These are the future trends of healthcare 2015

Most competitors of tomorrow’s pharma industry will be non-traditional entrants.

- **Agree**: 59%
- **Neutral**: 15%
- **Disagree**: 26%

In future, the biggest competitors of the pharmaceutical industry will be from outside the core industry.

Pharma companies will cooperate with former competitors to improve patient-centred care.

- **Agree**: 86%
- **Neutral**: 8%
- **Disagree**: 6%

Pharmaceutical companies cannot identify solutions to many unsolved medical problems on their own but have to align with former competitors and partner-up for research.

Specialisation as business model of pharma’s future?

- **Agree**: 69%
- **Neutral**: 13%
- **Disagree**: 18%

The current ‘merger mania’ indicates that pharmaceutical companies will have to focus on some key indication areas to be able to compete on world-class level in future.

Collaborate to innovate!

- **Agree**: 93%
- **Neutral**: 5%
- **Disagree**: 2%

Pharmaceutical companies will have to cooperate with new players like data analytics etc. in order to stay innovative continuously.

Tech-Giants ahead?

- **Agree**: 31%
- **Neutral**: 26%
- **Disagree**: 43%

I expect apple and/or google to be a leading healthcare company by 2020.

Visit our Website: pharma-summit.com
These are the **future trends of healthcare** 2015

- The survey “Future of Healthcare” aimed to draw a picture of general expectations concerning prospective healthcare.
- Over 200 survey respondents of the pharmaceutical industry took part.
- Do we have to rethink our definition of healthcare?

1. **In future, the biggest competitors of the pharmaceutical industry will be from outside the core industry.**

   ![Pie Chart]

   - **Agree**: 59%
   - **Neutral**: 15%
   - **Disagree**: 26%

   **Most competitors of tomorrow’s pharma industry will be non-traditional entrants.**

   Almost 60% of our survey participants expect future competitors to come from outside pharma’s core industry. **This year’s Rethinking Healthcare Summit will deliver insights into established best practice examples along the value chain that are illustrating successful partnerships cross-border.**

2. **Pharmaceutical companies cannot identify solutions to many unsolved medical problems on their own but have to align with former competitors and partner-up for research.**

   ![Pie Chart]

   - **Agree**: 86%
   - **Neutral**: 8%
   - **Disagree**: 6%

   **Pharma companies will cooperate with former competitors to improve patient-centred care.**

   Over 80% of the respondents think that the pharma industry won’t be able to solve medical problems by itself. Collaborations with non-traditional entrants, but also with former competitors from inside the core industry will gain in importance.

3. **Outcome based payment for pharmaceuticals will be common in future.**

   ![Pie Chart]

   - **Agree**: 69%
   - **Neutral**: 20%
   - **Disagree**: 11%

   **“Pay for performance” will necessitate new business models in the pharma industry.**

   When it comes to outcome based payment for pharmaceuticals, almost 70% of our survey participants agree that this will be a common procedure in future. As a result, new strategies such as diversification or specialisation will become more important for pharmaceutical companies.
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4. Big Data has the potential to make clinical trials obsolete.

Clinical trials still play an important role in pharma.

Big Data solutions are being widely discussed nowadays, also in the healthcare industry. However, 54% of our participants don’t think that Big Data will make clinical trials obsolete, whereas 32% declare the opposite.

Agree: 32%
Neutral: 14%
Disagree: 54%

5. The current ‘merger mania’ indicates that pharmaceutical companies will have to focus on some key indication areas to be able to compete on world-class level in future.

Specialisation as business model of pharma’s future?

Almost 70% of the respondents are of the mind that pharmaceutical companies will have to focus on key indication areas to succeed in the competitive market, which is also stimulated by an increasing collaboration culture. At the Rethinking Healthcare Summit 2015 we’ll have a look at innovative business models and fresh ideas in step with actual practice.

Agree: 69%
Neutral: 13%
Disagree: 18%

6. Due to the digitalisation of healthcare, future patients will no more go to see their doctor when feeling sick, but expect to be contacted when showing signs of illness.

The personal relationship between doctors and patients stays important.

Digital business models are widely seen as fundamental need of future success, however, our survey participants aren’t sure if the digitalisation will be shaking up the traditional communication between patients and doctors: 44% of them agreed, 38% didn’t.

Agree: 44%
Neutral: 18%
Disagree: 38%
These are the **future trends of healthcare** 2015

**7. Patients have started to take responsibility on their health into their own hands.**

![Pie chart showing patient-centricity](chart1.png)

**Self-determined patients will revolutionise traditional healthcare treatments.**

The stakeholders of the pharmaceutical industry who took part in our survey aren’t sure if the digitalisation will drastically change the communication between doctors and patients. The question if patients will take responsibility on their own health shows a clear picture though: 70% of the respondents think that patient empowerment will play a dominant role in pharma’s future.

**8. Patient-centricity is not just a buzz word but the key to dominate the future healthcare markets.**

![Pie chart showing patient-centricity](chart2.png)

**Magic word “patient-centricity”.**

Globalisation, digitalisation, patient empowerment: Market characteristics that stakeholders have to cope with when it comes to the future of healthcare. The integration of patients’ needs and demands will therefore gain lot of importance to stay capable of competing with other providers.

**9. Thinking about innovation the pharmaceutical company that gets to my mind first is... (in alphabetical order)**

![Pie chart showing innovation](chart3.png)

**Big pharma is innovative...**

... when it comes to our respondents. Being asked who gets into their mind when thinking about innovative pharmaceutical companies, they named most of the leading market players. Novartis is first with 26% affirmative answers.
10. Pharmaceutical companies will have to cooperate with new players like data analytics etc. in order to stay innovative continuously.

Collaborate to innovate!
According to more than 90% of our respondents, collaborations are seen as one promising option for pharmaceutical companies to raise finance amid, share potential risks, boost research productivity and outcomes, discover new therapies – and therefore ultimately to reinvent the way healthcare is delivered.

11. I expect apple and/or google to be a leading healthcare company by 2020.

Tech-Giants ahead?
The future of healthcare will be collaborative – that’s what most stakeholders of the pharmaceutical industry think. However, they aren’t sure if Apple and/or Google will evolve into leading healthcare companies within the next years: 31% said “yes”, 43% said “no”. It will be exciting to see who’s right after all.

Rethinking Healthcare
Between Innovation and Regulation

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