Delivering a New Level of Intelligence to Healthcare.

BrightInsight
A Flex Company

Real solutions for real-world problems.

Pharma and medtech companies can improve patient outcomes and their top and bottom lines by putting digital health technologies to work today.

Enhance clinical trials
McKinsey estimates that big data can help generate $100 billion in value across the US healthcare system by accelerating clinical trials and optimizing R&D activities.[1]

Improve adherence
Improving adherence not only saves lives, it's a revenue windfall for pharma companies. Just a 10% adherence improvement could generate an extra $124 billion in annual revenues.[2]

Put real-world data to work
There is escalating pressure surrounding pricing transparency and reimbursement for therapies costing upwards of $100K. Real-world data can demonstrate improved outcomes and adherence.

SOURCES:
1. https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/how-big-data-can-revolutionize-pharmaceutical-r-and-d
2. https://www.capgemini.com/wp-content/uploads/2017/07/Estimated_Annual_Pharmaceutical_Revenue_Loss_Due_to_Medication_Non-Adherence.pdf

To stake their claim in the digital health, healthcare companies face several obstacles.

Navigating the byzantine maze of regulations is a tricky business
The regulatory environment is confusing, complicated and changing like the weather. Scaling globally presents additional challenges.

Turning huge data sets into useful insights is easier said than done
As connected devices proliferate, the sheer volume of data they generate will be staggering. Finding the signal among the noise will be challenging.

Strong privacy and security are essential but challenging
Healthcare companies are frequent targets for hackers. There were 294 healthcare breaches in 2017 with 4.5+ million patient records compromised[1].

The costs to build and maintain an IoT infrastructure are high
The up-front cost of building a solution is expensive enough — keeping it compliant, adaptable, scalable and secure in the future is a wallet-dwindling prospect.

SOURCES:
1. https://www.cshub.com/attacks/news/how-the-top-10-healthcare-breaches-of-2017-impact

Take the hard work out of building, scaling and maintaining digital health offerings.

The medical-grade BrightInsight Platform is an Internet of Things (IoT) platform built under a Quality Management System to support and optimize regulated drugs, devices and software through integrated data and actionable insights to enable customers to drive increased patient adherence and engagement.

Our BrightInsight™ Platform uses software and services to capture, transmit and analyze data from CE-marked and FDA-regulated medical devices, combination products, apps and Software as a Medical Device, in compliance with security, privacy and regulatory requirements.

Deployed as a managed service, the platform accelerates the time to market for biopharma and medtech companies, reduces the cost of implementation and maintenance versus a custom solution, and scales across products and global markets.

› Scalable & Turnkey

A managed service model to maximize speed, efficiency and cost-effectiveness

- Foundational capabilities for rapid development
- Modular platform architecture to support customization and scale
- Reduced capital cost and complexity
- Device-agnostic platform

› Real-Time Intelligence

Integrates drug and device data for real-time insights, enabling our customers to improve adherence and engagement

- Personalized patient engagement analytics
- Data-driven interventions to enable customers to improve outcomes
- Commercial insights to streamline operations and optimize revenue

› Medical-Grade & Secure

Quality Management System and ISO 13485:2016 certified Designed to support CE-marked & FDA-regulated Class I, II and III medical device and combination product requirements

- Turnkey regulatory design control and file management for the BrightInsight Platform Device Master File, which has been accepted by the FDA
- Monitored security and prevention
- HIPAA-compliant and pursuing HITRUST certification

The BrightInsight platform.

Connectivity

Connectivity and management for regulated apps, algorithms, devices or combination products.
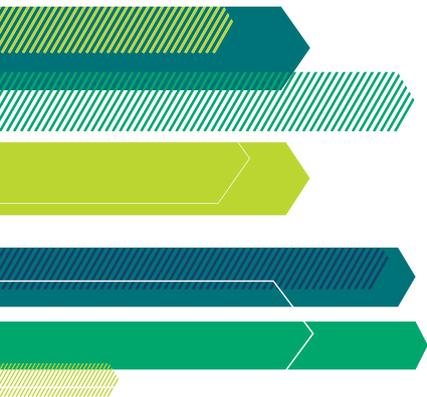
Data Management

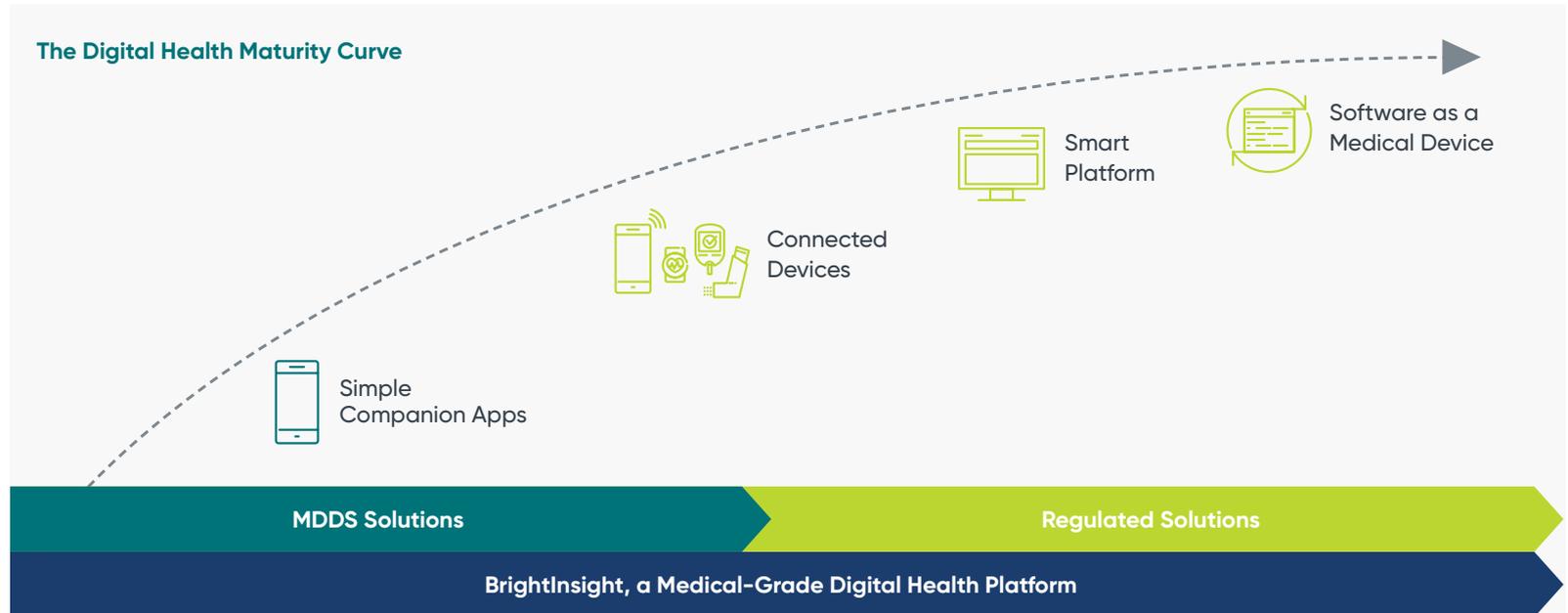Data aggregation from multiple sources and can integrate with EMRs and other IT systems.

Analytics and Insights

Clinical, operations and patient engagement dashboards provide valuable insights in real-time.

BrightInsight can support your current and future digital health solutions.

From a simple app to regulated medical devices or Software as a Medical Device, our platform supports your entire digital evolution.

The Digital Health Maturity Curve

Software as a Medical Device

Smart Platform

Connected Devices

Simple Companion Apps

MDDS Solutions	Regulated Solutions

BrightInsight, a Medical-Grade Digital Health Platform

About our team.

BrightInsight, a Flex Company, provides the leading global regulated digital health platform for biopharma and medtech.

Our mission is to make digital health innovation easy for our customers through our end-to-end digital health capabilities and scalable, medical-grade platform. Together, our leadership team brings over 85 years of combined digital health experience in the biopharma and medtech industries.

Our parent company, Flex, helps their customers transform ideas into intelligent products for a connected world. With approximately 200,000 employees in thirty countries, Flex provides innovative design, engineering, manufacturing, supply chain insights, and logistics services to a global customer base across every major industry, including healthcare. For over 30 years Flex has worked with leading healthcare companies deploying over 100 regulated hardware and software medical products worldwide.

Whether you're connecting a medical device or combination product, developing a companion app or deploying a smart algorithm, we make digital transformation easy while accelerating your time to market, minimizing your risk and future-proofing your digital health offerings.

Contact us at contact@brightinsight.com or visit BrightInsight.com.