



# Digital Future

## Pharma relations with HCPs and Patients



# We all move to big cities

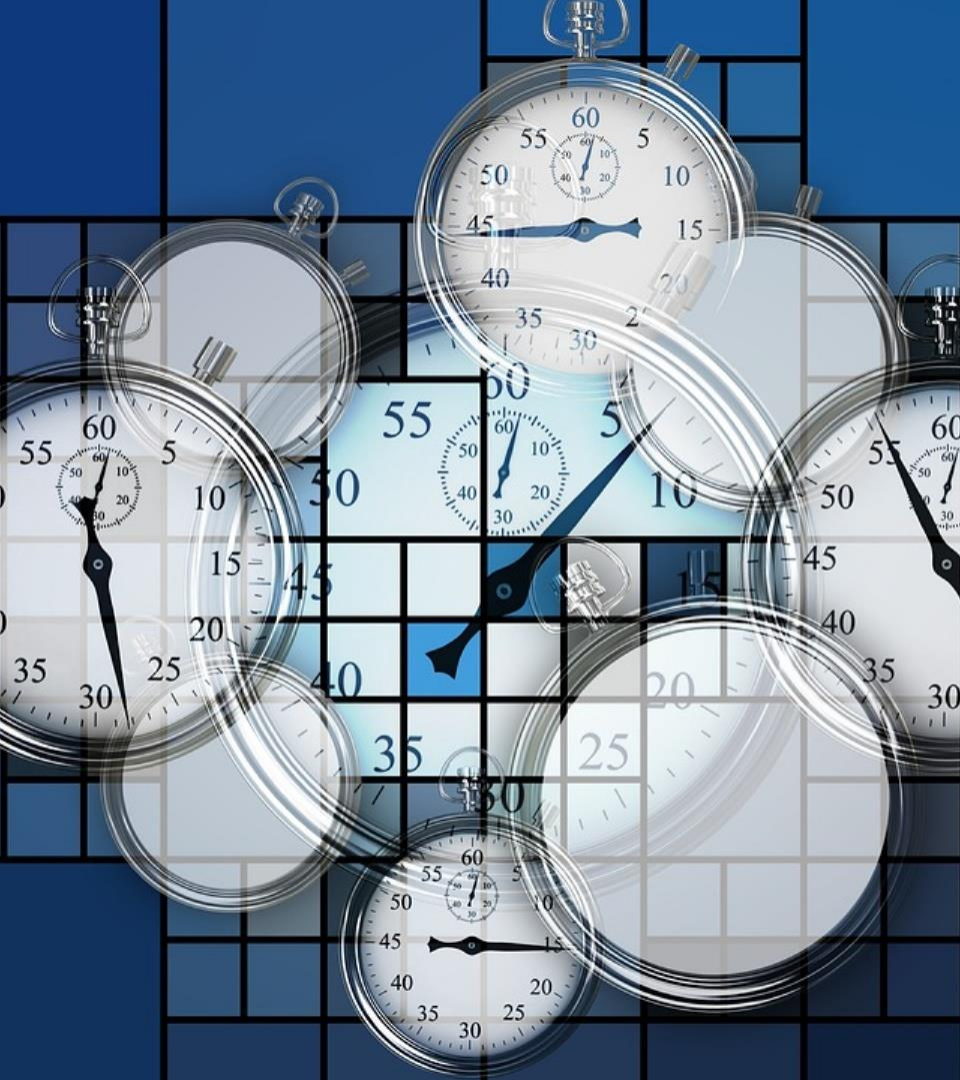
Approx. 600 big cities will host 90% of  
population in future

**Increasing demand for:**

Quality Education

Holistic Healthcare

Communication & Collaboration



# AGENDA:

Evolving needs of Patients and Physicians

Embedding Empathy as a Service

Taking DOLs to Metaverse

Q&A



# New needs

**HCPs:** AI aided practice

**Patients:** Increased empathy

**Future Frontline:** Unleashed data



# Opening door to AI aided practice

It is just way better to co-work with a Digital Facilitator (AI is nice choice to consider)

Great potential for Digital Partner in future

**Some simple healthcare functions will be addressed by Patient-AI collaboration**



# Taking DOLs to Metaverse

Improved Medical Training experience

Enriched collaboration

**Further potential:** Metaverse powered DOL networks utilize improved connectivity & healthcare collaboration



# Unleashing Data

Silo versus x-organisational collaboration

Can you reach every bookshelf?

SoMe Data more & more impactful

**But are we prepared?** digital infrastructure in place, but slow adoption sometimes



# Empathy as a Service

Please continue "Beyond the Pill"

Winning Digital Services will holistically  
address Patient concerns

**21st Century Patient Experience:**  
Personalized, Easily Accessible, Digitally (AI)  
Empowered Healthcare