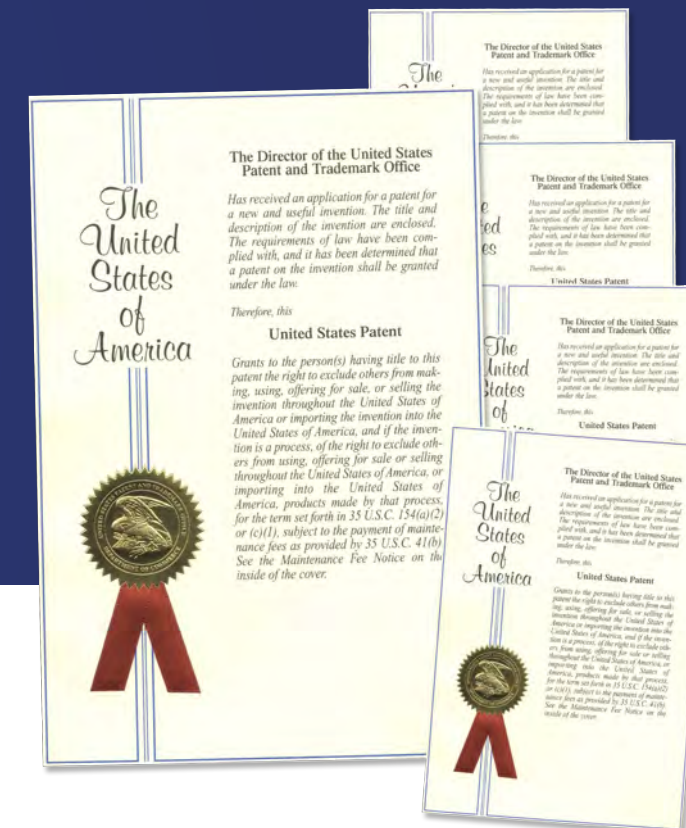


The Value of Intellectual Property (IP) for Connected Drug Delivery Now



COVID-19 Drives Telemedicine and Connectivity:

Healthcare stakeholders are investing heavily in telemedicine and connectivity.

Pharma's and other stakeholders' growth, profitability, shareholder value and reputation are threatened. Competitive, legislative, regulatory and administrative pressures to prove the value of treatments and reduce costs are rapidly increasing. This is especially true for Pharma's expensive new treatments.

Connectivity can help address stakeholders' issues by increasing the value of treatments and improving patient outcomes through enhanced patient communication and the digitization of patient interactions.

The enablers for Pharma connectivity are in place. Researchers and suppliers have developed systems and devices for connectivity. The Informa MedDeviceTracker and BioMedTracker connectivity flags now allow patent owners and others to research opportunities for cooperation as well as competitive and infringing products.

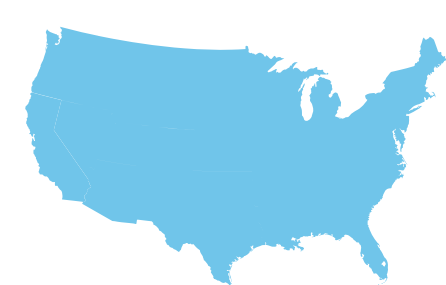


Advantages of Owning Patents Covering Technology for Pharma and Medical Devices Connectivity

Among the many advantages are:

- Freedom to make, use and sell using connectivity.
- Low investment to secure early-mover advantage and great potential returns in connectivity.
- Added profits from new sales of and loyalty to existing and future Pharma products and services based on connectivity, as well as sublicensing.
- Ability to stop infringement, including importation of infringing products, and to collect damages.
- Ability to implement systems to gather real world data, including information on patient preferences, patterns and experiences; to demonstrate product value to patients, prescribers and payers (offensive and defensive).
- Exclusivity in certain competition, or even in the use of connectivity with some products, including use in clinical trials.
- Avoidance of risks, including access to patents and use by competitors and trolls.
- Broader opportunities for scalability and regulatory compliance across a range of use cases, as compared to investments in any specific treatment or technology.
- Opportunities to encourage cooperation and synergies with other stakeholders, including affiliated and external businesses.
- Demonstrating vision and leadership in providing better patient outcomes, and in enhancing shareholder value and corporate reputation.
- Understanding related IP allows internal resources to understand, assess and advise on risks and opportunities.
- Ability to better address the unknown unknowns of product development and use.
- Potential tax-saving opportunities.

Reasons To Focus on U.S. IP



The U.S. healthcare market is the largest unified Pharma market in the world and offered the greatest flexibility to recognize and reimburse the value of Pharma treatments.



The U.S. led in the development and marketing of many innovative, often expensive, healthcare products. U.S. regulatory systems for connectivity are better defined than those elsewhere. Consumer advertising is legal in the U.S. The emphasis on telemedicine has further enabled product connectivity.



The U.S. market provides world-leading access to venture capital and technology transfer in the largest specialty Pharma market. These entrepreneurial interests have sustained a robust U.S. healthcare innovation system. U.S. allows direct-to-consumer advertising for Rx products.