



WHAT'S TRENDING!

The DIY Patient Is Coming of Age



By Tanya Kessler
Vice President
Digital Strategist
CDM New York

Since the advent of WebMD, in 1996, patients have been taking more active roles in diagnosis and treatment. Fast-forward two decades and Do-It-Yourself (DIY) Health has taken a colossal leap forward, powered by advances in mobile technology.

Patients are not only taking control of diagnoses; they are also taking control of their health records with EMR aggregators, such as [iBlueButton](#).



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Virtual care has taken the shape of Facetime doctors’ visits with [Doctors on Demand](#), for conditions ranging from the common cold to mental illnesses.



And, thanks to [Pager](#), for doctors in major metropolitan cities, the old-fashioned house call has had a facelift. The app dispatches a physician to your home or office.

DIY has gone far in revolutionizing self-care, too, with options such as [Cologuard](#), an at-home screening test for colon cancer. And, using [Spruce](#), patients with skin conditions can send photos to a board-certified dermatologist who will diagnose the problem and recommend treatment.

Years ago, we had to write content at a sixth-grade reading level so patients could understand it. Today, patient demand is driving brand preference, and not only do we need to create tools to help patients ask the right questions of their doctors, but we also need to ensure that HCPs can speak to educated patients.

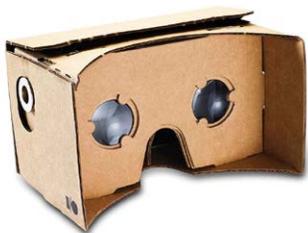
Patients with rare diseases have become especially expert consumers, as their physicians may not be familiar with their disease or its treatment. Patients with more common diseases, such as diabetes, are better educated as well. At CDM, our role in this changing dynamic isn’t simple: we have to ensure that patients are educated and that HCPs are equipped to handle this new breed of patients. **Tk**



what's next



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TRENDING!



SEEING THE BIG PICTURE

In a previous issue of **What's Trending!** we featured the [360cam](#), a small camera capable of recording video to create 360° immersive experiences on YouTube. Since then, more products featuring 360° cameras have been introduced, including the [360fly](#) and [publcam](#). How could CDM use these tools in the pharma advertising space? With the recent launch of the Google [Jump](#) 360° camera system, Google is tying this tech to its [Cardboard](#) system at Google [Expeditions](#) and demonstrating how teachers might take their students on virtual field trips. One of our CDMers is already thinking out of the box by introducing the 360cam's application to VR glasses like the Oculus and a newer, lighter, portable version called [dlodlo](#). What better way to help HCPs, patients, and caregivers understand each other than a truly immersive story using the latest and greatest tech?

THE INTERNET OF THINGS/HEALTH TECH

Tech Gets Customers Talking

KFC recently debuted "smart fast food trays" in Germany. The [KFC Tray Typer](#) syncs the tray mat with a smartphone, allowing customers to eat and use their smartphone simultaneously. Customers seemed to love it. According to KFC, geolocated social media conversations spiked.

While this is a great example of how tech may be used to get customers talking about your brand, this idea could be taken even further. Imagine being able to know exactly what you're putting in your body after every bite of every meal. For patients with a condition such as diabetes or high cholesterol, knowing this information during any meal could be crucial in helping them maintain a healthy lifestyle (or dissuade them from continuing an unhealthy eating routine). That technology may not be too far off.

THE NEXT STEP FOR PROSTHETICS

One of the cool things about cutting-edge technology is the possibility it offers to turn science fiction into reality. The idea of robotic prosthetic limbs for amputees has been around for decades, and innovations frequently make the news. Most devices have been confined to the laboratory, and have required complex surgery, such as transplanting muscle tissue or implanting electrodes in a subject's brain.

The [Proprio Foot](#) overcomes some of the major barriers to taking robotic prosthetics mainstream and requires minimal surgery and no brain implants. Currently, there are only a few patients involved in testing that are benefiting from this new tech, but it is a groundbreaking step forward. What uses will this technology have for other medical conditions?



WEIGH YOUR OPTIONS



[Drop](#) is a smart kitchen scale (and app) that does more than just measure ingredients. If you're baking cookies, for instance, Drop can recalculate how much of an ingredient to use if you want to make a smaller or larger batch. If you're missing an ingredient, Drop will suggest suitable substitutes so you can continue baking and avoid a last-minute trip to the store. The app can also offer alternatives if you're trying to eat healthier. Finally, the app assists after you've weighed that flour and sugar by reminding you to preheat your oven. It can even act as a cooking timer.

Explore some of the latest trends in neuroscience:

- Studying healthy brains of those at risk for Alzheimer's to see if drugs can help stave off the disease: <http://www.apnewsarchive.com/2015/HEALTHBEAT-Plaques-or-tangles-Scanning-brains-of-healthy-seniors-for-clues-about-Alzheimer-s/id-a6e7e8f452c44e2da95c739c892da63f>
- Future thinking on cognitive enhancements: <http://www.theatlantic.com/magazine/archive/2015/06/brain-hacking/392084/>
- Brain implants that allow people who are paralyzed to move robotic appendages just by thinking how they want to move them: <http://www.cbsnews.com/news/life-changing-technology-shows-promising-results-paralyzed-patients/>
- A new study that suggests you might just improve your brain power by watching 3D movies: <http://www.theguardian.com/film/2015/may/21/watching-3d-movies-helps-improve-brain-power>

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