



Connected Drug Delivery Represents a New Element in Personalized Medicine

Wirelessly Enabled Devices Positioned to Enhance Adherence and Improve Outcomes According to Greystone Research Associates

(Amherst, NH) – Wireless technologies for drug delivery have been explored in novel platforms for the past decade. But it's only been recently that wireless capabilities have been incorporated into commercial drug devices. Much of the activity surrounding connected drug delivery is focused on chronic diseases – conditions where the ability of caregivers to access data on patient self-administration activities, patient reported outcomes, and feedback on the user experience can yield significant benefits in patient Quality of Life.

Efforts to enhance adherence have a non-negligible effect on drug formulations and delivery decisions, and are a significant factor in the prescribing decisions of most physicians. The connected device ecosystem includes OEM device suppliers, drug developers, human factors consultants and aftermarket third-party devices.

Activity surrounding the current generation of connected devices consists of three distinct development areas. The most advanced segment from a commercialization standpoint consists of wirelessly enabled devices that have been developed in partnership between device designer and drug developer and are drug therapy-specific. These products can be viewed as therapeutic drug delivery platforms that include the device and/or enabling hardware, product-specific software, and a patient gateway interface that allows users to take full advantage of the connectivity capabilities of the product to access, log and communicate data and information.

A second key segment consists of OEM connected devices – devices that incorporate wireless communication capabilities and which have been developed to be marketed to non-specific drug developers wishing to enter the market for connected devices but without contracting for a full device platform development program and the associated investment in cost and time-to-market. Companies operating in this segment include some of the well-known global drug injector suppliers.

The third segment consists of third-party devices that provide connectivity to existing devices. An example of this segment is the Veta EpiPen Smart Case, which is designed to hold the EpiPen injector for the treatment of anaphylaxis. The case has a number of electronic features that allow patients to monitor injector temperature exposure, locate the device, and alert bystanders if the patient is having a medical emergency.

Data security is an umbrella term that covers numerous methods in which data sent over a wireless connection can be compromised. Data privacy, data theft and data manipulation are just a few of these. While this is an ongoing concern in the healthcare space, because the current generation of connected devices utilize passive, low power wireless protocols, the dangers related to security are less than that associated with everyday types of wireless data transmission.

Wirelessly enabled drug delivery devices are detailed in a new and comprehensive report researched and written by Greystone Research Associates. [Connected Drug Delivery: Devices, Markets, Players, Strategies and Forecasts](#) analyzes the market for connected devices in four major categories: injectors, inhalers, patches and capsules. The report includes analysis of enabling wireless technologies, marketed and development-stage devices, demand drivers, development factors, market considerations, and strategic and economic factors, and provides profiles of market sector participants.

More information is available at <http://www.greystoneassociates.org>

About Greystone

Greystone Research Associates is a medical technology consulting firm focused on the areas of medical market strategy, product commercialization, venture development, and market research. We assist medical and healthcare market participants in achieving their business objectives through the creation of detailed development strategies, product commercialization programs, and comprehensive market and technology research and analysis. Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge to refine and execute their marketing plans and financial targets.

Contact:

Mark Smith

Voice: 603-595-4340

Fax: 603-218-7020

www.greystoneassociates.org

Source: Greystone Research Associates