

**WEDNESDAY, January 27, 2016**

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**TOPIC: The Impact of Digital and Technological Health Innovations on Pharma**

**SPEAKERS:** **Amy Hung**, Leader, Digital Hub, and Research Manager, Pharma/Medical Products Knowledge Team at McKinsey & Company  
**Clifford Jones**, CEO, AllazoHealth  
**Pinaki Dasgupta**, Founder and CEO, Hindsait, Inc.

In 2014, digital health investments topped \$6.5 billion, compared with \$2.9 billion in 2013. Digital health is also predicted to be the top performer across the venture investment landscape in 2016. The rise of technology and digital applications in the pharmaceutical industry has led to a variety of innovations in areas including R&D, data analytics, patient and doctor experience, and company strategy among others. Recent advances have allowed companies and stakeholders to handle and share data in new ways, and leverage data to generate insights that improve patient care and reduce cost. They have also sped up the drug discovery/development process.

McKinsey recently conducted research on the digital revolution, speaking with 20 leading executives across a variety of market segments to find out how they are staying ahead of the changes happening across the industry. The consensus in their report, "How Pharma can win in a digital world," was that pharma companies must transform themselves in basic ways to stay competitive. The report noted, "Successful companies will rethink their business and operating models, transform their cultures and capabilities, and adopt a new, longer-term mind-set that fosters innovation and bold strategic moves."

This program will feature presentations by three experts: Amy Hung of McKinsey & Company, who will present the aforementioned research, as well as Clifford Jones, CEO of AllazoHealth, and Pinaki Dasgupta, Founder and CEO of Hindsait, Inc. who will explore how their companies are providing new solutions to existing problems in a changing industry landscape. AllazoHealth tackles the problem of medication non-adherence through predictive analytics and personalized interventions that empower patients to better manage their illnesses and avoid additional healthcare costs. Hindsait uses natural language processing and AI to analyze a company's data streams and facilitate patientcare decisions to avoid error and fraud, and reduce overall cost.

All three speakers will discuss how technology and the digital revolution are transforming the industry and how biopharma companies can stay ahead of these changes.