How Technology Can Improve Patient Outcomes

Overview

Agnitio brought together delegates from AstraZeneca, UCB, Eli-Lilly, Sanofi, Celesio, Diabetes UK, and Imperial College Health Partners, to brainstorm needs and parameters for using digital technology to improve patient outcomes.

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Digital Technology – The Doctor's Friend Or Foe?

Imagine if every doctor was delighted that their patients were researching online – confident that the internet and other digital media were providing the right information, enabling treatment adherence, and encouraging lifestyle changes.

Is that scenario possible? Could it ever become a reality?

Unfortunately, right now there's every reason to believe that it won't. Search the internet on any medical condition to see a deluge of information that will likely contradict and confuse as much as inform and enable – causing more problems for healthcare professionals.

What can be done?

The Right Uses For Technology In Healthcare

Agnitio, working together with CreateHealth, brought together delegates from AstraZeneca, UCB, Eli-Lilly, Sanofi, Celesio, and Diabetes UK to explore how digital technology can be better applied to healthcare, using diabetes as a focus area. The following captures how the group sees both the practical and creative uses for digital to benefit all stakeholders: patients, healthcare professionals and the industry.

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Connecting patients to industry knowledge

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Increasing the potential for self-management

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Monitoring patient success

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Providing HCPs with more treatment tools

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1
Connecting patients to industry knowledge

Knowledge silos in pharma can be broken down and a new spirit of collaboration should transfer the abundance of clinical knowledge and insights into easily accessible impartial online content. Often the information is there but it is not being effectively distributed. Technology can help ensure that the right information reaches the right person in the right way.

"Pharma is well-placed to provide 'drug as a service' – meaning that the industry's wealth of clinical knowledge and research data are transformed into personalized, relevant, and timely information to empower a patient through treatment."

Lars Diemer
Agnitio

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2
Increasing the potential for self-management

A general trend in healthcare is for patients to take a more active part in their own treatment. This is another area where information technology can make a real difference – ensuring that patients are not only correctly informed so that they can make the right decisions but also guided throughout their treatment. Technology can also better connect patients with healthcare professionals for both support and treatment feedback.

"Technology-enabled care can help to improve people's ability to self-manage their health and wellbeing, alert healthcare professionals to changes in their condition and support medication adherence."

Laura Southall
Celesio

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3
Monitoring patient success

Increasingly, digital solutions, which analyze data in real time, are helping healthcare professionals understand how a patient is faring and how to improve outcomes. For example, the current costs of diabetes are $825 billion worldwide, with the bulk caused by treating diabetes-related complications such as cardiovascular disease, kidney failure, neuropathy, feet ulcers and amputation. Many complications are preventable with good diabetes management.

There is a growing but strong evidence base confirming ==digital support, provided in a personalised and timely way,== can improve outcomes and reduce complications.

Professor Mike Trenell
National Institute of Health Research Laboratory (NIHR) NHS

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4
Providing HCPs with more treatment tools

Digital technology can be more than a way of providing information; it can actually become part of the treatment regime – giving new tools to healthcare professionals.

"In the future, 'social prescribing' will become part of a treatment package. HCPs could routinely refer patients to websites or apps to support lifestyle changes that will improve their health and wellbeing."

Professor Mike Trenell
National Institute of Health Research
Laboratory (NIHR) NHS

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The Need For Collaboration

More effective use of digital technologies would not only improve patient health outcomes, but also add value for healthcare authorities, enabling more cost-effective use of budgets and resources. But, to get the benefits, there has to be an openness to new ways of working for everyone involved. Industry, academia, and healthcare professionals need to come together and collaborate to realize the potential.

"Collaboration isn't just between companies, but working in an open and collaborative way with patients, doctors, payers, nurses and carers. The long lasting impact is trust between stakeholders and ultimately the improvement of patient outcomes."

Adam Higgins
AstraZeneca

Pharma is increasingly expected to not just develop new drugs, but also support these treatments at the point of care – a process that has now started with increasing industry focus on patient-centricity.

"The pharma industry isn't shy of making the needed investments in R&D and innovation. But to capitalize on digital health they need to take a collaborative stance from the outset."

John Grumitt
Diabetes UK

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None of this will be easy for the simple reason that people are unused to working in this way. As the traditional domains shift, mutual understanding and trust become ever more important. All parties will need to be open to new ways of working and willing to support – and take part in – different stakeholder constellations.

"Collaborations in healthcare are rarely simple, but the value they offer to improve outcomes vastly outweighs the effort."

Adam Higgins
AstraZeneca

Yet there's no better time to explore the potential of applying digital technologies to healthcare. The technology is now available that can make a real difference. The industry recognizes that it should – and can do more – to support its innovations at the point of care. Patients want to be more involved in their treatment and healthcare professionals are keen to help them. And everyone wants to improve treatment outcomes – a foundation which to build the necessary collaborations to make it happen.

"Digital technology is there to be exploited, to find the best means possible of providing easily accessible health education and healthcare. HCPs should be empowered to select and present the right information for patients to access at point of care."

Lars Diemer
Agnitio

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Start The Collaboration

If you're interested in exploring the potential of digital technology in healthcare, contact Agnitio. We are looking for partners keen to connect all healthcare stakeholders in collaborations and empower patients with the information that they need.

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