

Pioneers Perspectives

Digital Therapeutics &
Digital Medicine Summit 2018

Feb 27th-28th, San Jose, CA

Industry Expert Interview:



Big Health

Peter Hames

Co-Founder & CEO

Peter Hames is co-founder and CEO of Big Health, a company creating automated, digital, behavior change programs for mental health. Peter is an NHS Innovation Fellow, and holds a Masters in Experimental Psychology from Oxford University. It was his own experience of insomnia, and how he overcame it, that inspired him to found Big Health and create Sleepio, a digital sleep improvement program that is now available to over 1 million employees as part of their benefits package.

Why is digital medicine getting a lot of attention right now?

I believe that we're hitting a tipping point. The long-heralded potential of digital medicine is on the cusp of becoming a mainstream reality. The first few innovations with both real clinical outcomes and commercial traction are emerging. I've always maintained that there's a huge latent user demand for digital medicine. People want to use their devices to manage their health, on their own terms - it just requires reimbursement and distribution models to click into place for the floodgates to open.

Where are we seeing promising progress being made in the industry?

At a high level, wherever clinical, product and commercial excellence meet.

Currently, it's relatively rare to see all three together, but as the market matures, I believe this will improve. On a more specific level, a spectrum of chronic physical and mental health issues are being tackled and it's exciting to see best practice standards emerge.

What is the ceiling of the potential of digital medicine?

When I first started speaking about the concept of digital medicine it was in relation to the idea that, by automating non-drug therapies traditionally delivered via humans, it would be possible to make them as scalable as drugs. If we can mimic drugs' most attractive qualities of scalability, consistency, effectiveness and affordability, then I see no reason why we shouldn't be able to build an industry of a comparable size and scale to big pharma today. The net result will be millions of sufferers of chronic health problems receiving evidence-based non-drug help for the first time in history. In particular, I really believe that digital medicine has the potential to eradicate what seem like insurmountable mental and physical health issues today.

How should the current healthcare system adapt to this emerging industry?

In certain respects it *shouldn't* adapt. The same commitment to evidence-based thinking and safety that have underpinned good healthcare for decades should be applied equally to this new generation of solutions. However, it will require open-mindedness from clinicians and payers for digital medicine to reach its potential. The key here is for digital

solutions to be considered as tools that augment existing care, rather than threatening to replace it, and being open to novel methods of distribution.

What will this industry look like in 5 years' time?

This industry is moving fast and in five years time I believe digital medicine will be as ubiquitous as pharmaceuticals. Millions will, for the first time, receive access to evidence-based solutions, to help them back to good health.

What are you most looking forward to at the Digital Therapeutics & Digital Medicine Summit?

I'm most looking forward to sharing what we've learned over our many years of developing products, evidence and business, discovering what others are developing in this exciting and dynamic space, and connecting further with my fellow pioneers!

Peter will be sharing more of his perspectives at the Digital Therapeutics & Digital Medicine Summit 2018 on Feb 27th-28th in San Jose, CA.

Peter will be joining Elli Kaplan (Neurotrack), Eddie Martucci (Akili Interactive Labs), Corey McCann (Pear Therapeutics) and Anand Subramony (MedImmune) for the opening keynote panel of the event.

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