Digital biomarkers
What do they mean for your business?
WHY NOW? DATA AVAILABLE
CMS expects 50% of all payments to be via alternative models by 2018
MANAGE CHRONIC DISEASE
OPTIMAL BALANCE

Business model

Market proposition

Science, technology & systems
ITERATIVE PROCESS

THINK

BUILD

LAUNCH

LEARN
A direct relationship with the patient/user is feasible and can be productive
KEEP IT SIMPLE FOR THE CLINICIANS
Work toward a more robust solution that can give the required claims for the longer term.

Build brand awareness and improve patient engagement.

Launch with a Minimum Viable Product (MVP) & start gathering data.
PROVIDE REAL VALUE FROM THE DATA

Value

Data Feed

Hindsight

Insight

Foresight

Provide Information

Describe what happened?

Why did it happen?

What will happen?

How can we make it happen?

Descriptive Analytics

Diagnostic Analytics

Predictive Analytics

Prescriptive Analytics

Nudge behaviour
DIGITAL BIOMARKERS – Example
TIPS FOR SUCCESS – Strategy

What?
Why?
For who?
When?
Money?
Market?