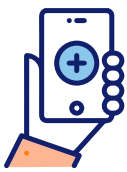


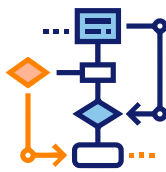
2021 TRENDS IN HEALTHCARE

In 2021, the healthcare industry faces new challenges brought about by the coronavirus pandemic, increasing use of technologies, and shift to new business models. Read on for the top pharmaceutical and medical technology trends we expect to impact the world of healthcare in 2021.

COVID-19 CRISIS IMPACT



Boom in **telemedicine**



Emergence of new business models, e.g., hybrid clinical trial models (remote and in-person) and changes in supply chain



COVID-19 vaccine development, manufacturing, and **distribution**

THERAPEUTIC AREAS



Continued advances in **Cell & Gene Therapy**

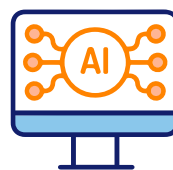


Increased interest from pharma companies in **orphan diseases**

DATA AND DIGITAL TECHNOLOGIES IN HEALTHCARE



Increased use of real-world evidence to complement clinical trial data, decrease costs, and increase speed of medical technologies to market



Acceleration of digital/AI transformation to make healthcare data more actionable

GEOGRAPHY



Growing importance of **Asian markets**

PATIENT



Increased focus on **patient engagement** for better outcomes

PRICING



Push for further **price transparency** and **stricter access conditions**

INVESTMENT



Continued **increase** in **healthcare funding**



At Alira Health, we help **pharma, biotech, and medtech organizations transform healthcare** for patients around the world.

To learn more about how you can leverage these industry trends, please contact **David Uffer, Senior Partner, VP of MedTech** or **Daniela Sica, VP Business Development Pharma & Biotech**.

