

# OPHTHALMIC DIGITAL HEALTH WORKSHOP



## The Patient Interface with Digital Health

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Executive intrapreneur turned digital health entrepreneur, John's career includes over 15 years leading global drug development and healthcare innovation. Named one of the Top 100 Influencers in Digital Health, John provides expertise and execution experience in digital health strategy, remote patient research and care, virtual clinical trials, Phase I - IV clinical research, patient reported outcomes, patient engagement, mobile health, omni-channel experience and virtual reality.

John is a keynote speaker at global industry events, guest lecturer at Duke University on digital health/innovation and a published author featured in various conferences, journals, articles and media outlets.

As Chief Product Officer, Partner at THREAD, John leads THREAD's digital health platform enabling remote patient research conducted by biopharmaceutical companies, CROs and academic researchers.



## DIGITAL HEALTH EVOLUTION

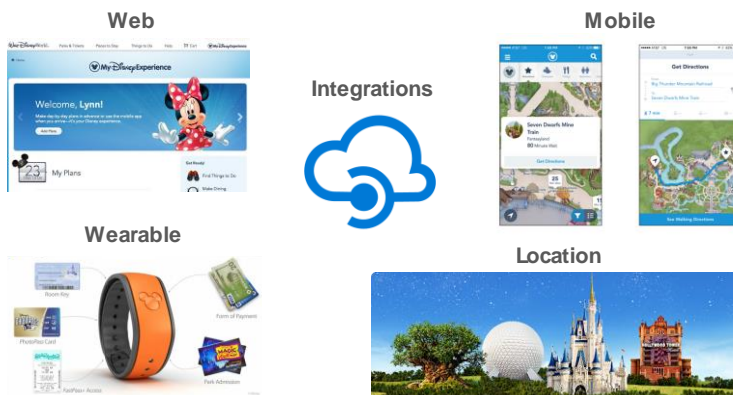
1. DIGITIZATION
2. REMOTIZATION
3. CONTEXTUALIZATION
4. AUTOMATION

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## Disney's Impact on Digital Health



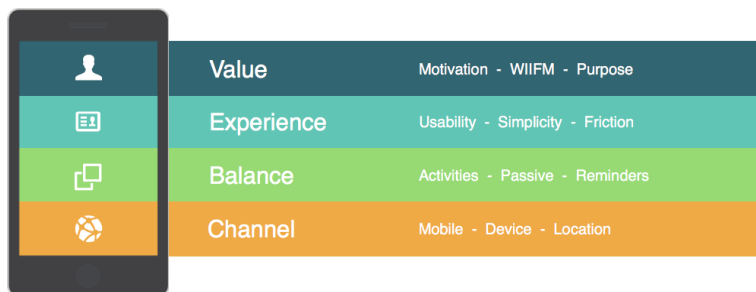
## What is Omni-Channel?

A multichannel approach that seeks to provide the customer (*i.e. the patient, provider, etc.*) with a **frictionless engagement experience** utilizing all available channels to their strengths including research centers, lab facilities, web, mobile, SMS text, telephone, tele-health, internet of things (IoT) devices, on site, etc.





## Elements of a Digital Health Interface



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