

INSIGHT BRIEF

Volume 6, Issue 2
February 2018

kjtgroup
INSIGHT BY DESIGN



KJT 411

News & Events

Thank you to all of our clients that took the time to complete a customer satisfaction survey in 2017! Upon completion, our clients can choose an organization for us to donate to on their behalf. We're proud to announce we donated over **\$1500** to organizations such as the American Diabetes Association, American Heart Association, and American Red Cross! We hope to see an even larger donation made in 2018!

Monthly Insight

New regulations in New Jersey that restrict intercommunication between medical professionals and pharmaceutical manufacturers will not interfere with independent market research.

You can learn more about New Jersey's new pharma rules

[here.](#)



Trends in Healthcare Digitalization

Digitalization of healthcare takes many forms – from wearable fitness devices to ingestible imaging devices in pills to implantable monitoring devices for serious conditions to mobile applications that can move biometric data from source to EMR. The range of applications includes leisure uses at one end of the spectrum all the way to life-sustaining devices at the other end.

While progress is being made on many fronts, we are seeing uneven success. For example, while wearable fitness devices have seen widespread uptake, a recent study by Cedars-Sinai Center for Outcomes Research and Education indicates a lack of evidence that wearable biosensors such as Fitbits improve patient outcomes¹. This may be due to a lack of long-term data or it may be indicative of a more fundamental lack of consumer motivation to use these data to

make lifestyle changes. Wearable consumer devices that are not intended to be used in clinical decision making do not currently need to go through the rigorous FDA approval process.

Another emerging trend is the use of biometric sensing devices to collect patient data in clinical trials. The benefits here are not only convenience for patients and investigators but also better and more complete data. The jury is still out, however, on the extent to which this type of biometric data can be used as evidence in FDA applications. Practitioners have voiced some hesitation in accepting biometrics gathered independently by patients as a substitute for those collected directly by healthcare professionals.

The recent pharma introduction of an anti-psychotic pill which transmits information on when the patient takes a dose was a break-

through in the application of technology to the long-standing problem of monitoring patient drug compliance. While this capability raises privacy concerns for some, the benefit of having a real-time tool for patients, their caregivers and providers to avert potential breaks in treatment is enormous.

Digitalization of healthcare is progressing rapidly, with new applications almost daily. While there continue to be issues to be ironed out, the prospect of improving patient outcomes is very real.

- Marite Talbergs, SVP, Research

1. *Npj Digital Medicine*, "Impact of remote patient monitoring on clinical outcomes: an updated metanalysis of randomized controlled trials", published online 15 January 2018.



Deep Learning in Healthcare Tech

Deep learning is expected to become an important tool in the healthcare technology market, signaling a need to better understand its benefits and potential barriers. Deep learning is a branch of artificial intelligence in which a computer is provided with large, labeled datasets in order to “learn” to detect similarities and differences between data points in the sets. It then will classify new data points based on what it has “learned” from the labeled datasets. Researchers expect deep learning to lead to huge potential in the healthcare technology market because of its various applications; consider, for example, medical imaging analysis¹.

Deep learning offers solutions to decrease radiologist workload, but with potential obstacles. In some hospitals, radiologists see thousands of images per day, which can be a challenging task for one person². By using deep learning to teach computers how to analyze medical images, image analysis is becoming a partly automated process, allowing for computers to provide diagnoses more efficiently than humans can alone³. Accordingly, medical imaging

analysis is moving from being descriptive to being largely quantitative². Despite its benefits, the process the deep learning tool uses to determine each diagnosis is not traceable, leaving some healthcare providers skeptical about its validity. This could be a key barrier to healthcare provider buy-in. Even so, deep learning applications for interpreting medical images is expected to blossom into a \$300 million market by 2021⁴.

Now is a good time to consider how deep learning will impact one’s business products and offerings, especially related to healthcare technology and healthcare provider workflow. For this market, lack of healthcare provider acceptance may be an obstacle initially, so determining how to overcome their reservations will be crucial for early success. Regardless, understanding the impact deep learning will have on one’s healthcare technologies and services is becoming a growing concern.

- Aaron Woods, Sr. Research Assistant

Contact us

Rochester
Six East Street
Honeoye Falls, NY 14472
888.623.8050
info@kjtgroup.com

Research Triangle Park
4815 Emperor Boulevard
Suite 100
Durham, NC 27703

1. <https://www.technologyreview.com/s/513696/deep-learning/>
2. <https://www.techemergence.com/deep-learning-applications-in-medical-imaging/>
3. <http://ieeexplore.ieee.org/stamp/stamp.jsp?reload=true&amumber=7463094>
4. <https://www.itnonline.com/content/deep-learning-medical-imaging-create-300-million-market-2021>



Tips to Maximize Your Time at a Conference

Attending the right conference can be a great way to network, learn about new subject matters or research techniques, and grow as a professional. With the cost of registration, travel, and the opportunity cost of having team members not billing their time to projects, conference attendance is an investment that requires preparation. It’s critical that you are clear on the reasons why you are attending the conference and carve time out of your busy schedule to be **present** while at the conference. Being holed up in your hotel room during the majority of the programing is not attending a conference, its working from a distance. Here are 10 non-obvious tips to help ensure you get the most out of your conference:

- Ensure you are clear on your organization’s “elevator pitch” so that when asked what your organization does, you are prepared. Keep your core response to no more than 45 seconds.
- Have a planning session to understand which sessions different team members will attend, and which speakers you want to meet.
- Ensure you LinkedIn profile is up to date.
- Check if any dinners are “on your own”. If so, plan on hosting a colleague for dinner.
- Send the attendees list to your meeting scheduler, and let them know if you want him/her to try to set up a meeting during a break, breakfast, or dinner.
- Your goal should be to meet at least 10 people per day.
- Put your phone away and make eye contact. If you are uncomfortable making eye contact, focus on the bridge of the person’s nose so it appears you are making eye contact.
- Write notes on the back of business cards at the end of the networking sessions to remember why this person is of interest.

- Not everyone you meet will be helpful to your organization. However, remember that everyone knows something you don’t – your challenge is to learn that information. If your conversation seems to not be bearing much fruit, don’t be rude, but excuse yourself and meet someone else.
- Provide feedback to the marketing and sales team about the quality of the conference and if they should plan on having someone attend again. Also, let them know if you learned of a different conference that may not be on their radar which seems like it would be worthwhile to attend.

If I’ve missed something please let me know so I can send out an updated list of tips. Also, feel free to reach out with any questions or comments. I hope the next conference you attend is a productive and fun experience!

- Rick Johnson, VP Consulting Services