

## The Syneos Health Podcast: Digital Therapeutics

There are dozens of software-driven products under regulatory review for diagnosing, treating, or preventing medical conditions, defining an entirely new sector for the life sciences industry. In this podcast our team discusses the digital therapeutics landscape, the opportunities for both biopharma and tech companies, regulatory and payer hurdles, and more.

For a deeper dive, read our [report](#): *How Digital Therapeutics Developers Can Satisfy Diverse Stakeholder Needs*.

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### Key Trends That Will Impact Healthcare Advertising

Listen to the latest PharmaVOICE WOW (Woman of the Week) podcast featuring Kim Johnson, President, GSW, a Syneos Health company. Kim discusses key trends impacting healthcare advertising, the role of transformative technology and the core values that drive the GSW team.

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### As Precision Medicine Grows, so Does the Importance of Clinical Trial Diversity

To make precision medicine *precise*, we need clinical trials that look like all of us. Keri McDonough, Patient Advocacy Lead at Syneos Health Communications, was featured in MedCity News discussing how CROs can highlight the practical and socioeconomic barriers to greater trial diversity.

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### Johnson & Johnson, Alongside Uber and McDonald's, Eliminates CMO Role

These profound changes aren't, at essence, about cost-cutting. Rather, they speak to the fundamental ways in which marketing is changing at its core, creating new possibilities and imperatives so diverse that a single person cannot take charge of them all.

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### Considerations and Implications of Mood Tracking Technology

Mood tracking or the link between mood and behavior are not new concepts. But, what if technology could do a better job of understanding our mindset and recognizing how we feel? It's another level of AI and relatively uncharted territory that to some could illicit fear or negativity.

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### Doctor's Appointments—Cheaper by the Dozen

Physicians in the UK are piloting multi-patient appointments in hopes of combating healthcare costs and HCP shortages. The UK National Health Service (NHS) is at a £960 million deficit, and the US could see a shortage of up to 120,000 physicians by 2030.

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## Syneos Health CEO Named One of the Most Inspiring Leaders in Life Sciences by PharmaVOICE

Our CEO Alistair Macdonald was named to the [PharmaVOICE 100](#) - an annual list of the 100 most inspiring leaders in the life sciences industry. Highlighted in the Commanders and Chiefs category, PharmaVOICE recognizes him as a transformative leader, creating and deploying an industry-changing business model that provides biopharmaceutical customers with a better, faster way to bring therapies to patients.



SYNEOS HEALTH COMMUNICATIONS

These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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