

DELIVERING DIGITAL DRUGS

NEMINDE MEETING, CITY UNIVERSITY, MAY 22 2014

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NHS Trust

delivering digital drugs



cross-disciplinary research programme addressing the accelerating digitisation of the chain of production and consumption of medical drugs (medicines)

focus on medicines in *use*

in clinical practice, in business, in research,
as regulated

exploratory, theory discovery,

An anatomy of a new medicine

digital drugs



a new kind of a medicine

informationally complex and digitally potent
digitally constituted

electronic prescribing, ETP
adherence technologies, smart pills
anti-counterfeiting, smart supply chains
pharmacovigilance,
stratified medicine, personalised medicine

digital drugs: theory base



digital materiality

sociomateriality

assemblages, platforms

(dis/re)intermediation

value: creation, realization and capture

servitization: value-in-exchange & value-in-use

narratives and organising visions

multidisciplinary team



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