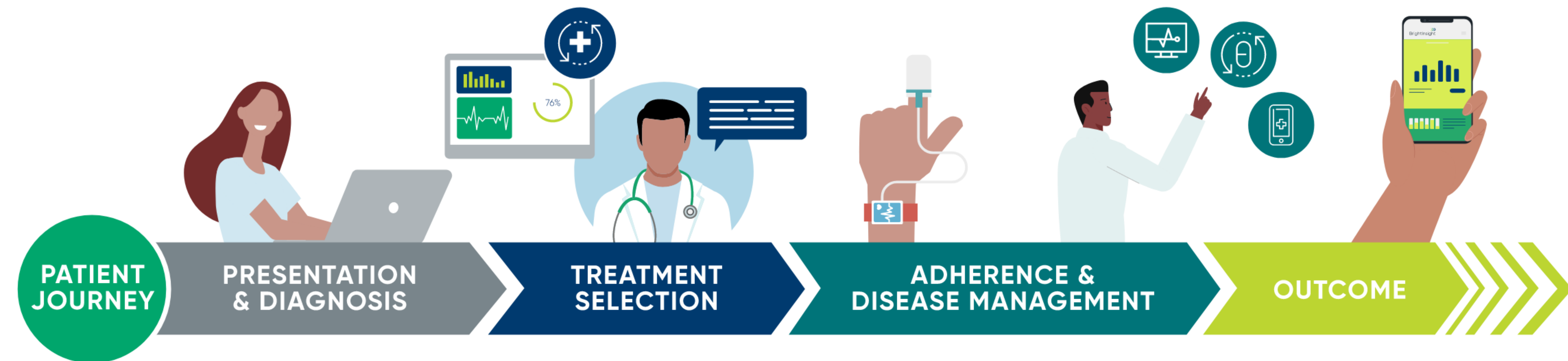


Digital Health Use Cases Powered by BrightInsight



Digital health use cases for biopharma

Digital is playing a pivotal role in biopharma across therapeutic areas, with increasing investment and activity in patient diagnosis, patient selection, dose management, adherence and disease management. Companies that want to outpace their competition and differentiate their therapies with digital need to act quickly.



BRIGHTINSIGHT USE CASES

PATIENT DIAGNOSIS

Leverage powerful algorithms to diagnose patients more quickly and accurately when early intervention matters

PATIENT SELECTION

Give providers the tools they need to quickly and accurately match individual patients with the right therapies

DOSE MANAGEMENT

Ensure optimal drug dosing and titration while increasing adherence, through early detection of missed doses or over-dosing to enable early provider intervention

PATIENT ADHERENCE

Unlock better patient adherence with innovative digital drug companion apps and Software as a Medical Device

DISEASE MANAGEMENT

Improve patient outcomes while driving care delivery efficiency for patients with chronic conditions

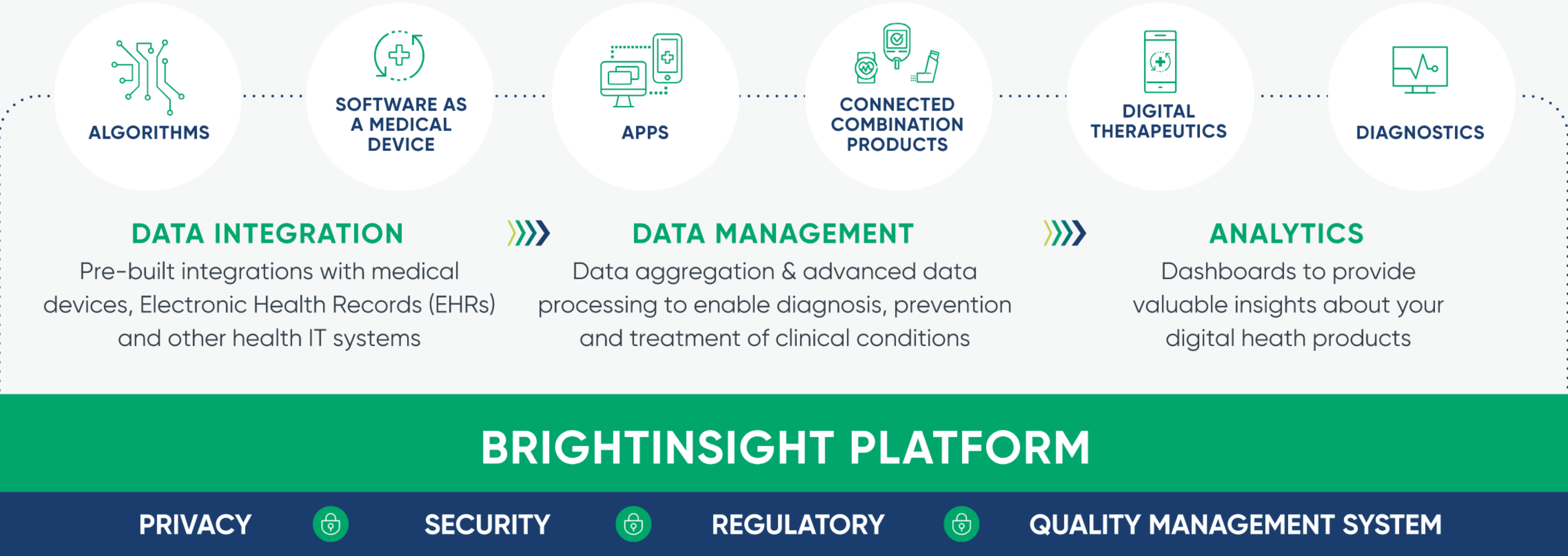
Each one of these use cases requires a trusted and compliant cloud infrastructure.

We take the hard work out of building, scaling and maintaining regulated digital health offerings.

BrightInsight provides the leading global platform for biopharma-regulated digital health solutions.

We replace the need for lengthy 'build from scratch' implementations to instead give our customers a proven platform and configurable applications to develop and maintain secure, private and compliant digital health solutions—even as regulations are constantly changing.

With the BrightInsight® Platform as their foundation, our customers are accelerating time to market for apps, algorithms, medical devices, connected combination products, diagnostics and Software as a Medical Device (SaMD).



Patient Diagnosis

Leverage powerful algorithms to diagnose patients more quickly and accurately when early intervention matters.

USE CASE: RHEUMATOID ARTHRITIS

SCENARIO

Rheumatoid arthritis symptoms overlap with other autoimmune conditions. Joint damage usually occurs within the first two years of diagnosis, so getting patients on therapy is key.

Identifying when a patient's disease activity score (DAS28) is above 5.1 on two occasions, more than one month apart, can drive biologic prescription and payer authorization.

CHALLENGES

Physicians rely heavily on patient-reported symptoms, and diagnosis is complicated because many autoimmune conditions share the same or similar symptoms.

Many patients do not transition to biologics when they could benefit from them.



SOLUTION

Collect and score patient-reported outcomes, communicate them to physicians within their EHR workflow, and trigger biologic prescription if the patient's DAS28 score is above 5.1.

By leveraging BrightInsight's Patient App, Clinician Portal and Algorithm Hosting and Management applications, built on the BrightInsight Platform, you can reduce development efforts by up to 70%, ultimately speeding time to market.



BENEFITS

- Diagnose patients more accurately and efficiently
- Get patients on appropriate therapies faster to improve outcomes

Patient Selection

Give providers the tools they need to quickly and accurately match individual patients with the right therapies.

USE CASE: COLON CANCER

SCENARIO

Treatment options for colon cancer depend on several factors, including the type and stage of cancer, possible side effects, and the patient's preferences and overall health.

CHALLENGES

Targeted therapy is one important approach that targets the cancer's specific genes, proteins or tissue environment. These contribute to cancer growth and survival, but not all tumors have the same targets.



SOLUTION

The BrightInsight Platform can aggregate a range of relevant data (e.g. genomic) to determine if the patient's profile aligns with your brand's therapy.

By leveraging BrightInsight's Clinician Portal and Algorithm Hosting and Management applications, built on the BrightInsight Platform, you can reduce development efforts by up to 70%, ultimately speeding time to market.



BENEFITS

- Faster alignment of a patient with optimal targeted therapies
- Identification of changes in therapy as needed

Dose Management

Ensure optimal drug dosing and titration while increasing adherence through early detection of missed doses or over-dosing to enable early provider intervention.

USE CASE: DIABETES

SCENARIO

Diabetes patient health is dependent upon careful tracking of glucose levels. Auto-titration offers immediate updates to dosing.

CHALLENGES

Timing and routine for checking glucose levels and taking insulin can be difficult for patients to manage. Physicians may not be promptly notified of changes to patient health or non-adherence.



SOLUTION

BrightInsight's Patient App, built on the BrightInsight Platform, guides patients through the connected device set-up process, monitors their reported glucose levels, updates insulin dosage if needed and flags missed doses to their physician. Connected auto-injector refills are automatically sent to their pharmacy based on usage data. Reporting is displayed in the patient app and a clinician portal so that patient health is tracked over time.

By leveraging BrightInsight's Patient App and Clinician Portal, built on the BrightInsight Platform, you can reduce development efforts by up to 70%, ultimately speeding time to market.



BENEFITS

- Patients receive optimal therapy based on their glucose level
- Physicians are more informed about patient health

Patient Adherence

Unlock better patient adherence with innovative digital drug companion apps and Software as a Medical Device.

USE CASE: RESPIRATORY

SCENARIO

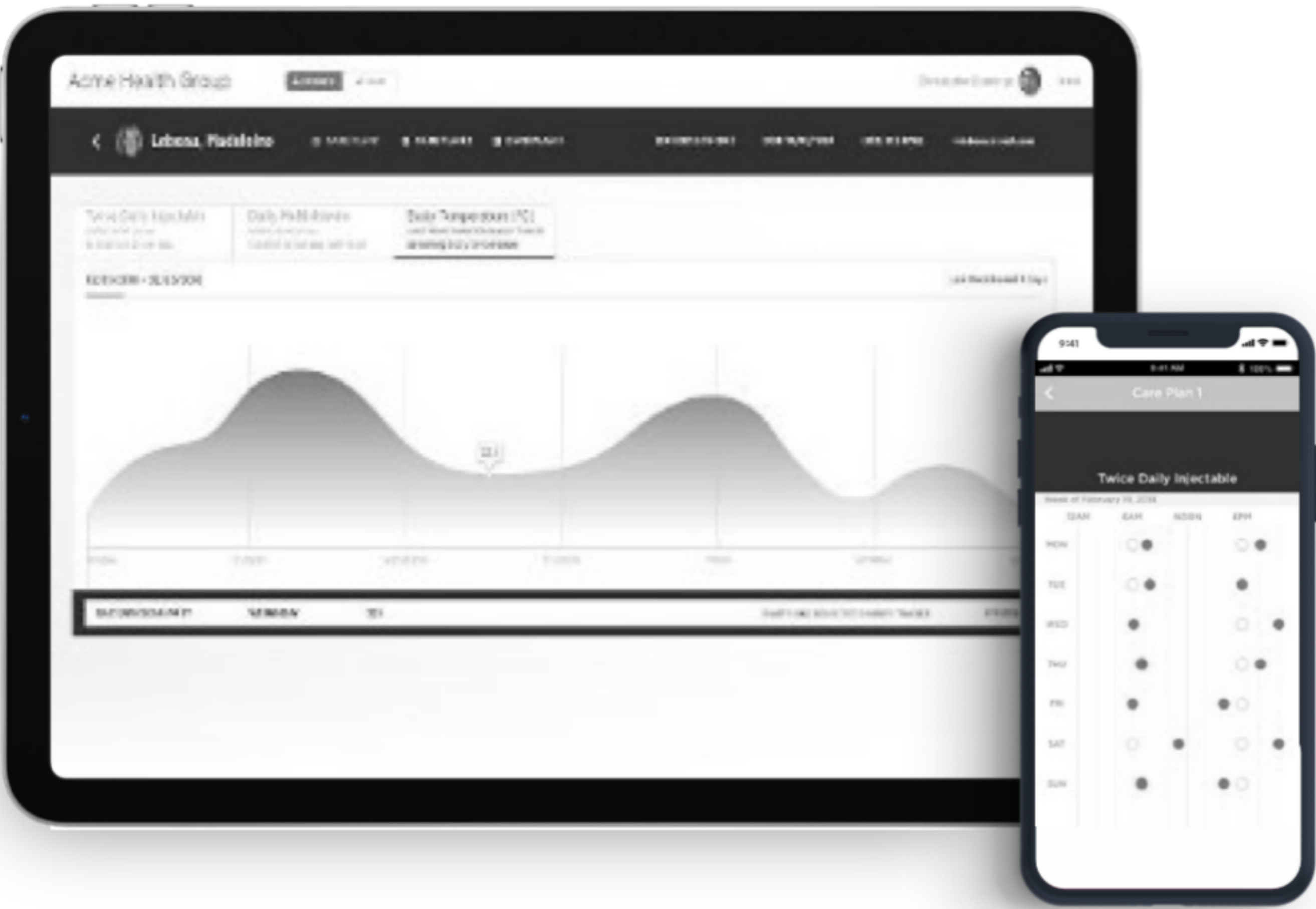
Connected inhalers are prescribed to thousands of patients, but low traction in regular usage impacts patient health and outcomes.

CHALLENGES

Many patients have complex medical profiles and are also using other inhalers and steroids.

Patients need support to stay on therapy, as well as regular fulfillment of replacement asthma inhalers. They also need guidance when determining whether their health is worsening and requires medical intervention.

Physicians need to be able to view all relevant patient data within the context of their EHR workflow and receive alerts based on complex scoring and threshold analysis across conditions.



SOLUTION

BrightInsight's Clinician Portal application, built on the BrightInsight Platform, can integrate with a broad range of data, including comorbid conditions, all inhalers, steroids and respiratory-related therapies. Physicians view the portal in the context of their typical workflow in the EHR.

Leveraging our Patient App, built on the BrightInsight Platform, patients can view all relevant data in one location and are messaged with reminders. Their prescriptions are automatically fulfilled. They receive alerts telling them to seek critical care or contact their physician if certain PROs indicate that it is necessary.

By leveraging BrightInsight's Patient App and Clinician Portal applications, you can reduce development efforts by up to 70%, ultimately speeding time to market.



BENEFITS

- Increase adoption of the app with patients
- Increase usage by physicians
- Take a holistic approach to patient health rather than a condition-specific one

Dose Management

Improve patient outcomes while driving care delivery efficiency for patients with chronic conditions.

USE CASE: HEART DISEASE

SCENARIO

Coronary heart disease is impacted by a range of lifestyle factors along with comorbid conditions like diabetes.

CHALLENGES

As patients are often viewed in isolation of their comorbid conditions, adherence to medication is critical, and changing patient behavior is necessary in order to improve outcomes.



SOLUTION

Our Patient App, built on the BrightInsight Platform, supports patient care by tracking patient PROs, lab results and therapy adherence. Our Clinician Portal application, built on the BrightInsight Platform, integrates into the EHR to alert physicians to significant changes in patient health and shows health trends over time.



BENEFITS

- Physicians are immediately alerted if their patient's condition worsens enough to meet thresholds they have defined
- Patients have a one-stop shop to manage their health and are alerted if their PROs suggest emergency healthcare is needed

For more information on BrightInsight and the
BrightInsight Platform, email contact@brightinsight.com
or visit BrightInsight.com.

