynn Hamilton**, Chief Commercial Officer, at TalkSpace, presented their program

There are four main problems with mental healthcare:



1. Poor Access - shortage of physicians, negative stigma, not convenient to get to a therapist.
2. Lack of Standardization - limited screening and tracking, quality of services varies and poor adherence to treatment guidelines.
3. Chronic Disease Drives Cost - older populations rapidly growing, high rates of comorbidity and polypharmacies.
4. High Rates of Inappropriate Prescriptions - using meds off-label, not meeting disorder criteria, risk of falls.

To tackle this problem, in addition to cognitive behavior therapy (CBT) and in collaboration with TalkSpace, an online therapy company, a program was developed where anyone could get therapy without traveling to an office, making it private and in your own home. It also cost less than traditional therapy for diseases such as anxiety for both panic and phobias. This program deals with the four main problems with mental healthcare.

Payam Pakravan, VP Strategy & Planning, Ontario Telemedicine Network (OTN) shared his experiences, entitled "Network Effects in Telemedicine."

Ontario, Canada is on a single payer system for healthcare services and the government sets the regulatory environment that includes billing codes. The vision of OTN is to have telemedicine be the mainstream channel for healthcare delivery and education. Its mission is to develop and support telemedicine solutions that enhance access and the quality of care in Ontario and inspire adoptions by healthcare providers, organizations and the public.

There were three key findings in expanding telemedicine throughout Ontario:

1. Evolve Our Concept of Innovation - develop new models of digital care.
2. Use the Force -
 - Policy Levers
 - Regionalization
 - Business Advisory Service
 - Program Development and Spread
3. Leverage Network Effects
 - Redefine our network from technical to social
 - Redefine OTN from a service provider to a learning entity
 - Reduce wait times and cost by extending the reach of the network.

covered more in-depth examples and information regarding his keynote presentation.

[Top](#)



Closing Thoughts

Just like personalized medicine, improving the delivery of healthcare and facilitating positive outcomes has to be personalized, i.e., tailored to all aspects of the patients' needs. The process will involve all stakeholders: care givers (professional and personal), family, community and work. Even behavioral economics will play a part and clarify our understanding of what motivates a patient to be and stay healthy and what everyone around the patient needs to do to reinforce those behaviors, which would include optimally designed and delivered personalized healthcare.

The main theme advanced by all the speakers that I noted, is that one needs to identify the problems resulting from non-compliance and then find what motivates patients to become compliant. It will be different for patients depending on their demographics, community, social, location and economic situations. There can be no one-size-fits-all program and there needs to be multiple programs with multiple touch points to reinforce these programs.

In addition, the stakeholders should be involved with the patients' needs and actively participate in the input process to develop the highest-functioning programs and create incentives and rewards to reinforce participation. It's not an easy task and it will take time for everyone to adopt it. Programs can't be static, because situations can change

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[Top](#)

Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition and economic value of your product, feel free to contact me at 781-935-1462 or regina@biomarketinginsight.com.

Copyright © 2017 BioMarketing Insight, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

The MailChimp logo is displayed in a white, cursive font within a grey rectangular box.