



Combination Products Lifecycle Management Summit 2018



In the lead-up to our [Combination Products Lifecycle Management Summit](#) (June 19 – 21, Boston), we have caught up with **Alexander Dahmani**, Co-Founder & CEO at **QuiO** for his exclusive insights in how the industry is evolving, particularly in connectivity and real-time patient monitoring platform.

Alexander co-founded QuiO, a connected therapeutics company that provides software and service enabled by smart medication devices in 2014. Over the course of his entrepreneurial career, he and his company have won industry recognitions, including Innovation Champion at the 2017 Accenture Health Tech Innovation Challenge – for their contribution in creating smart and connected injection devices for better, more transparent delivery of injectable therapies.

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HW: Can you tell us more about QuiO?

AD: QuiO is a connected therapeutics company founded in 2014 based in New York City. Through connected devices and proprietary analytics, we enable leading pharmaceutical companies to measure real-world medication adherence and associated health outcomes. We also leverage dosing behavior data to target and tailor interventions designed to

improve medication adherence. This data-driven approach, combined with machine learning and behavioral science, translates across disease states by enhancing the real-world efficacy of existing medications in order to better control chronic conditions.

We have a dedicated software team located in New York with over 85 years of software engineering experience. They are all certified to develop and manage software under our quality management system, and they are available to develop customized solutions on top of our ConnectedRx® cloud platform.

Connected device adoption can improve outcomes through better monitoring and support of patients on therapy. However, it's still early days that sound case studies are limited.

HW: Connected device has been a real buzz word since 2017, especially real-time patient monitoring platform for injectable therapy, which presents new opportunities for the industry. That said, there're still a number of challenges to overcome. What is your thought?

AD: There are compelling opportunities in connected device adoption, including lifecycle management amidst increasing competition, real-world evidence for expanding indications or improving formulary position, and improved outcomes through better monitoring and support of patients on therapy. However, it is still early days that sound case studies are limited. Therefore, the biggest barrier is the validation of the business case.

It will take time to develop and test connected offerings, in order to demonstrate their value. Another barrier is the new skills and expertise required to successfully launch a connected offering, including wireless technology, patient data management and behavioral science – particularly as this is an area which pharma and healthcare have little experience in. This is where a partner can greatly help navigate this new space and execute at a high level.



Partnering with a software specialist goes beyond cost saving but offloading compliance risks, and leveraging their expertise in developing a tailored solution for your patients, as well as post-launch complaints handling.

HW: *From the feedback we've gathered, pharma are eager to tap into the connected ecosystem. Given they are traditionally not a software developer, it's understandable that companies are very concerned with regulatory framework and post-launch complaints handling, let alone data privacy. What's your thought on this?*

AD: Those are all real challenges, which is why we believe pharma should work with a software partner to enter the connected therapeutic space. There are real benefits to leverage a partner's platform for communicating with connected devices and managing the data. The advantages aren't limited to just cost, but also compliance and advanced features developed and tailored specifically for connected therapeutics' patients.

With the right partner, pharma can offload much of the risks associated with data privacy, and leverage their expertise to navigate the regulatory requirements including post-launch complaints handling.

HW: *Given your experience in this space, what's the best tip you'd offer to our audience at the CPLM Summit?*

AD: Start working with a partner to launch pilots and build a business case for adopting connected devices.

HW: *And finally, ahead of the meeting, what question would you like to ask our community?*

AD: What is the primary reason your organization is looking to adopt connected devices? It's the first question that organizations should answer – without clarifying this objective and truly understanding the need, it's hard to build a business case and convince sponsors to support and see the project through.

Proud to Partner with:



QuiO (kwee-oh) is a connected therapeutics company with hardware and software that transforms medications into disease management solutions. Their ConnectedRx® cloud platform enables secure and compliant management of real-world data from connected devices and medical apps. The platform leverages the proprietary MedScore™ to understand dose-level adherence behaviors, enabling more targeted support efforts and more informed analysis of real-world outcomes. ConnectedRx® is available for pharmaceutical partners deploying remote monitoring technologies in clinical trials or patient support programs.

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