

HEADLINER

Building the next generation of health products – Precision Consumer Health



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Bayer Consumer Health

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Intelligent Health AI





Consumer Health

Top Brands



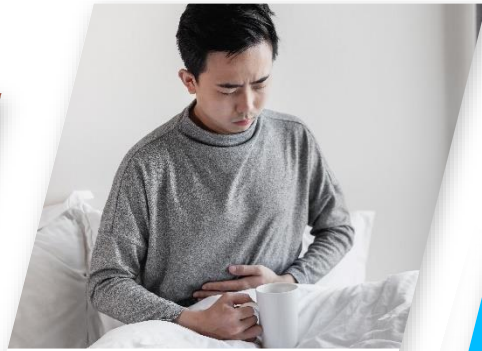
Pain and Cardio



Dermatology



Allergy and Cough & Cold



Digestive Health

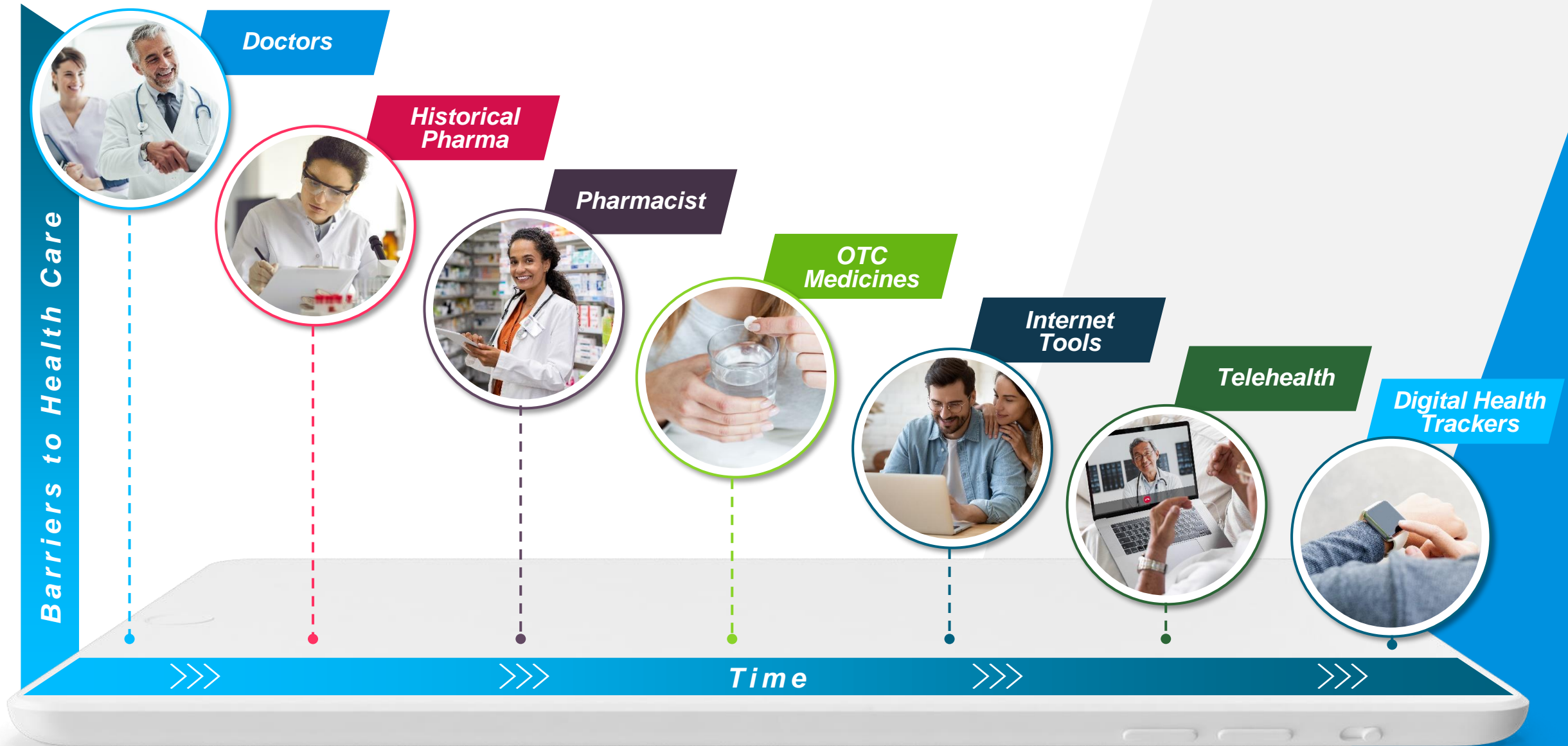


Nutritional





Health Care Evolution





Rise of Digital Health

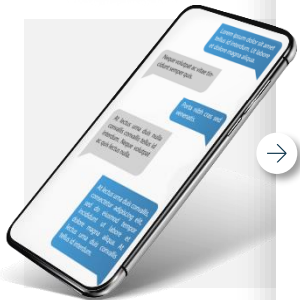
Personalization health mega-trends take off

COVID ACCELERATES SELF-CARE



44%

started using **new devices or apps** to help manage their conditions (90% have had a positive experience!)



60%

want to use tech more for **communicating** with HCPs and managing conditions



30%

are now getting **treatment at home** instead of going to their healthcare provider's office

MARKET OPPORTUNITY GROWS



200 billion

health-related search on Google per year



80%

of consumers are more likely to purchase when brands **offer personalized experiences**



11 B\$

global self-testing market by 2030



64 B\$

growth in wearable tech market by 2024 -- up 137% from 2019



Today's Barriers



Trust



Science



**Reactive
Medicine**

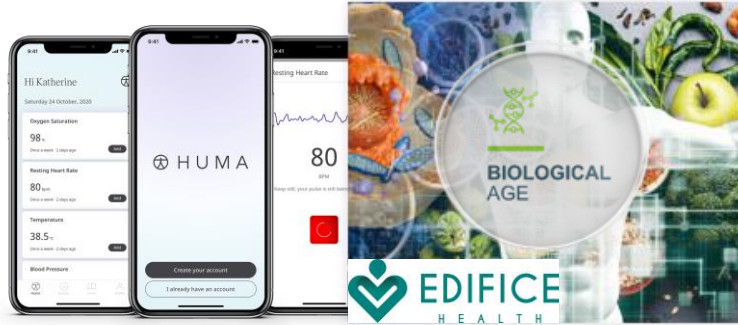


Scalability





Bayer's Approach





Digital Therapeutics



Telehealth



Digital

Health & Wellness Companions



Treat

DIAGNOSTICS & DATA

Prevent

OTC



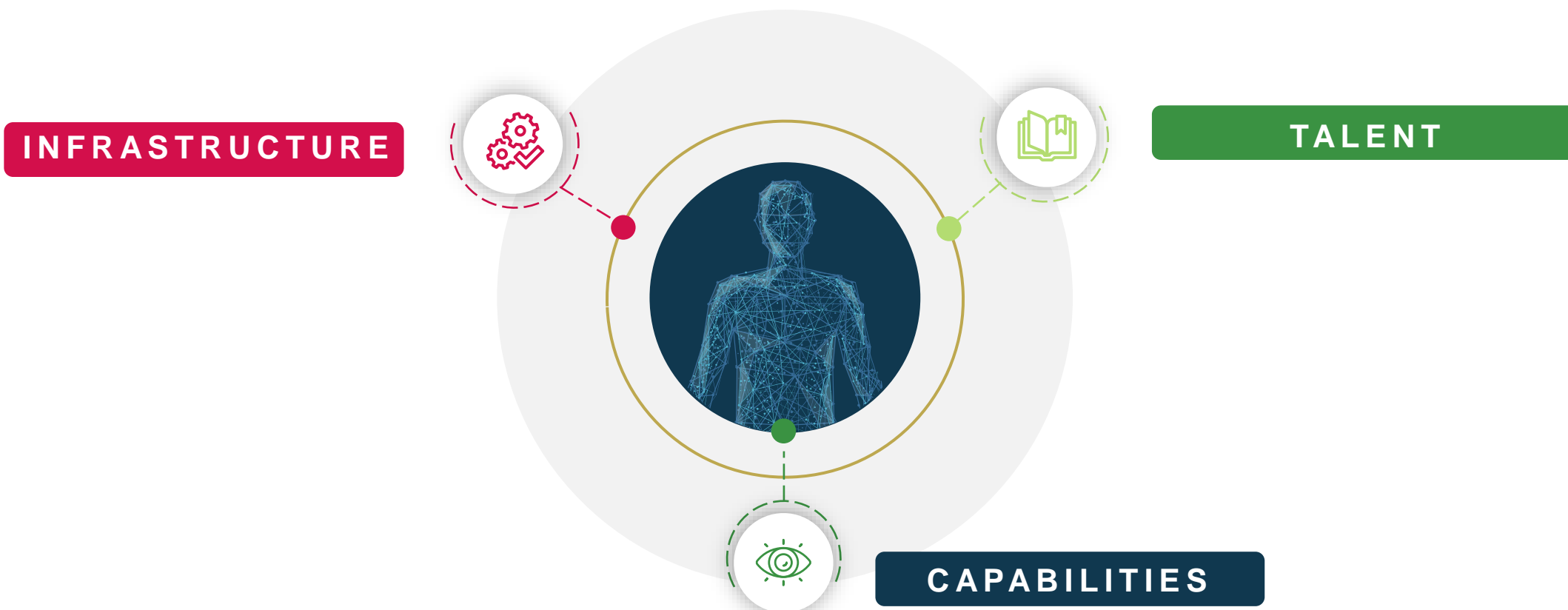
VMS



Biological



Unlocking the value of data





Critical pillars for success – just the beginning!



BRAND



Established brand brings trust & facilitates market entry



CONSUMER CONNECTION



Critical to address **unmet consumer and medical needs**



PRODUCTS & SERVICES



Must deliver brilliant end-to-end **product experience**



DATA STRATEGY



Health data becomes critical for success to deliver the promise of precision health

