

Figure 3: Digital Health, Tech and Pharma Capabilities

DIGITAL HEALTH COMPANIES



- An agile, 'build fast and iterate' approach to drive design, implementation, and operation of customer-centric solutions
- The opportunity to partner with multiple companies to create an ecosystem
- Solutions for business functions as well as therapies
- Potential for downstream acquisition off the back of a successful partnership

BIG TECH COMPANIES



- Access and capabilities to generate insight into large amounts of data from consumer markets (435 Exabytes of data will be produced each day by 2025)
- Advanced analytics of real-world evidence
- Access to technologies with broad business applications and capabilities

PHARMA COMPANIES



- Therapeutic expertise
- Regulatory access
- HCP and KOL relationships
- Higher quality data from clinical trials
- Scalability to early-stage digital products
- Resources and experience in commercialising products