WHAT'S TRENDING! **OCTOBER 2015**





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Featured Article:

We're not just in the pharma advertising business anymore

When I was 5 and someone asked me what I wanted to be when I grew up, I'm certain I didn't say a "copywriter in pharmaceutical advertising." I'm pretty sure I said an astronaut, doctor, or teacher—something that could make a difference.

Although I'm none of those things now (sorry, Mom), I still hold on to the idea that one day I will do or make something that matters, and that's why I came to work in this industry.

Instead of saying we're in the "pharmaceutical advertising business," I like to think that we're in the "helping improve people's lives business." And if we're in the "helping improve people's lives business," we have to go beyond the product. After all, most of our products are pills, capsules, and injections things people dread having to take for an ailment they wish they didn't have. When you change the focus of what we do from products to people, we become more than product pushers.

With this in mind, what can we do to make our products more enjoyable—or at least easier to use? How can we improve the quality of patients' lives, or even just their day-to-day interactions? If we're unable to do so with the product itself, then it's entirely up to us to create experiences that add value to consumers' lives.

I believe that's where innovative digital work comes in.

According to the 2015 Ericsson Mobility Report, 70% of the world's population will be using smartphones in 5 years; meanwhile, people like Facebook CEO Mark Zuckerberg are pushing for <u>universal internet access by 2020</u>.

That means that most HCPs, caregivers, and patients will be interacting with our clients' products via one digital medium or another. We've got iPad details, interactive PDFs, and parallax scrolling websites covered. But are these applications really helping to improve patients' lives? What more can we do?

The answer may be in using emerging technologies—virtual reality, augmented reality, motion-sensing technology, and geolocation-more creatively. The forefront of these advanced technologies is nothing noble—it's video games and entertainment. However, this gives us an opportunity to be pioneers in adapting this "entertainment technology" and to put it to good use.

This is already starting to happen. Microsoft Kinect's motion-sensing tech is being used to teach autistic children social skills and to spinal muscular atrophy. Virtual reality is being used to relieve phantom limb pain in amputees and to treat war veterans suffering

Our products alone certainly help treat symptoms. However, the experiences we create around our products could do more to improve the quality of people's lives.

The technology is here. What's next is truly up to us.

So let's get to work. T_J





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A NEW WAY FOR DOCTORS TO COLLECT PATIENT DATA

For patients suffering from chronic diseases, regular hospital visits to check vital signs and other health statistics can be inconvenient and time-consuming. This is beginning to change.

AirStrip® developed its first application to help doctors monitor patients in labor from within the hospital. It wasn't long before doctors could use mobile devices to monitor patients' heart rates and fetal heartbeats. The newest app allows information received from medical devices to be transmitted anywhere, in real time, to an Apple Watch, where it is displayed in a simple and easy-to-use format.

The company hopes to individualize its technology for use in monitoring patients with COPD, type 1 diabetes, and other chronic diseases. This evolution not only will help physicians better manage their patients, but also will empower patients with chronic conditions to better control their health.



LIGHT UP YOUR LIFE

Living in a world where lights and colors are usually used to grab people's attention, it's easy to forget how they can be put to other uses as well. <u>Philips Hue</u> tries to reimagine the possibilities of color and light by personalizing them for your specific purposes. In their words, they believe they can use light to help you wake up, protect your home, improve your mood, and inform you about the weather. To them, the possibilities are endless.



Another way Philips Hue has been implementing its technology is by partnering with Disney to make the storytelling experience more immersive for children.

If this much can be done with light for everyday purposes, imagine the benefits it could provide for our customers.

Thanks to John Hastings for alerting us to this trend.

NOT YOUR AVERAGE MOOD RING

Wearables have typically taken the form of watches and wristbands, but now the new <u>OURA</u> ring has entered the market. Funded on Kickstarter, OURA is a "revolutionary ring-sized wellness computer that helps you sleep and perform better."



OURA measures your activity 24/7 and displays it through an app, where it also provides personalized observations and recommendations based on your daily activity and sleep patterns. Check out the OURA website to learn more!



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