

Accelerated digitization: New points of care, new roles for pharma and medtech



Virtual video visits to doctors are expected to rise to **5%** globally in 2021, up from an estimated **1%** in 2019

Virtual health's acceleration during COVID-19 broadens pharma's role in the continuity of care

Areas for improvement in virtual health:

- Almost 75% of health care leaders say they don't or are only partially tracking quality measures
- Only 36% of leaders say they have providing "web-side manner" training
- Reimbursement and regulatory policies post-pandemic will be key to permanent uptake and growth
- Internet access and technology availability in vulnerable parts of the world

Other changes impacting virtual care:



Tech giants are bringing clinical care to the home



The virtual care cloud



Digital pharmacies/home & drone delivery

Opportunities for Medtech:

- Improve remote access to patients
- Enable the transition to more care outside of the hospital
- Shift the emphasis toward prevention and well-being



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