MANAGING CHANGE IN PHARMACY EDUCATION

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MCCANN HEALTH GLOBAL PHARMACY
McCANN IS A GLOBAL COMMUNICATIONS POWERHOUSE

McCANN WORLDGROUP
- Continents: 6
- Countries: 120
- Offices: 200+
- Employees: 26,000

McCANN HEALTH
- Continents: 6
- Countries: 20
- Offices: 60
- Employees: 1800

McCann Worldgroup offices • McCann Health hubs
WE HAVE RELENTLESSLY WORKED IN FIGHTING DISEASE FOR OVER 30 YEARS AND IN ALL KEY THERAPEUTIC AREAS.

- Cardiology
- Dermatology
- Endocrinology
- Gastroenterology
- Genetic Diseases
- Hematology
- Hepatology
- Immunology & Inflammation
- Infectious Diseases
- Mental Health
- Neurology
- Oncology
- Ophthalmology
- Otolaryngology
- Pain Management
- Rare/Orphan Diseases
- Respiratory
- Urology
- Women's Health
The Immunity Charm
ACTIVATING PHARMACISTS TO BE PATIENT CENTERED HCP’S IS ESSENTIAL FOR BETTER HEALTH FOR ALL
TRUST IN HEALTH CARE DELIVERY IS AT A CRISIS POINT
EVOLUTION OF THE HEALTH CARE SYSTEM

- Participative health consumer
- Data lead population health management
- Massive cost out strategies

REDISTRIBUTION OF DEMAND

- FIXED HEALTH DELIVERY SYSTEM
  - 3°+2°
  - Low Accessibility
  - High Authenticity

- FIXED HEALTH DELIVERY SYSTEM
  - 1°

- SOCIAL HEALTH DELIVERY SYSTEM
  - Px
  - High Accessibility
  - Low Authenticity
Consumer demands for better care

Pharmacy is investing heavily to play in the healthcare space to lower cost, improve care quality and increase efficiencies in broken systems

- Incentivizing collaboration
- Increasing adaptation of technology that is data lead
  - Improved store layout driving foot traffic
  - Retail pharmacy and payer agreements
  - Expanded patient centric services
THE CHANGING HCP APPROACH

• IMPACT OF EMERGING MILLENNIALS AND GEN Z’S AS HCP’S

• BY 2028, these generations will make up 58% of the workforce increased from 38% today

• They embrace an agile future being willing to invest in technology and work more flexibly

• Want patients to be allies in their health

• Use technology and expect it, to engage with patients and monitor health
A DIGITAL EVOLUTION IS DISRUPTING PHARMACY PRACTICE
DECISIONS, DECISIONS

Pediatric cardiologists make an average of 158 professional decisions every day
  ▶ 80% aren’t based on data

We make over 200 decisions every day just about food
  ▶ We are only aware of 10% of these

Some estimate that, altogether, we make over 35,000 decisions every day
AI
Being tested to replace certain professionals

Chatbots

Triage of patients

Digital medicines

Smart Sensors

Smart Pens

GAMIFICATION

Prescription digital therapeutics

DIGITAL THERAPEUTICS

Voice-activated Tech

Virtual Hospitals

TELEMEDICINE & TELEPHARMACY

Adherence Tracking

RESET-O FOR OPIOID USE DISORDER

DIGITAL HEALTH INNOVATION

Virtual Hospitals

GAMIFICATION

Prescription digital therapeutics

DIGITAL THERAPEUTICS

Voice-activated Tech

Virtual Hospitals

TELEMEDICINE & TELEPHARMACY

Adherence Tracking

RESET-O FOR OPIOID USE DISORDER
TENSION

MANY UNIVERSITIES HAVE RECOGNIZED THE NEED TO EVOLVE BUT ARE FACING THE TENSION BETWEEN PROGRESS AND PERFORMANCE

ARE YOU MANAGING THIS TENSION OR IS IT STILL A POINT OF DISCUSSION?
The move to ‘Hospital at Home’ model enables a rapidly expanding aged population to stay healthy at home. Chat Bots will soon be able to dispense dependable medical advice supported by apps that can help provide useful Digital Triage.

Smartwatches that can monitor everything from your heart rate to your hydration levels, to smartshoes that can detect if you fall and alert your local response team.

There are robots that can monitor your vitals, suggest appropriate exercises, remind you when it’s time to take your meds, and alert your primary caregivers in the case of an emergency.
**COMPANIONSHIP**

The Groove X Lovot designed to help promote positive mental health, particularly for people in need of companionship.

**MONITORING**

The Samsung’s Bot Care a full-service, health-monitoring robot can monitor heart rate and blood pressure, remind you to take medication, give advice on medicine, lifestyle modifications and notify emergency services.

**MEDICATION MANAGEMENT**

Pillo tracks your treatment and dispenses the right amount of medication at the right times of day. An interface that reminds patients if they miss their medication and can alert caregivers if it receives no response. It also provides daily health assessments.
INCREASING PATIENT ACCESS TO INDIVIDUALIZED MEDICINE

3D Printing
30 year old technology
First 3D printed drug gaining FDA Approval
Easy swallow epilepsy drug
March 2016

4D Printing
Using materials that can be changed when heat and other methods are applied
DIGITAL THERAPEUTICS

A new approach to disease management using software-based interventions alone or in conjunction with traditional, non-digital practices

HYPERTENSION

RESPeRATE, a treatment which promises to help individuals manage hypertension through timed breathing exercises that naturally lower heart rate and blood pressure.

DIABETES

Glucose Zone are seeing results using digital therapeutics to halt type 2 diabetes.

ADHD

Akili Interactive, has made significant advancements with the first non-drug treatment for ADHD
The era of Big Data in healthcare was brought about due to electronic patient records, the aggregation of information across networks, and the full digitisation of business operations. More comprehensive data enabling provision of specific diagnoses and more effective, targeted treatments for individual patients.

Predictive signals. Spotting the early indications identify diseases, such as Alzheimer’s, as much as 20 years earlier, enabling patients to take whatever measures possible to delay disease progression.
E-COMMERCE

- Health is latest offering to extend service to support China’s primary care system
- Feature to live on Taobao marketplace platform to get advice on medication or order OTC products
- Network of > 38,000 hospitals whereby users can book doctors appointment through WeChat to avoid long lines
- 60% offer online medical consultation and 35% can pay
- Cloud based "diagnostic rooms" for hypertension, diabetes, psychological consultation and primary care → accessing services from home
IN AN ENVIRONMENT OF PROFOUND TRANSFORMATIONAL CHANGE OUR PROFESSION MUST BE RESPONSIVE AND ADAPTIVE
HOW ARE WE EDUCATING THE NEW GENERATION OF HCPS TO MEET THIS CHALLENGE?
WE MUST STAY AWARE OF KEY OPPORTUNITIES AND REGULATORY LIMITATIONS IN THE GLOBAL HEALTH SPACE TO EVOLVE BEST PRACTICES FOR THE NEW WORLD WE LIVE IN
ARE WE MAKING PROGRESS AT THE PACE REQUIRED TO ENSURE OUR PLACE AS A VALUED HCP IN PATIENT CARE?
DISCUSSION