

DistilINFO **LIFE SCIENCES**

Right Info | Right Audience | Right Time

August 2021:

LIFE SCIENCES INDUSTRY
Market Intelligence Report





**A Proactive
Approach to
Cybersecurity**

**M&A: Fast and
Furious**

**Look Beyond
EHR**

**Digital Tools to
Fight Mental
Health**

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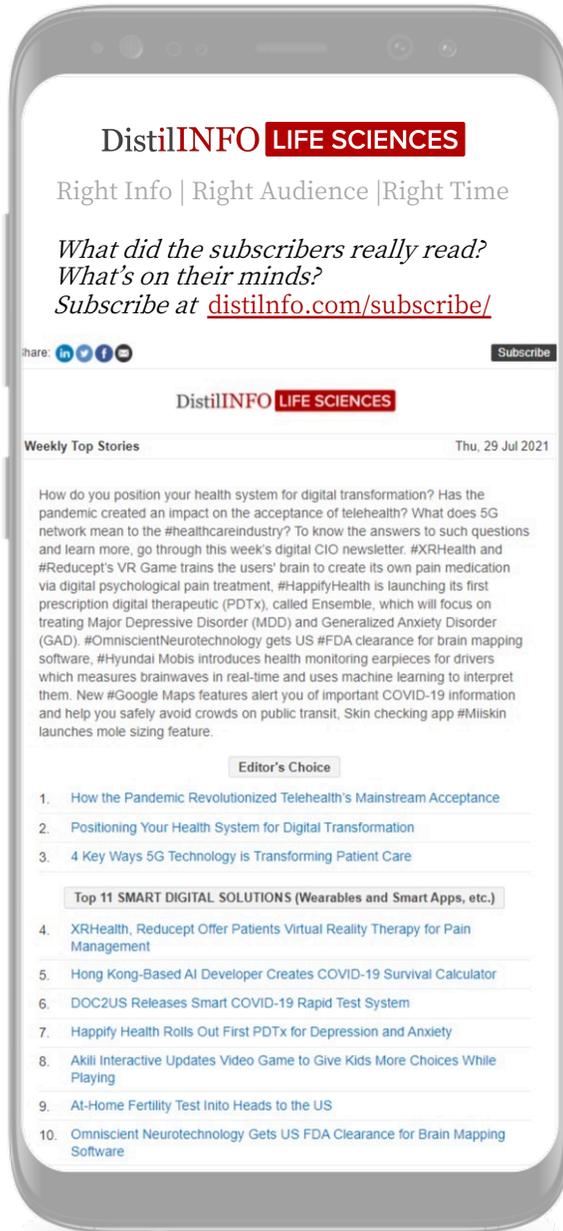
What Topics did **60,000+**
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Popular articles in
August 2021 in Health Plan Newsletter

1. [Cybersecurity: The Hidden Health Tech Crisis No One's Talking About](#)
2. [5 Reasons a Digital Front Door is a Healthcare Must-Have](#)
3. [Insights on the Biosimilars Global Market to 2025 - Featuring Amgen, Cipla and Pfizer Among Others](#)
4. [Mergers and Acquisitions \(M&A\) in the Pharmaceutical Contract Manufacturing Industry](#)
5. [With More Mega Deals on the Table, 2021 has Already Surpassed Last Year's Funding Total, says Rock Health Report](#)
6. [Obesity Pipeline Insight Report 2021](#)
7. [EQT Private Equity and Goldman Sachs Asset Management to Acquire Parexel, a Leading Global Clinical Research Organization, for USD 8.5 Billion](#)
8. [Unite Us Launches Social Care Solution to Improve SDoH - DistilINFO LifeSciences](#)
9. [Moving Beyond EHRs: What Lies Ahead for Healthcare Digitization?](#)
10. [McKinsey Report Predicts Digital Tools Could be the Answer to Employee Mental Health Crisis](#)

We studied and analyzed
reader interest across
Health Plan Industry for this
report.



9,000+
CxO Level
Readers



13,000+
VP Level
Readers



1,800+
Health Plan Affiliated
Organizations



31,000+
Director Level
Readers



Here is what
CxO, VP, Director Level
health plan audience is interested in.



CxO, VP Level Audience

A proactive approach to cybersecurity: Health tech is ushering into a new digital era, so is cyber threat. Are life sciences firms ready to face the challenge?

M&A:Fast and Furious: Digital health investments are skyrocketing, and so are mergers and acquisitions. But is the investors' interest diverse or focussed on particular areas?

Overall Business Audience

Look Beyond EHR: The last decade saw a rapid adoption of health records (EHRs). But to what extent has digitization been used to achieve the goals of lowering costs, better care quality and efficiency?

Digital Tools to Fight Mental Health: Amid a growing focus on mental wellbeing, employers can extend the support to staff with digital tools. How are Life Sciences companies addressing the issue?

A proactive approach to cybersecurity



Healthcare cyber attacks in the US rose by 55% in 2020, impacting more than 26 million people. Attacks on healthcare providers now represent a \$13.2 billion industry, with the average data breach cost per record rising to \$499 last year.¹



The 2021 Ransomware Threat Report from Palo Alto Networks found cyber extortion had “reached crisis levels” as attackers focused on industries and organizations with operations most vulnerable to systems outages or data loss.²



There is a real risk that healthcare networks will become IT ‘jungles’ with large swathes of unregistered devices and increased security threats that can wreak havoc on organizations.²



Certain special types of health information are deemed to be super protected health information under state law. Examples include records related to drug and alcohol abuse, HIV-related information, and the like.³

A proactive approach to cybersecurity: Healthcare has embraced digital technology big time in the post-pandemic world. How are the cybersecurity standards of life sciences companies?

1

[Cybersecurity: The Hidden Health Tech Crisis No One’s Talking About](#)



2

[Cybersecurity: The Hidden Health Tech Crisis No One’s Talking About](#)



3

[Cybersecurity in Healthcare](#)



M&A: Fast and Furious

M&A: Fast and Furious: Fast and Furious The M&A volume for the life sciences industry is going north. What will be the future trends?



Halfway through the year, digital health has received \$14.7 billion in funding – already more than 2020’s full-year amount of \$14.6 billion – across 372 U.S. investment rounds with a \$39.6 million average deal size.

Not only are digital health investments skyrocketing, but also public exits and mergers and acquisitions. In H1 2021 there were 11 digital health companies that hit the public markets with at least 11 more set to close later this year, compared to seven in all of 2020. Additionally, there were 131 digital health M&As with an average of 22 deals each month, compared to last year’s monthly average of 12.2

Pharmaceuticals and life sciences (PLS) and healthcare services (HCS) continued to attract high levels of investor interest in the first half of 2021, even as the COVID-19 pandemic has begun to ease in some regions.³

Along with high valuations, the sector has seen a multitude of deals involving complex deal structures, from special purpose acquisition companies (SPACs) in the US to public-to-private transactions.³

[With More Mega Deals on the Table, 2021](#)

1 [has Already Surpassed Last Year’s Funding Total, says Rock Health Report](#)



[With more mega deals on the table, 2021](#)

2 [has already surpassed last year's funding total, says Rock Health report](#)



3 [Global M&A Trends in Health Industries: 2021 Mid-year Update](#)



Look Beyond EHR

Look Beyond HER: There is a massive influx of personal data in life sciences companies. How to process it effectively?



Healthcare has been behind other industries in digital advancement – a Harvard Business Review study five years ago placed the industry at number 17 out of 20.1

The next generation health system anticipates and preempts potential health issues for populations of patients and becomes a system that operates at the 99+% of patients' time not spent with their physician.2

Recognizing the utility of EHR data as a tool for pandemic research, several EHR are making aggregated patient data available to researchers in the search for treatments and vaccines for COVID-19.3

As an industry, we are rigorously recording health digitally which is a significant advancement representing years of IT spend. This investment hasn't yet realized the promised return on investment in quality and experience.1

1

[Moving Beyond EHRs: What Lies Ahead for Healthcare Digitization?](#)



2

[Moving Beyond EHRs: What Lies Ahead for Healthcare Digitization?](#)



3

[EHR Interoperability: Public Health Benefits & Privacy Considerations](#)



Digital Tools to Fight Mental Health



Roughly, 24 in 100 employees require mental-wellness support, such as counseling and psychotherapy, according to the report, and one in 100 will require acute care for mental health needs. The other 75 employees do require supports that foster mental wellness.¹

"A mental-health condition manifests itself in workplace absenteeism, presenteeism, and loss of productivity," the authors of the report wrote. "The World Health Organization estimates that depression, anxiety disorders, and other conditions cost the global economy \$1 trillion per year in lost productivity."²

In the U.S., 55% of counties have no psychiatrist, psychologist or social worker, and 70% don't have a single child psychiatrist.³

Because of the pandemic, virtual care and other digital tools are more important than ever in supporting existing care, providing scale and increasing capacity. ³

Digital Tools to Fight Mental Health: Digital tools are revolutionizing mental health care in the US. Will the post-pandemic world have healthier offices?

1

[McKinsey Report Predicts Digital Tools Could be the Answer to Employee Mental Health Crisis](#)



2

[McKinsey report predicts digital tools could be the answer to employee mental health crisis](#)



3

[Digital Tools Are Revolutionizing Mental Health Care in the U.S.](#)



Takeaways



The increased use of IT in healthcare has its share of risks

- It is high time to change the dated software
- A single attack can unleash a chain of damages, affecting all the stakeholders
- Use of multiple networks and devices to access software and machinery has rendered the system vulnerable

IT asset management (ITAM) in healthcare is not a 'nice to have', it's essential.



M&A deal activity and valuations are likely to stay around for quite some time

- Digitization is the key driver behind numbers and volume going up
- Large pharma to refocus on innovation-led value creation
- Multitude of deals involving complex deal structures: SPACs to public-to-private transactions

Big pharma players will continue to show interest in biotech companies



Massive influx of personal data calls for EHR upgrade

- Harness the value of data to stay ahead in the market
- Years of investment in IT hasn't yet realized the promised return in quality and experience
- Health system must anticipate and preempt potential health issues from available records

Close the gap in patient care with advanced technologies

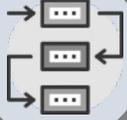


Digital tools emerging as alternatives to 50-minute therapy to support mental health

- Digital tools are a better match of supply and demand across times of day and geographies
- Use of chatbots, video and written content, gamified user exercises and digital cognitive behavioral therapy (CBT) programs are on the rise
- Combination of digital tools and virtual care is answer to create a robust ecosystem for end-to-end patient care

Utilize tools for scalable solutions and increased flexibility while improving access and convenience for employees

Executives' Insights



Quality + Home + Care



Sustainability is the key to survival



Member engagement is the source of profitability and better outcomes



Being inclusive is as important as being exclusive



Prahlad Singh
CEO of PerkinElmer

“By combining SIRION’s innovative “payload” transport technology with our existing Horizon genetic material editing tools and phenotypic research solutions, we will be able to support organizations’ cell and gene therapy workflows as they look to streamline and accelerate their efforts,”



Varsha Rao
CEO of Nurx

“By meeting the demand for urgent emergency contraception through access to medical providers seven days a week and overnight shipping, Nurx is breaking down barriers to sensitive health needs and offering comprehensive care,”



Dan Brillman
CEO and Co-Founder of Unite Us

“The launch of this new holistic care solution marks the next generation of growth not only for Unite Us but for the social care industry at large. We’re excited to continue leading the charge as we redefine health and social care.”



David M. Reese
executive vice president of Research and Development at Amgen

“Teneobio’s antibody platform complements our existing capabilities and could potentially give us a more diverse set of building blocks that can be developed into new multispecific therapeutics.”

Our Publications Your Lead Gen Platform

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Publication	Reach	eNewsletter Frequency	Ad Options	Impact
DistilINFO HEALTHPLAN	100,000+	Every Tuesday & Thursday	Banner Ad	Visibility
DistilINFO HOSPITAL IT	60,000+	Every Monday	eBlast	MQL
DistilINFO POPHEALTH	11,000+	Alternative Fridays	Static Banner	Visibility
DistilINFO GOVHEALTH	35,000+	Alternative Wednesdays	Interview Ad	MQL
DistilINFO LIFE SCIENCES	42,000+	Every Monday & Tuesday	Content Ad	Visibility
DistilINFO AGING	24,000+	Alternative Fridays	Google Ads	MQL
			Linkedin Ads	Visibility

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Promote your brand to
100,000+ Health Plan
focused decision makers..

Typical Results

Visibility	In a Week..	In a Month..
CxO Level	~75+	~150+
VP Level	~200+	~300+
Director Level	~400+	~600+
Others	~500+	~800+

Marketing Qualified Leads

MQL's	~20 to ~50	~50+
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