

## Field Force Forecast

Healthcare complexity is changing the future of field teams and reshaping the very nature of those teams. How will your field force strategy evolve for this new era and how will you plan for the changes ahead?

The challenges in today's healthcare system come down to one critical frustration: friction. The systems designed to ultimately make healthcare more coordinated, consistent and accountable make the everyday realities of patient care more difficult and complex. In our latest guide, we lay out why our field force needs to transition from a focus on selling to a focus on removing hurdles.

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### Where Will Digital Therapeutics (DTx) Be in Five Years?

Patient-centricity has been a healthcare buzzword for some time. DTx brands are able to create new therapies based entirely around what a patient needs and, accordingly, the opportunities for patient-centricity afforded by DTx far surpass anything developers could achieve in the past.

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### Your Smartphone Camera Could Be Able to Detect Diabetes

Understanding a consumer need for easier access to healthcare, researchers from the University of California in San Francisco are using data from a recent study to explore a new smartphone app that can provide a diagnosis without a trip to the doctor.

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### Robot Announces Fatal Prognosis to Bay Area Patient

Revolutionary artificial intelligence is on the rise throughout healthcare. But in a San Francisco hospital, a patient had news of his imminent death delivered to him by a robot. Is this telemedicine gone awry?

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### Oral B Is Launching an Electric Toothbrush with Artificial Intelligence

With artificial intelligence at the forefront of new health tech, Oral B seeks to change the way consumers manage dental care with their new Genius X AI electric toothbrush launching later this year.

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### Mental Health, Accessibility, and Appropriate Care

With new and burgeoning startups dedicated to mental healthcare accessibility, what processes, guardrails, and criteria will be established to connect people to the care that will be most effective to them?

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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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