

New source of pharma data?

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Vitality GlowCaps sounds like a fluffy vitamin supplement but no!

GlowCaps is a sophisticated medication compliance tracking device incorporated into a medication container. If that's not cool enough, the monitoring results in a continuous data collection from a growing number of users. It's not clear yet whether the compliance data can be incorporated into outcome data in electronic health records, but if it could be, the implications for the future of medical statistics are huge! And who owns the data, I wonder?

See more about it on the company's video format annual report for 2009.

{vimeo}8691847{/vimeo}