



Pharma 4: Digital health – your health on (the) line

The growth in recent years in computerized healthcare has been remarkable. Significant developments in diagnostics, robotics and sensor technology have led to improved patient care involving many types of new product, including wearable and implantable devices, connected devices, remote monitoring and surgery, and many others. With the development of so-called ‘connected health’, diagnosis can take place remotely along with the formulation of improved treatment plans utilizing data from large populations.

The numerous IP and related issues include data privacy and patent protection for diagnostic methods and computer software (cf the US Supreme Court in *Mayo Collaborative Services v. Prometheus Laboratories, Inc.*). Another issue is the convergence of different sectors and their approaches to IP protection, in particular reconciling an exclusivity-based approach traditionally adopted in the healthcare sector with the licensing-based approach employed in hi-tech industries.

This session will focus on the both the technology and the related IP issues and provide examples of where IP has been successfully utilized in this new and exciting field. One aspect which will be considered is how IP has enabled startups and SMEs to gain a foothold in the healthcare sector, which has previously been dominated by larger, more-established companies.