TRANSPERFECT 3 SUMMIT
CONVERSATIONS ON CLINICAL CONTENT

DIGITAL HEALTH
Harnessing Cross-Industry Expertise to Improve the Patient Experience

THE PANEL

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This session explored how diverse sectors—from big tech to biopharma to healthcare providers—can collaboratively drive meaningful improvements in the patient experience through digital health innovation. Leaders from life sciences, health tech, advocacy, and provider organizations discussed how collaborative digital health strategies are redefining the patient experience and shared real-world case studies and lessons from both successful and failed initiatives.

As patient expectations evolve alongside digital innovation, delivering truly connected, inclusive healthcare experiences has become a cross-industry mandate. Patients now compare their healthcare experiences not only to clinical services but also to the seamless functionality of consumer platforms. As a result, digital health strategies must meet patients where they are—digitally, culturally, and emotionally. While technology can close gaps in communication, access, and continuity of care, the key lies in designing with patients, not just for them.

Real-world examples showed how partnerships between pharma, tech, and advocacy groups are creating more responsive and inclusive tools. However, speakers warned against tech-first approaches, emphasizing trust, transparency, and equitable access as core pillars of meaningful digital health innovation.

Patients expect seamless, personalized digital experiences,
similar to what they receive from consumer platforms.

True innovation requires co-creation,
involving patients, clinicians, technologists, and regulators from the start.

Cross-industry collaboration is essential,
combining tech expertise with healthcare knowledge to create safe and usable tools.

Focus must remain on outcomes, not novelty:
Every digital solution should demonstrably improve access, adherence, or quality of life.

Trust and equity are non-negotiable:
Inclusive design and data transparency are critical to reaching underserved populations.

Interoperability and data standardization remain barriers
that need to be addressed for digital health to scale effectively.

Regulatory flexibility and long-term investment
are required to sustain innovation beyond pilot stages.

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