Wearables are Transforming R&D and Care Delivery

Description: Wearables encompass the growing range of gadgets that can be attached to the body to measure certain physiological parameters. They are rapidly being adopted in healthcare, as part of a broader health IT revolution, with significant consequences for pharma in both the economics and execution of R&D. There are already an estimated 300 trials underway involving wearables, according to National Institutes of Health data reported in late 2015. Wearables' most immediate potential is in chronic diseases.

This report addresses the following questions:
- What are wearables and how are they impacting pharma?
- Who is developing wearables and what partnerships have pharma companies forged as they venture into this new domain?
- What are the key drivers and resistors to wearables' use in healthcare?
- How has pharma experimented with wearables so far and what are the key takeaways for drug developers?
- What impact have wearables had on pharma R&D so far?
- How will wearables fit within the pharma business model and where is there most potential to generate return on investment from wearables?

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