



## **The Challenge: Digitally connected packaging for rapidly developing and emerging markets.**

Title: **Seamlessly connected healthcare**

Abbott has been a global leader in the healthcare industry for over 130 years.

**Our purpose:** At Abbott, we're all about helping you live the best life you can through good health. We can keep your heart healthy, nourish your body at every stage of life, help you feel and move better, and bring you information, medicines and novel products to manage your health. Every day and all around the world, we're discovering new ways to make life better.

### **What is Abbott looking for:**

- One-click solution, connecting medical packaging to smartphones
- Solution directly aligns with the EU Falsified Medicines Directive (2011/62/ EU) (FMD)
- Solution should comply with the Global Data Protection Regulation (EU 2016/679)

### **KEY THEMES:**

- **TRUST & CREDIBILITY:**
  - a number of rapidly developing markets have significant challenges related to counterfeiting and unauthorized grey market {cross border} trading of products.
- **TIME IS PRECIOUS:**
  - Seamless consumer engagement to match modern lifestyles
  - Long term medical compliance should be as easy to manage as making a cup of coffee
- **DIGITAL SUSTAINABILITY:**
  - Sustainability of solution – end of life reuse, recovery, recycling, disposal (of the package)
- **CIRCULAR HEALTH:**
  - Doctor, patient & carers digitally connected to monitor and maximize daily health and quality of life
  - Digital reordering with cashless payment capability
  - Direct doctor dialogue and coaching - connect only when you need to



- **EMBEDDING LONG TERM VALUE (AMPLIFY THE DIRECT RELATIONSHIP):**
  - 1 billion new middle-income earners will be established between now and 2030 – all of them exclusively in rapidly developing markets (APAC, India, LATAM, etc)
  - Customers want real solutions to manage health conditions whilst maintaining active and busy lifestyles
  - Unlocking relevant digital content to support health conditions
  - Health coaching and self-monitoring conditions remotely via smartphone
  - Smart packaging seamlessly connecting devices that remotely monitor specific health conditions (smart sensors, health monitoring bands, etc.)
  
- **INTEGRATED & COST EFFECTIVE:**
  - Ability to integrate seamlessly into existing packaging manufacturing and converting operations
  - Cost effective in a highly competitive generics pharmaceutical market