OMRON connect

Introduction Toolkit

OHE Marketing

June 2016

All for Healthcare

OMRON

Pressure on healthcare cost reduction requires increased personal health management. The smartphone is at the center of the movement.
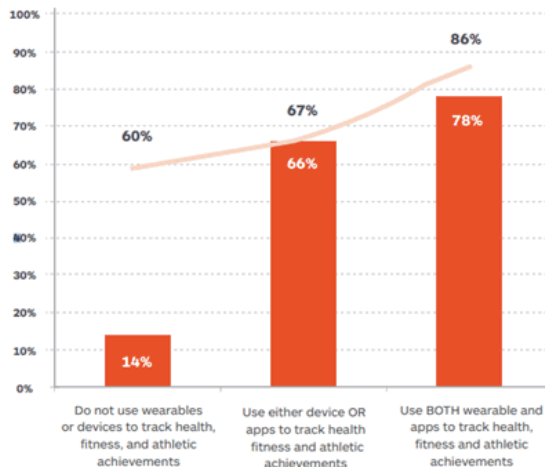
Consumer Environment

- Pressure on healthcare cost reduction requires change in consumer attitude towards personal health management
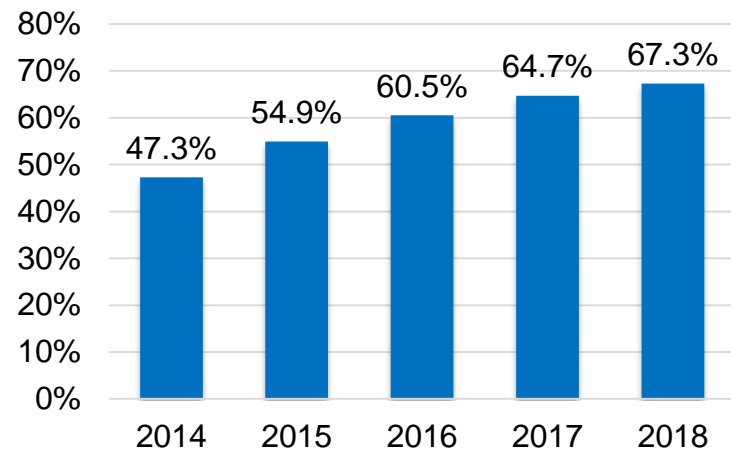
2020-2021 NHS funding gap forecast to reach

£30 billion

- Smartphone at center of shift from **Doctor to Personal Control**

- I am healthier thanks to my smartphone and apps
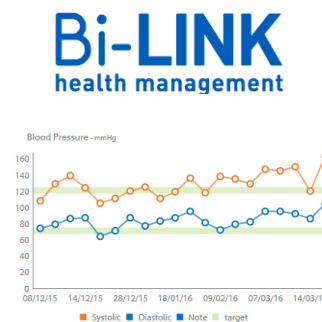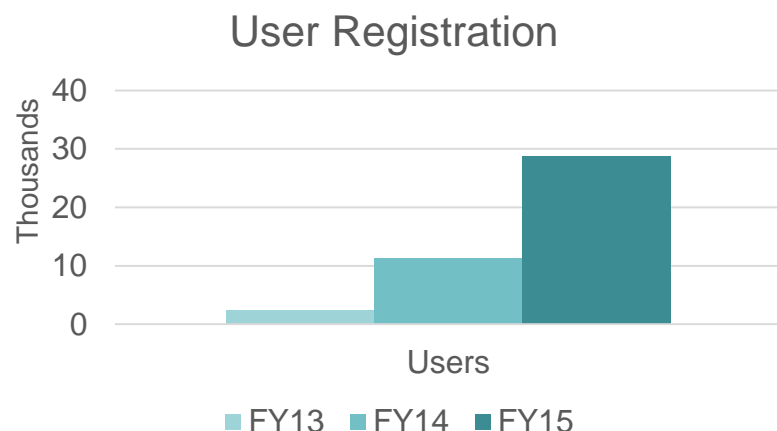- Smartphone and apps give me more control over life

Device Environment

- EU Smartphone per capita projected to reach 67.3 percent in 2018**
- Demand for connected healthcare devices growth projected 19.2% CAGR to 2020***

Bar chart values: 2014: 47.3%, 2015: 54.9%, 2016: 60.5%, 2017: 64.7%, 2018: 67.3%

1

OMRON

OMRON launched Bi-LINK in 2014, user registration doubled in one year, with connected device sales increase to 7% in FY15.

Users that activate the software with their device increased from 13% to 17% in FY15, Stagnating active user rate is a Challenge

User Registration

Connected BPM
Sales € 5.7M - 7% of total

Is Bi-LINK the right solution to accelerate connected device strategy?
- Bi-LINK platform design limitations, challenge to include new functions
- User reviews are not good due to usability and setup problems
- Number of users registered to service is still too low

Continued Trend: Sales growth of connected devices by providing software service

Industry Technology Trend

OMRON

Technology in <u>connectivity</u> and <u>healthcare</u> advances rapidly to overcome drawbacks and provide easier data access to consumers.

	History 2012-2013	Now 2014-2015	Future 2016-2017
Technology	USB devices + cable	Bluetooth devices	Bluetooth Smart & STP*
Platform	- closed	• closed	open
Solutions		• Easy use and setup • Scalable Functions • Share Data	• Low Energy consumption • Always connected • Open Comms Standard • Open Platforms • Cost effective
	Technology advancement benefits		
Drawbacks	• Cumbersome setup • Limited Function • High Cost	• Power consumption • Connection instability	
Challenge	**Can not see and share my data on my phone**	**The connection is lost and my battery runs out quickly**	

Bluetooth® SMART

*STP = "Standard Protocol" Open standard for easy device integration in software solutions

Solution Gap

OMRON

Due to technology advancement and increasing consumer demand some user needs are not met with current Bi-LINK solution

User Demand

| Bi-LINK Gap |

User Demand
1. Integration of Data with other services
2. Wireless communication
3. Always accessible
4. Easy setup and use
5. No registration requirement

Bi-LINK Gap

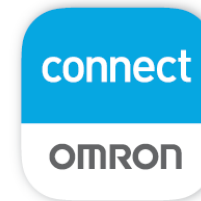| Bi-LINK Gap |
|---|
| Closed system, limited synchronization with other apps and services |
| Smartphone app only for data transfer to website, no data viewing possible |
| Need to have access to PC or Mac to view and manage data |
| USB cable and Gateway software required on PC or Mac |
| User always needs to register. |

!

Situation: Connected device growth potential limited by not meeting customer need.

OMRON

Integrate with the World!

Smartphone application that connects to Omron Bluetooth devices and provides easy display of device measurements, history graphs and averages

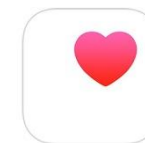**makes it easy to view, save, and share your health data with Apple Health.**

works with

iOS   Android

connects to

Apple Health

OMRON

Empowering you to be in control and make better health choices.

1. Integrated

Providing seamless automatic integration with other apps and services.

Your data in the dashboard of choice

2. Wireless

Using the latest Bluetooth Smart technology for stable connections and low power consumption

Always connected

3. Portable

Access to your vital health data when and where you want on your smartphone

Personal and convenient

4. Simple

One button Bluetooth device connection. Step by step instructions. Intuitive universal interface
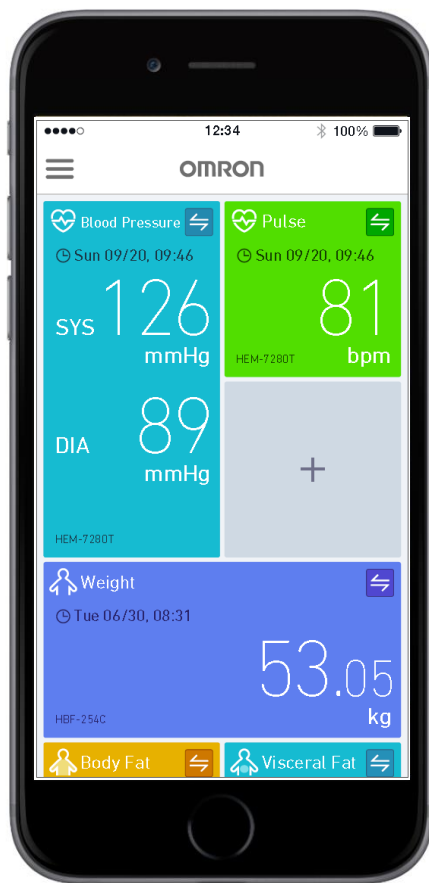
Easy to use

5. Personal

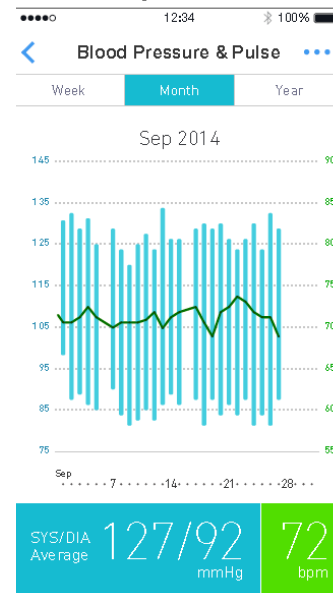No need for user registration. Control the data you share

Secure and Private

Smart and innovative Benefits

Take control and make better health choices
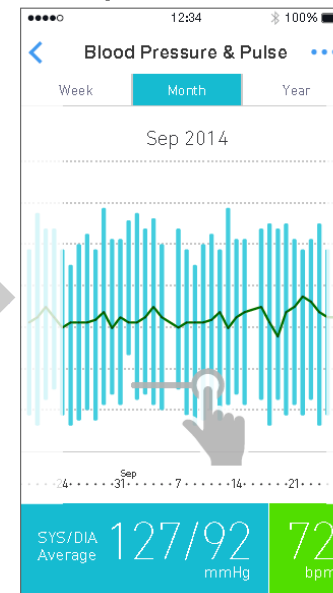
Gain better understanding of your progress by turning your numbers into meaningful graphs.

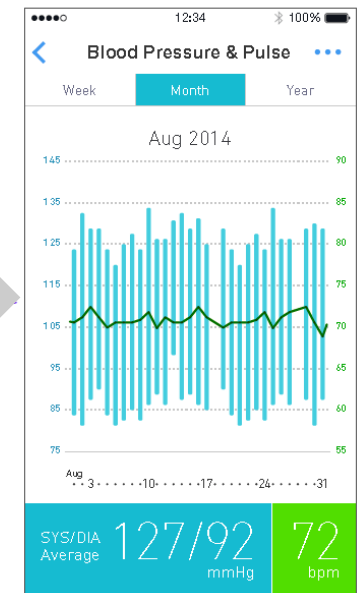Tap the panel to see your vital health trends at a glance, follow your progress, and discover patterns.

OMRON

USE CASE 1

Connecting an OMRON device

+ One button device setup
+ Step by step guidance in app
+ Instructions for seamless setup
+ No need for technical knowledge
+ automatic transfer of data, no action needed

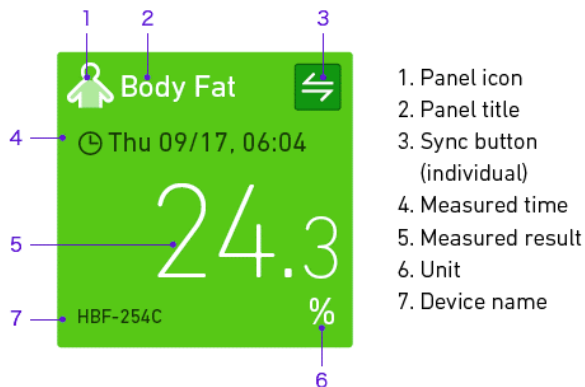Press and hold
(2 sec.)

13:46

Geräte

Haben Sie Geräte, die mit OMRON connect kompatibel sind?

Sie benötigen ein Gerät, das mit OMRON connect kompatibel ist, um diese App zu verwenden.

Ja

Nein

USE CASE 2

Check the latest data and my history

+ Dashboard home screen, one view
+ Panel color scheme for ease identification
+ Customize home screen to personal whish
+ Historic data charts: week, month, year
+ Trend line in graph view

1. Panel icon
2. Panel title
3. Sync button (individual)
4. Measured time
5. Measured result
6. Unit
7. Device name

OMRON connect Functions

OMRON

USE CASE 3

Use measurements in other apps

+ Choose which date to share
+ Data syncs automatically in background
+ Apple Health integration is available for iPhone
+ Other app sharing will be added in future

Apple Health

OMRON

OMRON **Devices** that work with "OMRON connect" to be introduced in FY16

M7 Intelli IT M700 Intelli IT	EVOLV
HEM-7322T-E HEM-7322T-D	HEM-7600T-E
2016 August	2016 December

These devices support:
- One time, one touch Bluetooth setup
- Start synchronization from Application
- Automatic date and time setting from phone

Bluetooth *SMART*

11

Smartphone compatibility

OMRON

"OMRON connect" is designed for smartphones running **iOS or Android**

Apple iOS

Google Android

iPhone Model
iPhone 4s, 5, 5C, 5s, 6, 6s, 6 Plus, 6s Plus

iOS version
minimum 8.2
Recommended 9.2

Phone Model
Samsung: Galaxy series s3, s4, s5, s6, s7
Samsung: Galaxy Note 4, 5, Edge
Samsung: A3, A5, A7, J5
HTC: One and Desire series
LG: G3, G4, Nexus
Huawei: P7, P8, G7, G8, Nexus, Mate, Ascend
Sony: Z3, Z5, M4 series
Motorola: Moto E, X, G series

Android version
minimum 4.4

Android version might vary per model and brand.
Most popular devices are tested and supported.
For latest information visit
http://www.omronconnect.com/devices/

Supported devices

OMRON
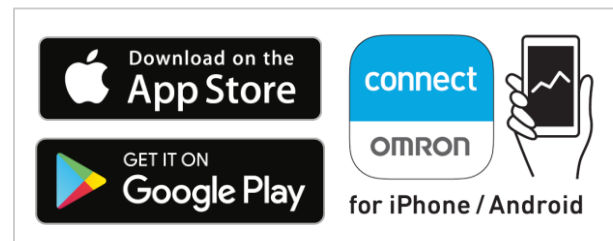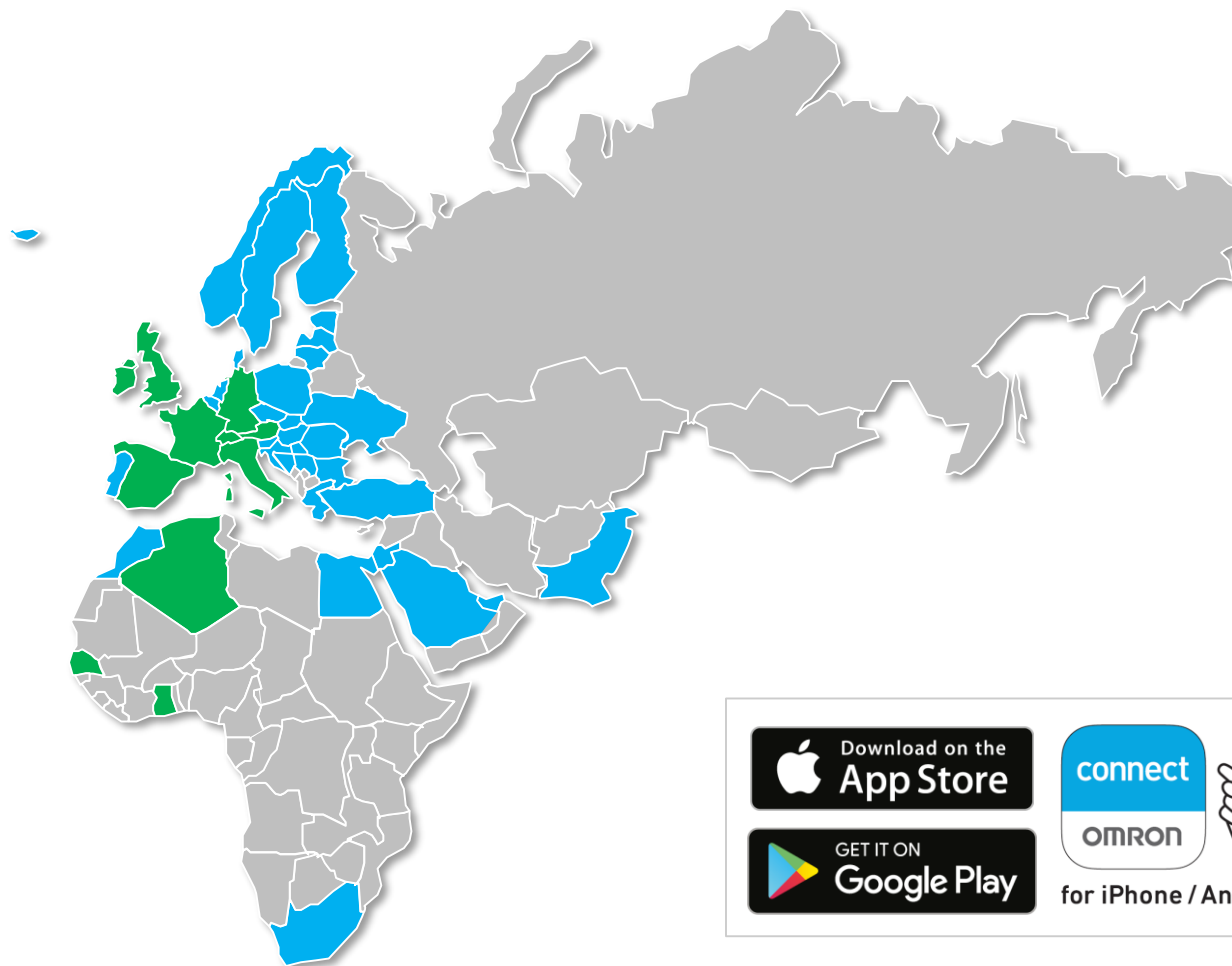
"OMRON connect" will be available in

45 Countries

Application:
5 Languages
- English
- German
- French
- Italian
- Spanish

Terms of Use &
Privacy Statement:
26 languages

13

OMRON

OMRON connect **global website**
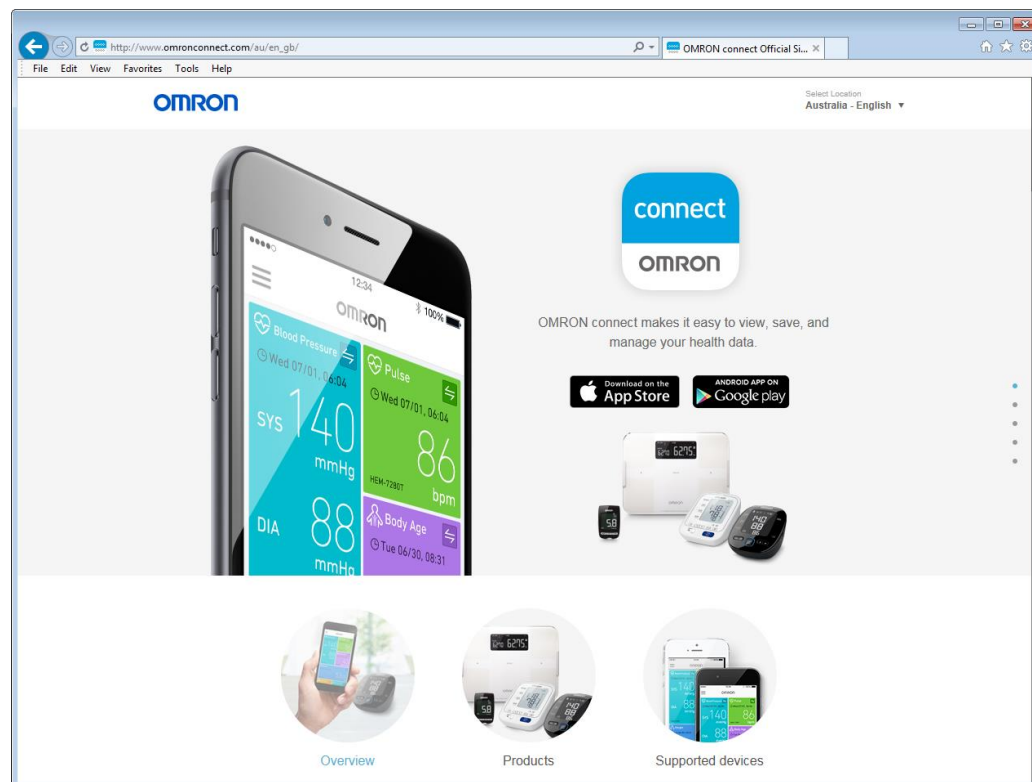
- local content per region

- compatible devices

- available languages

- instructions, help and faq's

- news about devices.

connect
OMRON

for iPhone / Android

List of Compatible Smartphones at:
omronconnect.com/**devices**

For details, visit:
omronconnect.com

One touch Support

OMRON

OMRON connect features easy customer support in both app and on website.

Points of contact for consumers:

1. iTunes and Google Playstore
    –   description, information, compatibility
    –   languages, reviews

2. OMRON connect app Help section
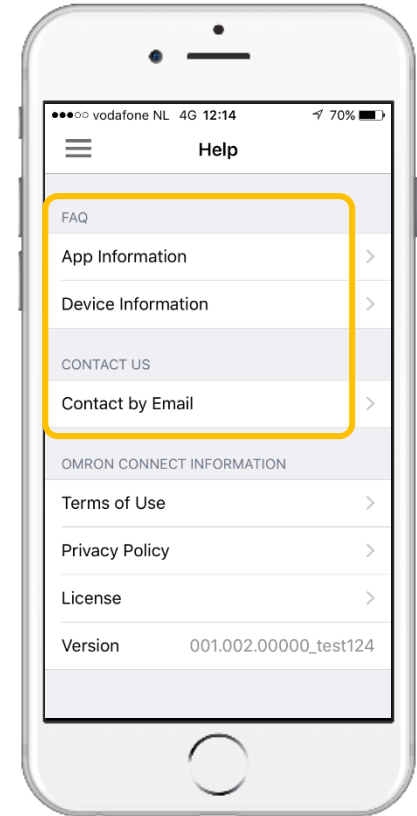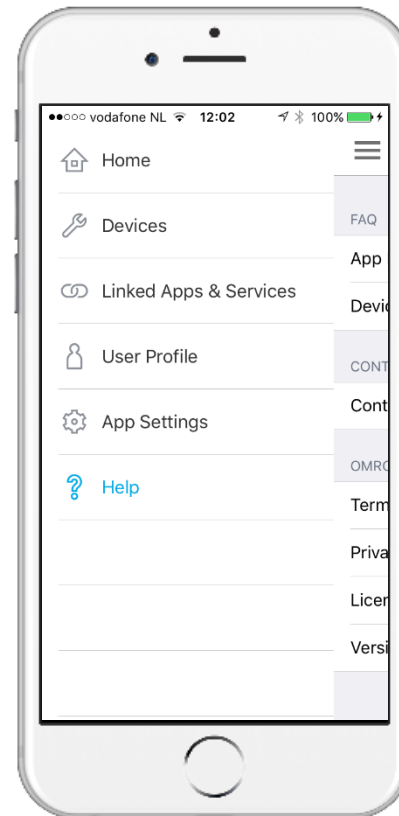   –   FAQ's covering the App functions
    –   FAQ's covering the Devices
    –   Contact by Email including log information for problem fixing

3. OMRON connect website
    www.omronconnect.com/support
    –   All support information available in 5 languages

OMRON connect users can, if necessary, send questions and support requests by e-mail directly to:

support-omron.connect@eu.omron.com

The email can be generated out of the OMRON connect app, in the "help" section or by the mail application of choice.

OMRON will:

1. Respond to end-user within 2 business days;
2. Analyze the request from the OMRON connect user;
3. Request support from BP in case of translations required;
4. If OMRON cannot support from OHE, technical issues are forwarded to OHQ for technical support.

FAQ Content

Providing pre defined answers to the questions that are frequently asked are efficient and widely accepted method of handling common difficulties.

OMRON connect FAQ's cover a variety of topics:

App Information:

- Supported devices / supported smartphones;

- Device registration and device settings;

- Synchronizing data;

- Main features;

- Graphing and measurement data;

- Saving, migrating and backing up data;

- Linked apps and services;

- Power use, language, terms of use and more….

Device information:

- Specific per OMRON device

Support for Business Partner

As a Business partner you may receive questions via the pharmacies or customers

OMRON connect "Support Manual" will be provided including:

- Description of OMRON connect
- How to install OMRON connect;
- How to add and pair devices with OMRON connect;
- Frequently Asked Questions;
- Explanation of fault descriptions;
- Overview of supported OMRON devices;
- Overview of supported smartphones.
- Escalation procedure

OMRON will provide quarterly service bulletins covering:
- updates, bug-fixes, improvements, additional, news

We will continue to support Bi-LINK for existing products

Bi-LINK
health management

- High number of USB connected products in market
- Continued development for new Windows and Mac OS versions
- Support remains available bi-link.support@eu.omron.com

New BLE products will not be supported in Bi-LINK

THANK YOU!

connect
OMRON
for iPhone / Android