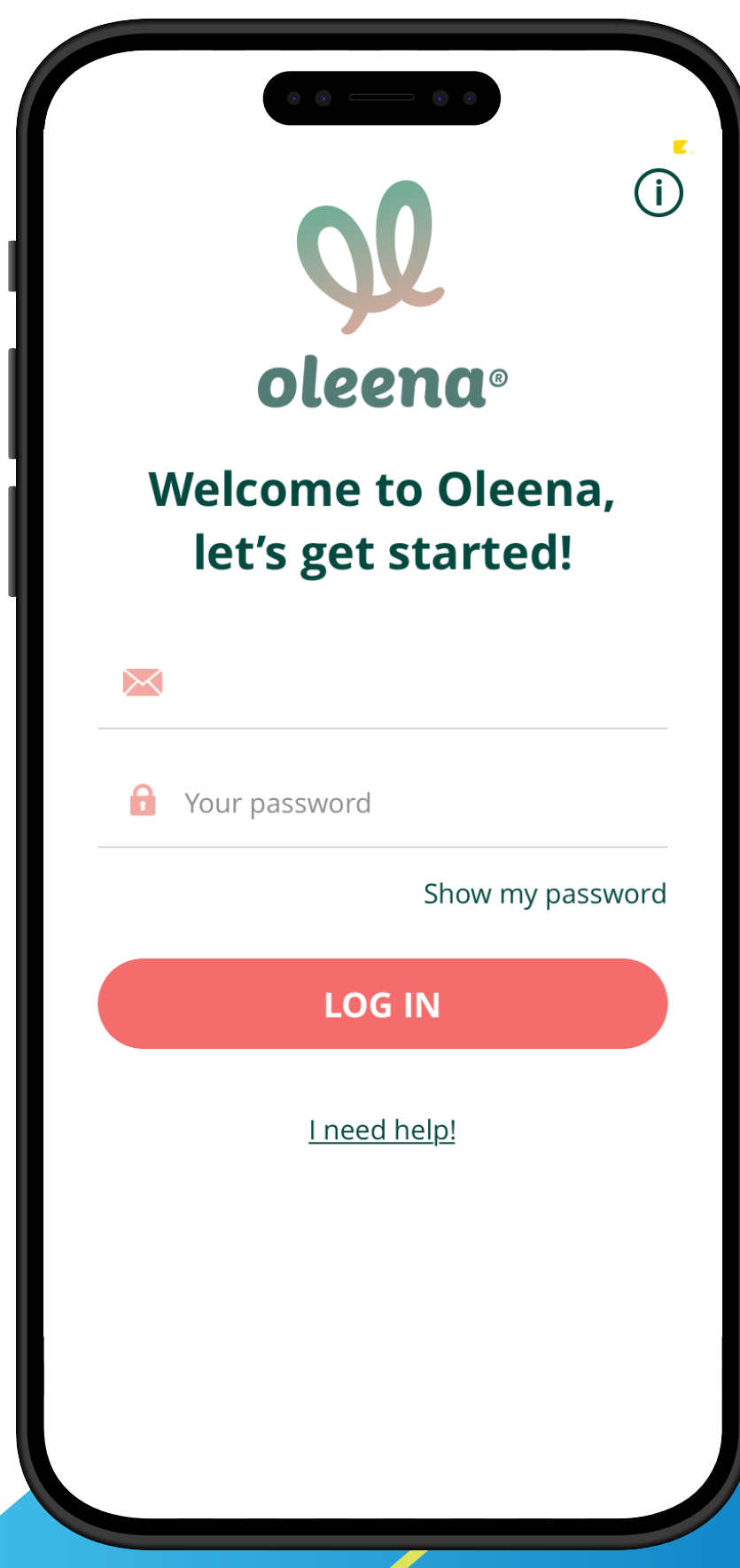


4 key considerations when launching a digital companion app

Digital companion apps can be powerful tools to identify candidates for treatment, help patients adhere to their treatment plans and generate real world data (RWD). But to reap these benefits, pharmaceutical brands should ask these four questions to develop a digital health solution that supports patients *and* business objectives — and consider the capabilities of a potential partner to bring the app to life.



1.

Which needs are unmet among your target patient population — and how can a companion app address them?

Any effective companion app should be designed around the patient experience, with insights from patients on the support they need most.

The right partner can help:



Identify the unique needs of your patient population by:

- Collaborating with patient
- Organizing focus groups
- Designing patient journeys
- Market research
- Leading summative and formative studies



Offer flexible options to meet patients where they are



Support multiple patient journeys, as needed



Deliver and run digital solutions in the healthcare space

2.

How will the companion app enhance the value of your therapeutic?

The ideal solution must support patient adherence to boost LTV by keeping them engaged in their care. **But there's more to consider — and your digital solution should produce RWD to analyze patients' behavior, including:**

1.

Symptom evolution

2.

Patient outcomes

3.

Roadblocks to adherence

The ideal partner should:



Collaboratively set goals



Assist in creating a market access strategy



Develop the product with those goals in mind



Provide a solution with rapid time-to-value

3.

Is the companion app designed for patients, with input from patients?

UX should be top of mind when developing a digital companion app.

The experience should be:

- Intuitive
- Easy to navigate
- Customizable based on patients' needs, including:
 - Tailored to disease type/stage
 - Individual patient's health literacy

The right partner can help:



Develop an app around patients, following UX best practices



Solicit patient feedback to capture a breadth of patient experiences



Add customization features to personalize the experience



Leverage patient feedback to include new features and improve the app or content

4.

What's your regulatory strategy?

The regulatory pathway you choose shapes the scope of the project — and having a strategy upfront allows you to map out the best next steps.

The ideal partner should:



Boast a track record of successful regulatory clearances in the target markets



Have the appropriate certifications in terms of:

- UX design
- Software development
- Risk management
- Cybersecurity
- Data privacy and protection
- Hosting



Possess the appropriate quality and regulatory documentation to support conversations with regulators



Operate under a robust certified Quality Management System

Develop a digital companion app tailored to your needs with Aptar Digital Health

A digital companion app can be a powerful tool to connect with patients and reach your business objectives — and finding the right app development partner can become a key competitive advantage.

Aptar Digital Health has a track record of excellence developing and operating digital solutions customized to unique treatment journeys — helping boost outcomes for patients, HCPs and the healthcare community.

Learn how we can help you enhance your patients' experiences