

HARNESSING THE POWER OF MOBILE TECHNOLOGY

ePharma Summit 2015

PharmaLeaders' Interview with

Daniel Piekarz, Vice President of Business Development,

Life Sciences at DataArt's Healthcare practice

By Jim Miller, President and CEO, PharmaLeaders

DAN: We're a technology consulting company that offers custom solutions. I run the healthcare and life sciences vertical. We do work in other industries, mainly regulated industries because when you're pulling together technology and industry knowledge, especially in a regulated industry, there are a lot of things that can go wrong if you don't have an understanding of this area.

So what we did for this event is we developed a demo app to show people how you could use mobile technology to improve pharma sales and marketing, improve patient adherence to medication, and improve patient education of products.

So what we did, imagine you are in a pharmacy. Your child is ill, coughing. You need to buy some kind of child cough medicine, you're not sure which one. So you pick something up and you put it in front of an iPad that is mounted. It recognizes exactly what product you put in front of it, purely based on the box, and then it gives you a variety of different options. In this case it gives you two options, the video and the website. But in this case it could say, "Okay, I see you have a sick child at home. What sort of symptoms does your child have? Sore throat? Cough? Runny nose? Headache? Okay, these three products are the best products for a child who has those issues. These different products, one has a coupon. Okay you pick this product this is how you take it, so on and so forth, and in three to five days if your child doesn't get better, talk to your doctor about prescription brand X." So it kicks back to the idea that there's a prescription medicine out there that's stronger that you should move to if the over-the-counter medication doesn't deal with it in the appropriate amount of time. So it could be used as a way to connect with over the-counter drug buyers to drive them to prescription medications when that makes more sense. It could also be used in a doctor's office. So when a doctor is trying to give a patient information on how to use the medicine, one of the pharmaceutical samples that the rep dropped, it could be used for the same kind of thing. It could be used for drug adherence because the patient could enter their email address and it could provide emails every so often – Have you taken your medicine? Is your condition getting better? – allowing them to answer questions that give feedback back into the pharmacy, the doctor or the pharmaceutical company.

So it's just a different way to show what we can do with mobile technology and how it can actually improve the experience of the doctor and the experience of the patient, and how information is available to everybody.

JIM: *Is this your first product you are coming out with?*

DAN: It's not a product. This is three days of development purely developed so we can talk to people about things that can be done. So what we do when we meet with a company, is we go in and the company will share with us some of the challenges they have in a certain area. Then we'll go back and come up with a variety of different ways they can address those challenges using modern technology. Present them with the costs, the risks, the benefits. And then guide them to what we think, according to

what is out in the market today and what they're looking to do, which way they should go, and if they agree, develop that solution.

***JIM:** You say you are in other industries, how long have you been in healthcare?*

DAN: I guess that depends on how you measure that. If you measure healthcare since the first healthcare product we've done, we've been in healthcare probably about 7 years. If you look at the point where we've been pushing further and further, about 4. We actually have not only been in it but have been going after it. That said in the last 4 years we brought in a lot of people who have many, many years in the market. So myself I have about 20 years.

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