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Rob is a strategic problem solver and a leader of cross-functional global teams. Since 2001, Rob has been responsible for planning, development and coordination of Omnicom's healthcare communications business, a market-leading worldwide operation supporting the market access, advocacy, brand development, and commercialization needs of the pharmaceutical, biotechnology, medical device, and public health sectors. Reporting to the CEO of the Diversified Agency Services division, he has led the practice through new client development, global services coordination, new services innovation, local market understanding, strategic partnerships, and agency acquisitions. This growth has occurred amidst dynamic competition, industry change, and diverse global client service challenges. Rob has championed Omnicom's geographic expansion into Turkey, Russia, China, India, and Brazil through equity investments, strategic alliances, and client partnerships. His personal interests are focused on public health policy, social marketing, infectious disease diagnostics, and socially responsible brands.

Mobile REMS: emerging tools in patient management

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OmnicomGroup

Some top-line thoughts

- FDA and other regulatory bodies are increasingly requiring consistent and ongoing communications management of the **patient's brand experience** as a pre-condition for NCE approval
- Transformation to **media being directed by customers** and not by marketers is driving frustration and innovation across all industries
- **Mobile media proliferation** is rapidly changing customer lifestyles and expanding expectations for tools and apps that simplify the practice of medicine and better manage patient needs

Some top-line thoughts (cont.)

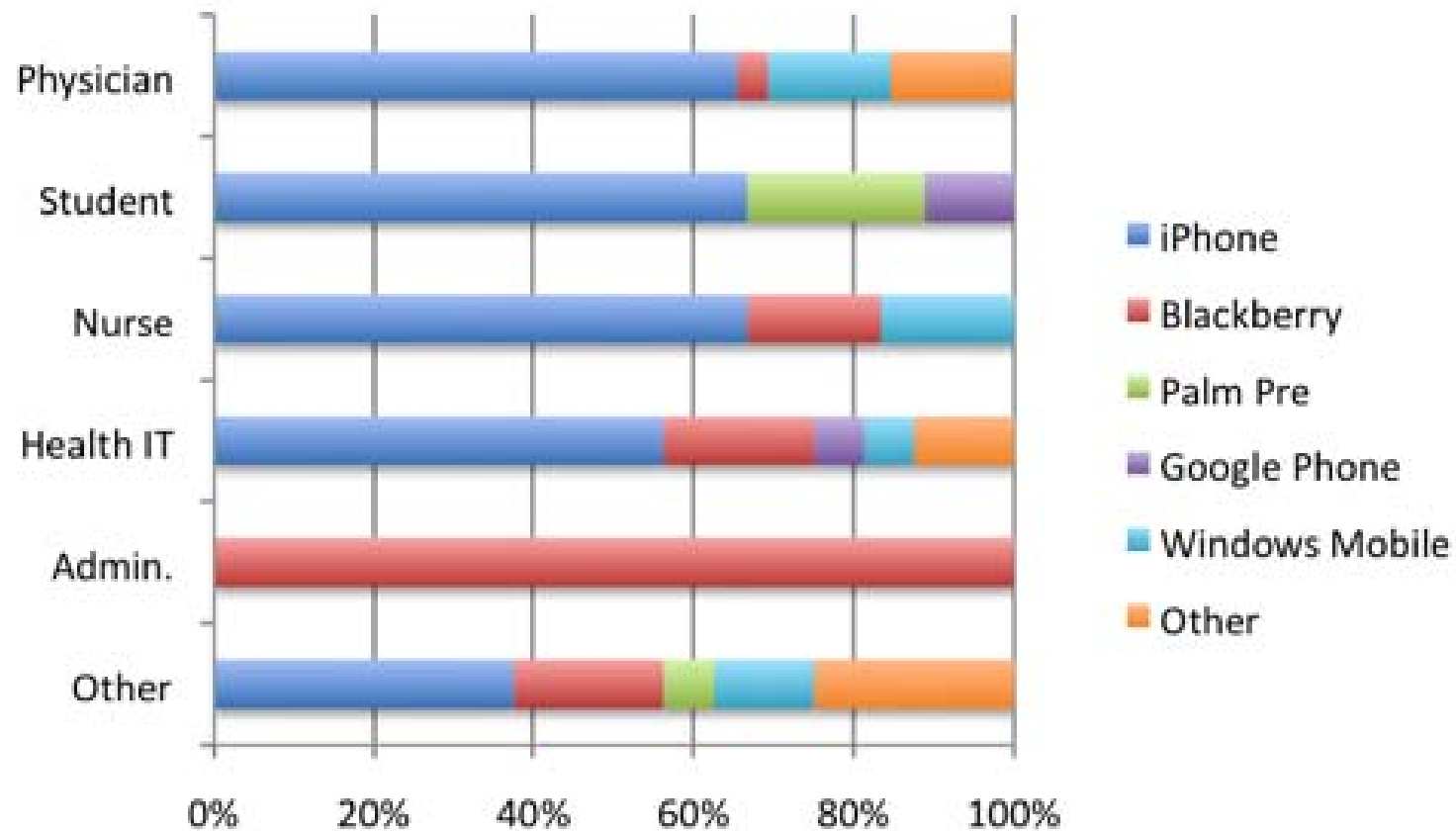
- Pharma clients are evolving to a more inclusive **brand-customer-channel** brand management approach to marketing, sales, patient support and regulatory compliance.
- An inclusive brand-customer-channel approach creates a **higher impact** customer dialogue and **lower cost** brand experience.
- Pharma industry is making financial gains by better analyzing and utilizing “real-time” **customer data**.



Wholesale Communications Transformation

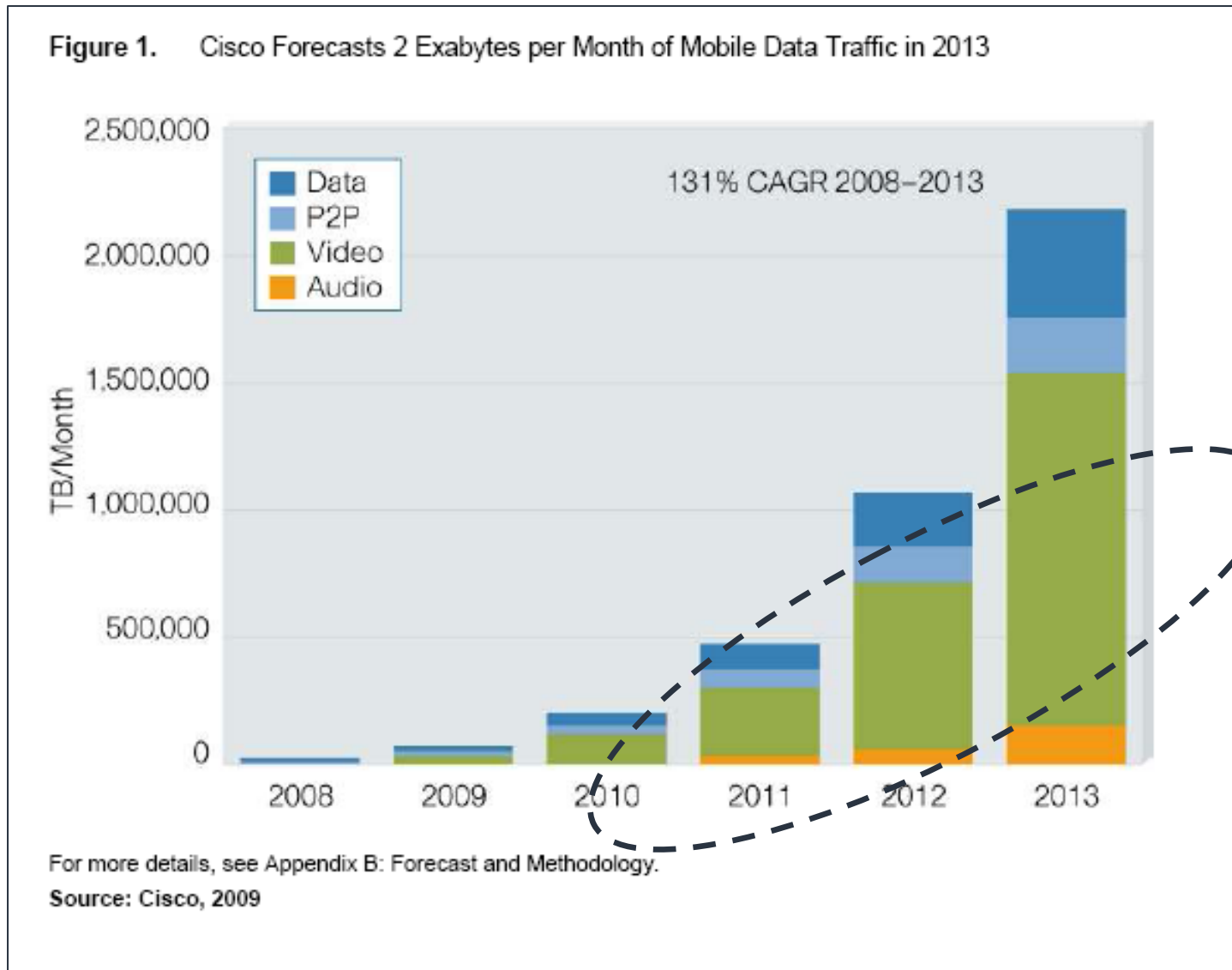
The Past	The Present and Future
Digital	Multi-channel marketing (enabled by digital)
Brand Driven Communications	Customer Driven Media
Print to PC	PC to Mobile
Email & SMS	Video, MMS, QR code "tags"
Mass communications	1:1 Data driven marketing and analytics
Influence cascade: Pharma to MD to Patient	Peer Influence: Patient to Patient, Dr. to Dr.

Healthcare Professional & Smartphones



Source: <http://www.softwareadvice.com/articles/medical/smartphone-survey-results-1073009/>
July 30, 2009

Global Mobile Data Traffic by type



Health iPhone App Examples

Consumer

- **Merck Manual** – home edition
- **WebMD** – health news (text & video), symptom checker, pill ID
- **VaxTrak** – **Novartis** sponsored family vaccine management
- **Symptom Minder** - Daily tracker for disease trend spotting
- **Go Meals** – **sanofi-aventis** sponsored diabetes meal mgmt
- **UMMC** – Comprehensive university multi-media health resources

Professional

- **Epocrates** (fee)– interactions checker, MedMath, formulary checker
- **BLACKBAG (J&J)** – Reuters health news (text & video), conf. podcasts
- **Merck Manual** – professional edition
- **Netter's Anatomy (\$39.99)** detailed interactive anatomical illustrations
- **Medscape** – health news (text & video) CME, Interactions checker
- **Reach MD Live** – physician radio

QR Codes Innovations for 3G camera phones

Can ACIPHEX relieve your frequent heartburn and other symptoms of acid reflux disease?

If you experience frequent heartburn (5 or more days a week), despite treatment and changes in your diet, you may have acid reflux disease. Talk to your doctor about your symptoms and ask if a 14-day free trial of ACIPHEX is right for you. (See offer details.)

ACIPHEX provides effective relief from heartburn and other symptoms of acid reflux disease. And just one ACIPHEX 30 mg tablet a day works all day and all night.

Important Safety Information
ACIPHEX has a well-established safety profile. The most common side effect possibly related to ACIPHEX is heartburn. Symptoms related to heartburn or other reflux conditions. Patients on warfarin (such as Coumadin) may need to be monitored more closely by their doctor. To learn more, talk to your doctor and please read the important patient information on the following page.

Individual results may vary.
Approved for adults.
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Get a 14-day FREE trial of ACIPHEX.
To get your free trial, take the attached card to your pharmacist, along with your prescription from your doctor for ACIPHEX. For additional offers and our free Reflux Relief newsletter, just call 1-800-928-4388 or visit www.aciphex.com. Ask your doctor if prescription ACIPHEX is right for you.

OR SCAN FOR 43888 for the Reflux Relief mobile application

ACIPHEX is a registered trademark of Helsinn. © 2010 Helsinn. All rights reserved. ACIPHEX is a registered trademark of Helsinn. © 2010 Helsinn. All rights reserved.

Text: SCAN FOR 43888 for the Reflux Relief mobile application

CONCESSIONARIA

http://bmw.mobi

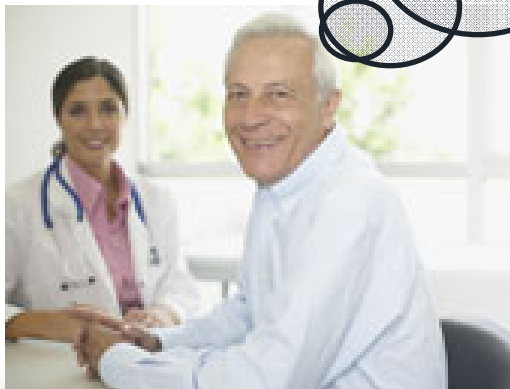
BRAND AUTO

Questo codice a barre 2D è un link a WEB.MOBI, il sito web Mobile.




Patients NEEDS!

patients want what
PPIs simply can't
provide



1. What exactly is this condition or disease?
2. Can I talk to other people that take this medicine?
3. What will happen if I don't use this medicine?
4. How will the condition get better if I use this medicine?
5. How does this medicine work?
6. How safe is this medicine? What type of side effects might I get?
7. Are there natural medicines that will do the same thing? Do they cost less?
8. How long must I take this medicine? Can I handle the side effects?

Customer Needs:

What:

patients want is to be able to **watch** simple accounts by doctors and patients in their native language, supported by interactive multimedia content

physicians want to more quickly and thoroughly **educate** patients on their disease, the importance of lifestyle choices and the need to follow medication instructions

pharmacists want is to communicate in customers' native **language** to more effectively and efficiently safely support the medication understanding needs of patients, families and caregivers

Mobile Web (scale & context)

1.30 % of search is done from a mobile device, only 2% of websites are optimized and formatted for mobile

2.3G (fast web) share of wireless phones in North America (**46%**, 2010E, **74%**, 2104E, Morgan Stanley 2009)

3.Over **one billion mobile** devices accessing the Internet by 2013 (IDC)

4.“more users may connect to the Internet via mobile devices than desktop PCs within five years,” (Mary Meeker, Morgan Stanley Global Research).

5.Video is now the predominant type of mobile internet traffic

The power of video

93% of health video watchers take action after watching :

70% went to a related website

69% conducted more online research

60% interacted with a medical professional

49% forwarded the link to someone else

32% have left a comment

17% clicked an online ad

12% made a purchase

2010 Kru Research, LLC

VIDEO CAN IMPROVE PATIENT COMPREHENSION

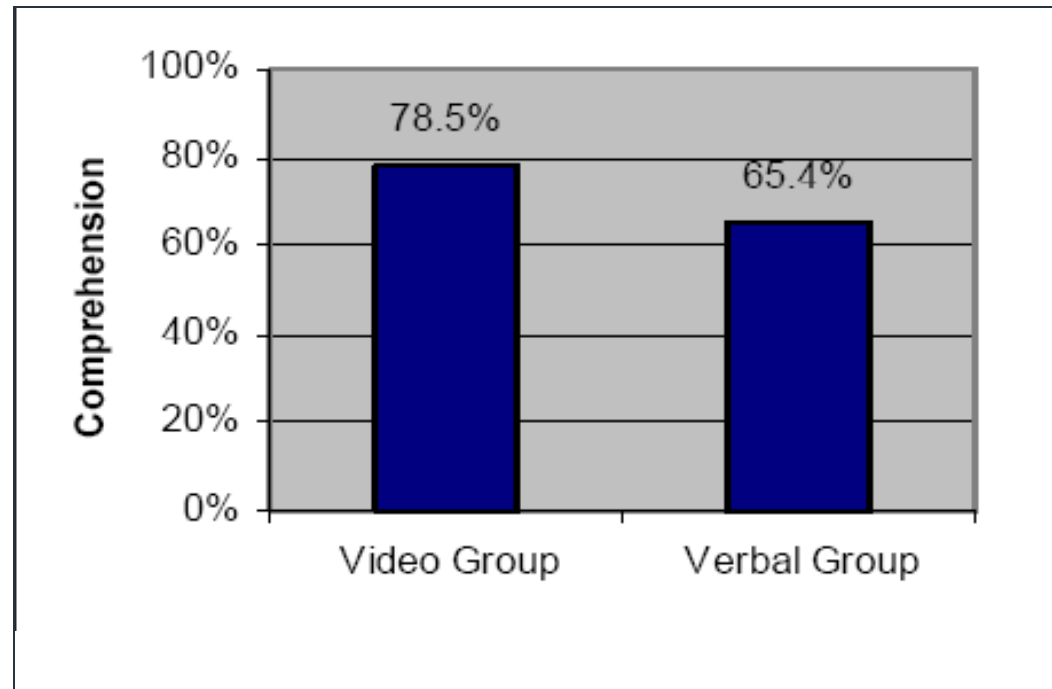
Compared video informed consent to verbal informed consent

Video improved patient comprehension, ($p = 0.00001$)



video n=73, verbal n=77, demographics no significant difference

<http://www.aclstudygroup.com/Powerpoint-pdf02/Lubowitz.pdf>



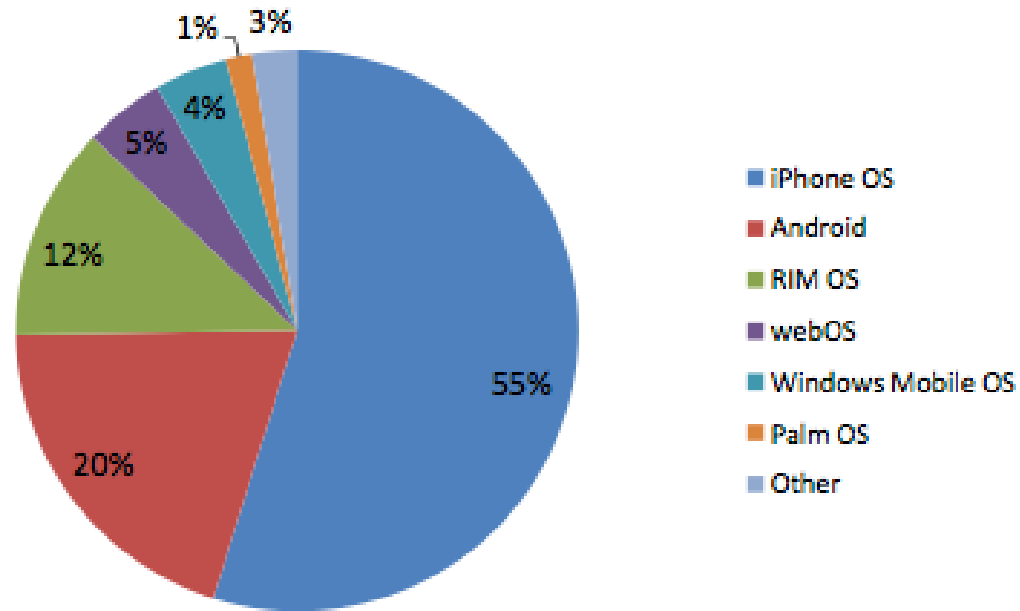
VIDEO INFORMED CONSENT IMPROVES KNEE ARTHROSCOPY PATIENT COMPREHENSION:
JAMES H. LUBOWITZ, MD

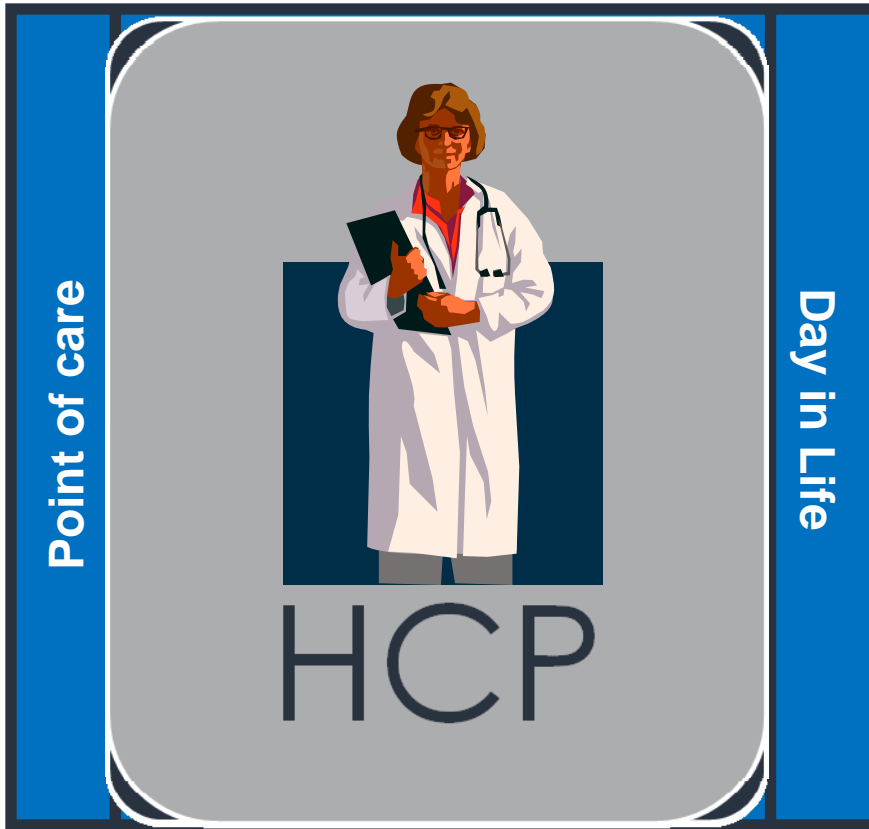
Mobile Web (scale & context)

6. 33 million plus iPhones sold worldwide, over 2bn apps downloaded, 33 apps-per-user, 140,000+ apps available, 1,500+ health related.
7. 40% of iPhone and iPod Touch owners browse the mobile web more than the desktop web. (AdMob 2009)
8. 64%* of US doctors own smartphones (2009), this will rise to a predicted figure of 81% by 2012. (***63% share for iPhone, 2009**)

Communications Transformation is Underway

Smartphone Internet Traffic: US

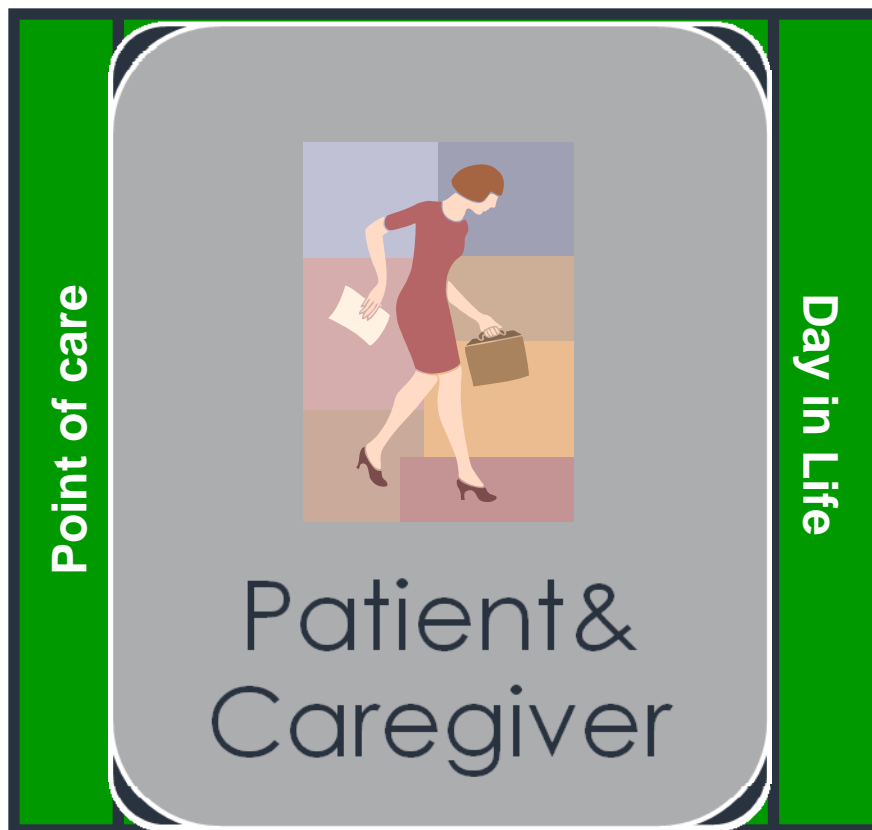




HCP Mobile Needs Map



HCP Mobile Needs Map



Patient & Caregiver Mobile Needs Map



Patient & Caregiver Mobile Needs Map

Two Novel Innovations

Mobile REMS Nurse Nightingale Avatar* for Continuous Digital Dialogue



NVX ebrains using digital dialogue to counsel and coach



Doctors



Patients



Pharmacists

.... enabling fully compliance with any number of complex regulations is right around the corner.



Mobile REMS Nurse Nightingale Avatar* for Continuous Digital Dialogue



NVX ebrains will perform globally across ...



Languages



Cultures

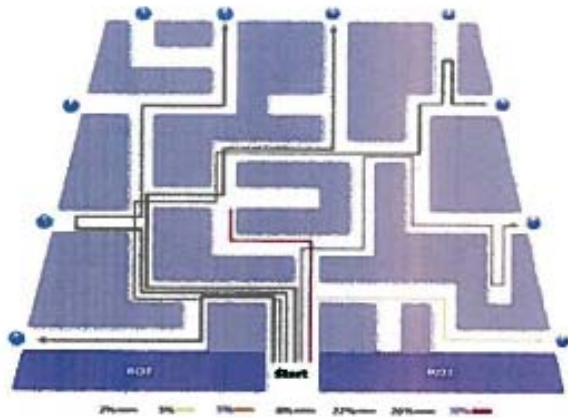


Borders

.... is a monumental breakthrough as safety monitoring will soon have universal scale.



Mobile REMS Nurse Nightingale Avatar* for Continuous Digital Dialogue



Aggregate digital dialogue across all stakeholders is recorded and stored for outcome based analysis.

Avatars through digital dialogue will soon have global scale for ...



Higher Confidence Intervals



Rapid Assessment of Expected and Unexpected Health Outcomes



... and this global scale comes at an extremely low cost given that ebrains are sponsored apps and not live staff.



Mobile REMS Nurse Nightingale Avatar* for Continuous Digital Dialogue

The NVX Avatar is an iqbot that has risk symptom knowledge for procedural diagnostics. Each iqbot can dynamically link with other iqbots that specialise in other procedural diagnostics.

dynamic links are like bluetooth connections between iqbots

