

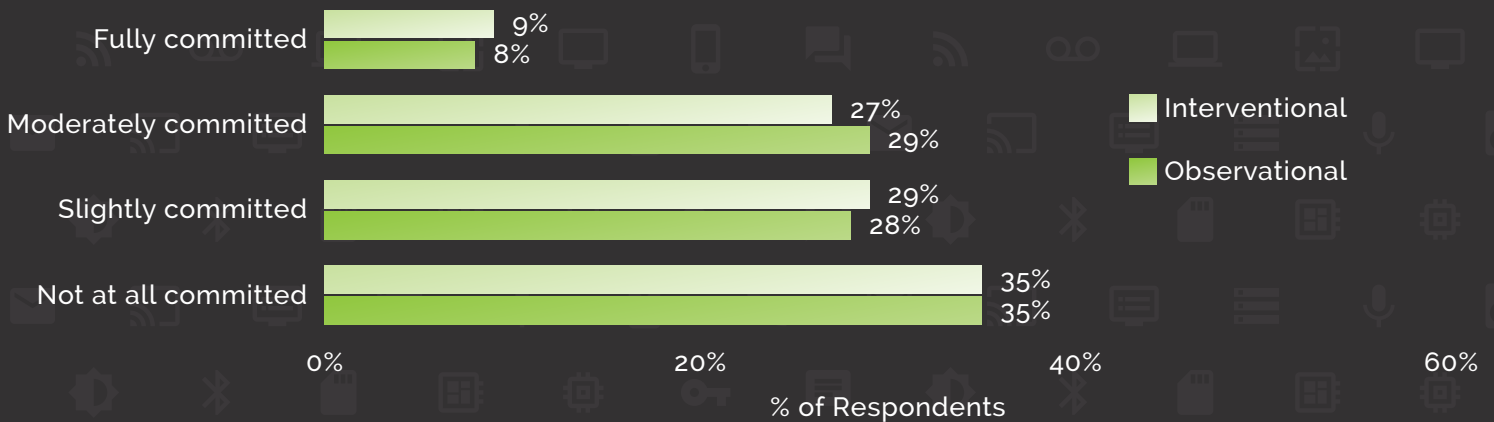
# mHEALTH

## IN CLINICAL TRIALS

mHealth technology has the potential to transform the way biopharma conducts clinical trials and perhaps to disrupt the clinical development of medicines altogether. Experts say that mHealth will positively impact the accuracy, frequency, convenience, and safety of clinical data. We asked respondents how committed their companies are to using various approaches to mHealth for their interventional or observational clinical trial protocols.

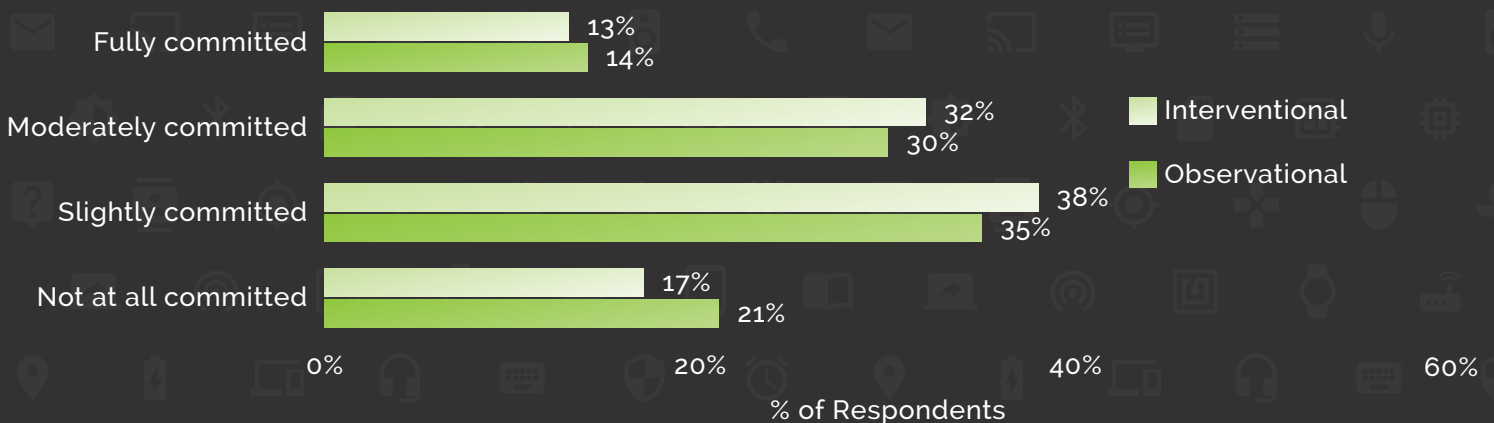
### CONTINUOUS REAL-WORLD DATA

*"For your [interventional/observational] clinical trial protocols, how committed is your company to incorporating continuous real-world data (e.g. activity monitors like FitBit, sensors or patches that record heart rate or skin temperatures) that is captured outside of the "regular" trial visit?" (n=139)*



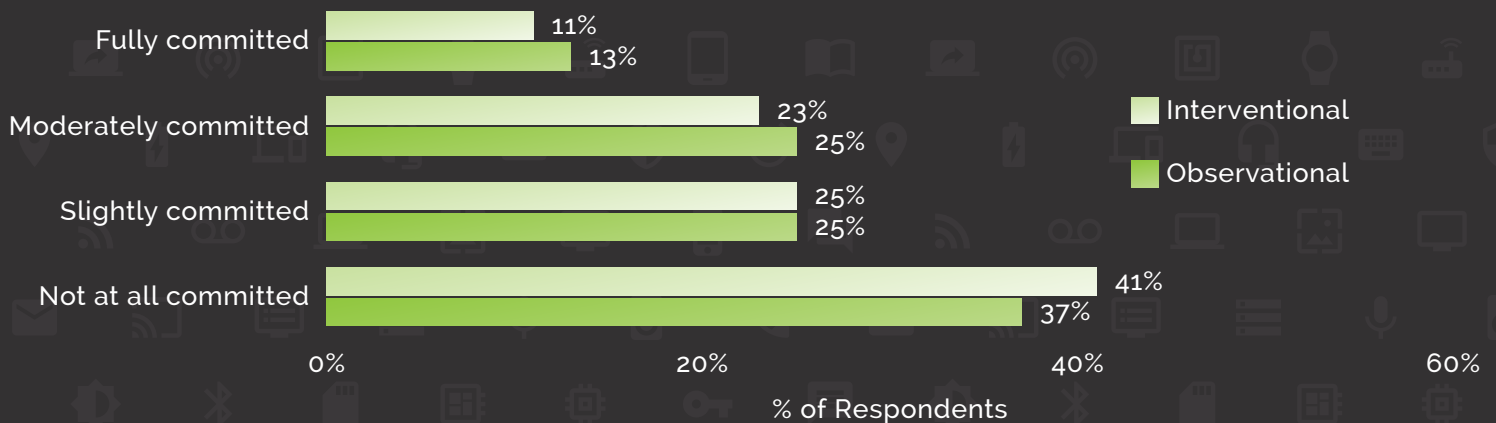
### DIRECT DATA CAPTURE (DURING VISIT)

*"For your [interventional/observational] clinical trial protocols, how committed is your company to using direct data capture (e.g. glucose monitor, weight, heart rate, BP, etc.) that is captured during a "regular" trial visit? For definitional purposes, we define direct data capture as data that are populated "straight" or automatically from the device into the EDC/EMR system via Bluetooth or another means and are not hand recorded into the data file." (n=139)*



# BRING YOUR OWN DEVICE

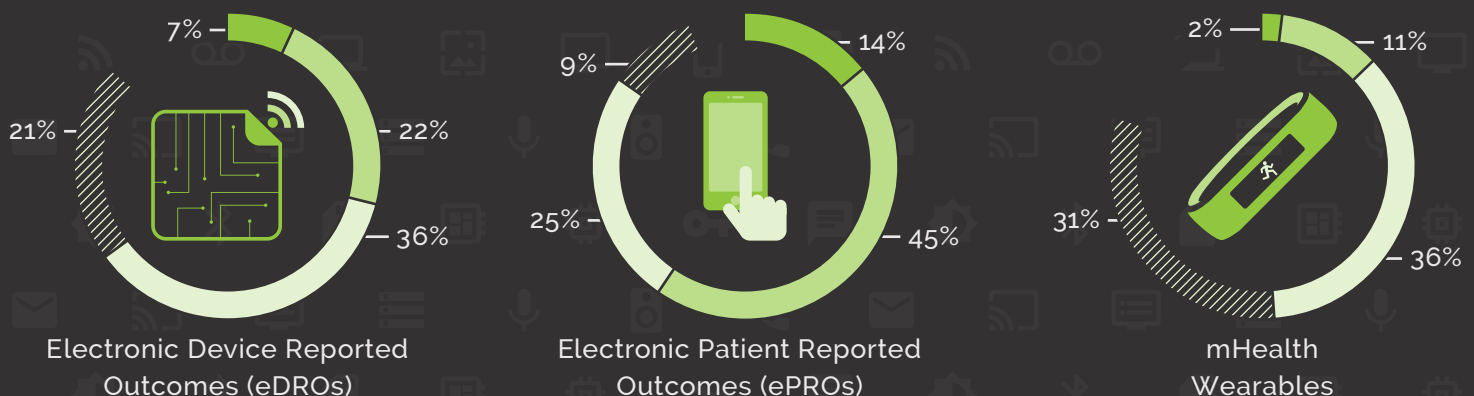
"For your [interventional/observational] clinical trial protocols, how committed is your company to allowing trial participants to bring their own device (BYOD) (e.g. iPhone, tablet, Android) that is used to capture data and/or send and receive messages regarding the trial?" (n=139)



## CURRENT USE TRENDS

"How would you categorize your company's current use/adoption of the following [on studies/products]...?" (n=97)

■ Use for all   ■ Use for majority   ■ Use for minority   ▨ No current use, but plan to in next 12 months



## LEARN MORE

Discover more data in our market research report *mHealth in Clinical Trials: Current Status / Future Projections*. Research topics include:

- mHealth usage rates and adoption plans
- Road blocks to mHealth use in clinical development
- Anticipated changes in mHealth use over the next 2 years
- Which therapeutic areas and phases of development mHealth technologies are most often used
- Whether mHealth technologies contribute to cost savings in clinical trials



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