

# Real time monitoring and enhancing the patient practitioner relationship



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# Industry considerations



- Improve knowledge of disease natural history & impact on patient e.g. PROMS
- Linking phenotypes with genotype and other omics data
- Collection and use of real world data
- Demonstrate comparative effectiveness and cost-effectiveness
- Real-time pharmacovigilance
- Instant feedback to patient and physician on adherence
- Monitoring for instant advice and feedback or dose adjustment
- More adaptive & flexible trial designs - through rapid image and data analysis, modelling and simulation
- Recruitment time - faster, smarter, more targeted recruitment

# Two recent announcements on Precision/Stratified Medicine



## ABPI launch report on Stratified Medicine in the NHS



## Government announce Innovative Medicines and MedTech Review

