



Digital Healthcare Ecosystem Supporting Health And Wellness

Team
FINLAND MARKET OPPORTUNITIES

Future
Watch

August 20, 2019



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Recap of Digital Health Ecosystem of 2025 & Identify Key Digital Health Market Participants

2

Select Success Stories

3

Recognize Regional Innovation Hotspots & Trends

4

Learn About Global Academic Hubs for Digital Health

5

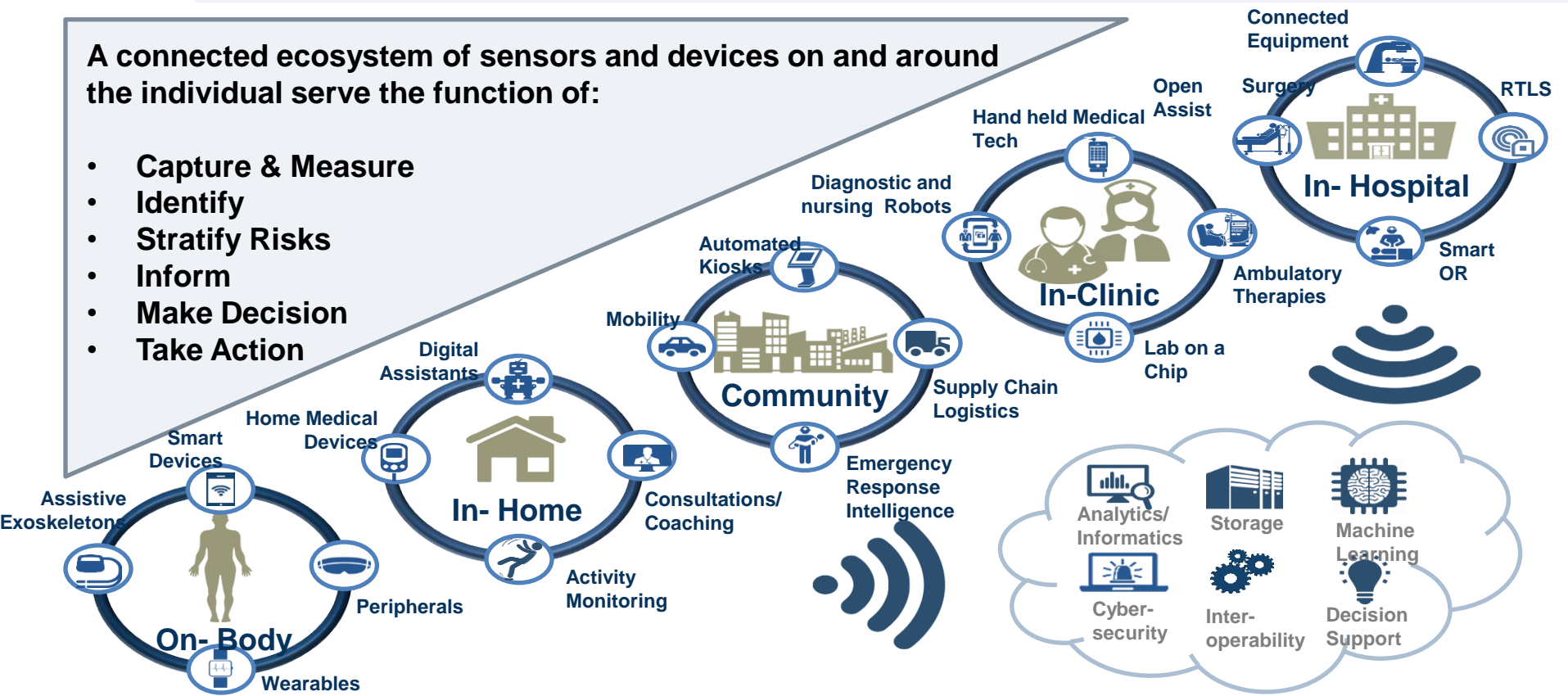
Key Takeaways



Digital health will encompass solutions across the care continuum

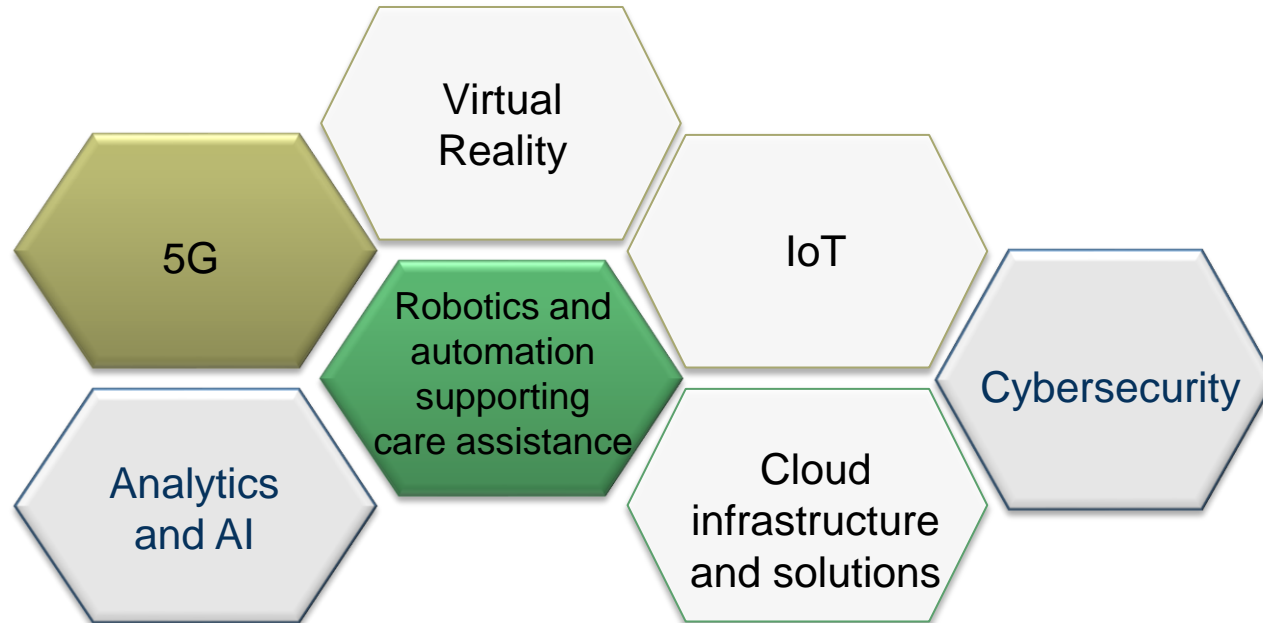
A connected ecosystem of sensors and devices on and around the individual serve the function of:

- Capture & Measure
- Identify
- Stratify Risks
- Inform
- Make Decision
- Take Action



Source: Frost & Sullivan

Technology enablers will support the paradigm shift to care delivery models in the future



Decentralized Care
Delivery

Patient Experience and
Customer Focus

Preventive and
Wellness Focused

Cost Containment

Source: Frost & Sullivan Analysis

A hand holding a tablet displaying a medical report interface. The screen shows a 'MEDICAL REPORT' header, a 'Health Data' section with a clipboard icon, and a list of medical terms including 'lab test', 'clinical test', 'blood pressure', and 'surgery'. A blue horizontal bar is overlaid across the center of the tablet, containing the text '5G'.

5G



Rush Aims to Be First Hospital in U.S. to Use Standards-Based 5G

January 8, 2019

Rush teams with AT&T to explore use of ultra-fast network in technology-driven therapies

“Rush University Medical Center plans to become the first hospital to use standards-based 5G (fifth-generation) in the U.S., ultimately bringing faster broadband speeds to support the innovative information technology that Rush currently is using throughout the Rush System. Provided by **AT&T**, the 5G technology will be employed in various use cases aimed at improving outcomes, increasing staff efficiency and enhancing the patient experience.”

East China to build 5G-based eye hospital

Source: Xinhua | 2019-06-02 22:08:52 | Editor: mingmei

“Xiamen, in east China's Fujian Province, will build a 5G-based eye hospital for better patient experience.

The 5G hospital will be jointly set up by Xiamen Eye Center of Xiamen University, Xiamen branch of **China Telecom** and the tech giant Huawei, according to a cooperation agreement signed by the three sides Sunday.

In the future, online livestreaming eye surgeries, remote consultation of ophthalmologists and remote guidance of eye surgeries are key areas to apply the technology, Zhang said.

Source: Frost & Sullivan



VODAFONE COMPLETES WORLD'S FIRST CONNECTION OF 5G SMARTPHONES TO ITS NETWORK

20 Feb 2019 @VodafoneGroup

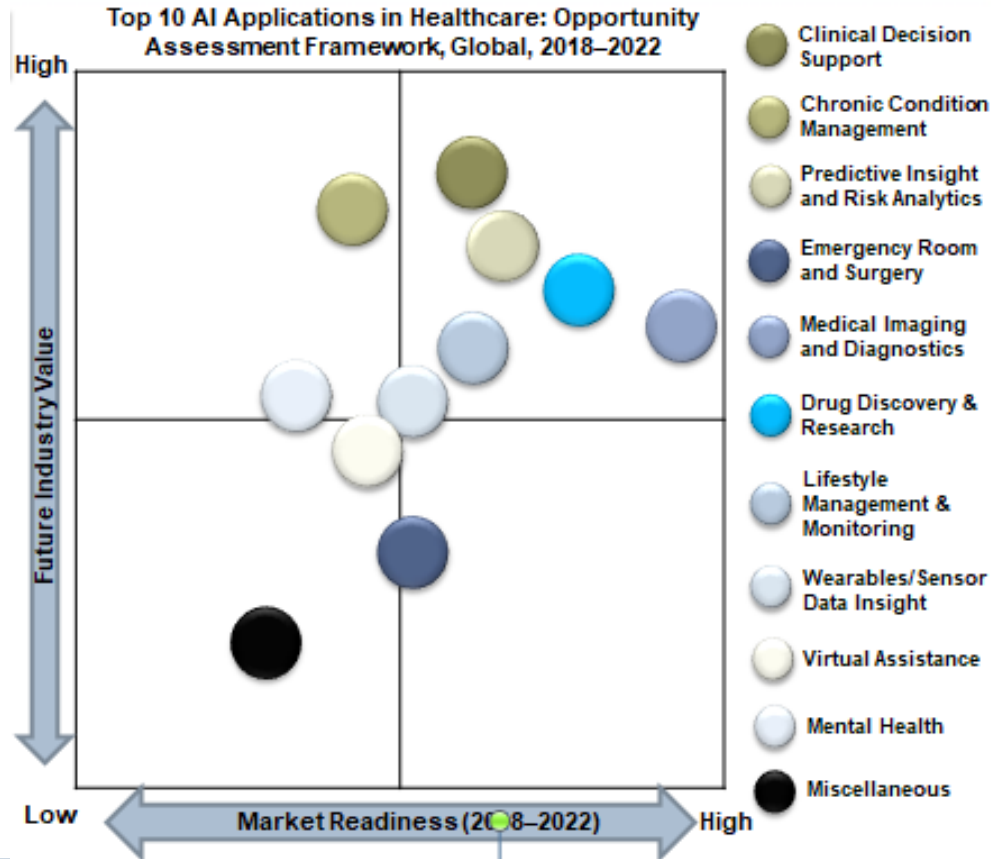
Vodafone has invested €90 million in Milan to build the first 5G network in Italy, covering over 80% of the city. It has launched 31 5G use cases to date working with 38 industrial and public sector partners. The use cases cover the fields of health and wellbeing; security and surveillance; smart energy and smart cities; mobility and transport; manufacturing and industry 4.0; education; entertainment; and the digital divide. **The use cases include a 5G Connected Ambulance developed with San Raffaele hospital;** Europe's first live 5G news broadcast with Sky; and a self-driving robotic vehicle delivering books at the Polytechnic University of Milan campus. Vodafone has also allocated €10 million over four years for the 'Action for 5G' competition for start-ups, SMEs and social businesses.

Source: Frost & Sullivan

A hand holding a tablet displaying a medical report interface. The screen shows a 'MEDICAL REPORT' header, a 'Health Data' section with a clipboard icon, and a human silhouette with a red line indicating a lab test. A dark blue horizontal band is overlaid across the center of the tablet.

ANALYTICS AND AI

Top 10 Healthcare AI Applications



Source: Frost & Sullivan Analysis

Top Vendors for Healthcare AI across Select Use Cases

Drug Discovery & Research

Wearable/Sensor Data Insights

Predictive Insights & Risk Analytics

Chronic Condition Management

Clinical Decision Support

Virtual Assistance/Virtual Nurses

Medical Imaging and Diagnostics

Emergency Room & Surgery

Lifestyle Management & Monitoring

Mental Health

Source: Frost & Sullivan Analysis

Select Vendors for Healthcare AI across Care Continuum



	Screening & Diagnosis			Treatment			Post Care Management		
Applications	Early Screening	Imaging and Non-imaging Diagnosis	Primary Care Support	Clinical Decision Support	Therapy Planning	Surgical Navigation & Execution	Condition Management	Patient Engagement	Care Coordination
Top Growth Areas	Breast/ Lung Cancer; Cardiac disorders; Afib, Mental health	Neuro; Stroke; Cardiac; Fertility; Diabetes; UTI	AI apps; Chatbots; Virtual avatars	Neuro; stroke; cardiac; patient safety	Neuro; stroke; cardiac; patient safety	Robotic surgery; surgical navigation	Diabetes, Cardiac; mental health; cancer	Interactive robots; chatbots	Treatment adherence; integrated RPM; End of life care
Key Companies									
Phase of Adoption	Nascent	Emerging	Growth						

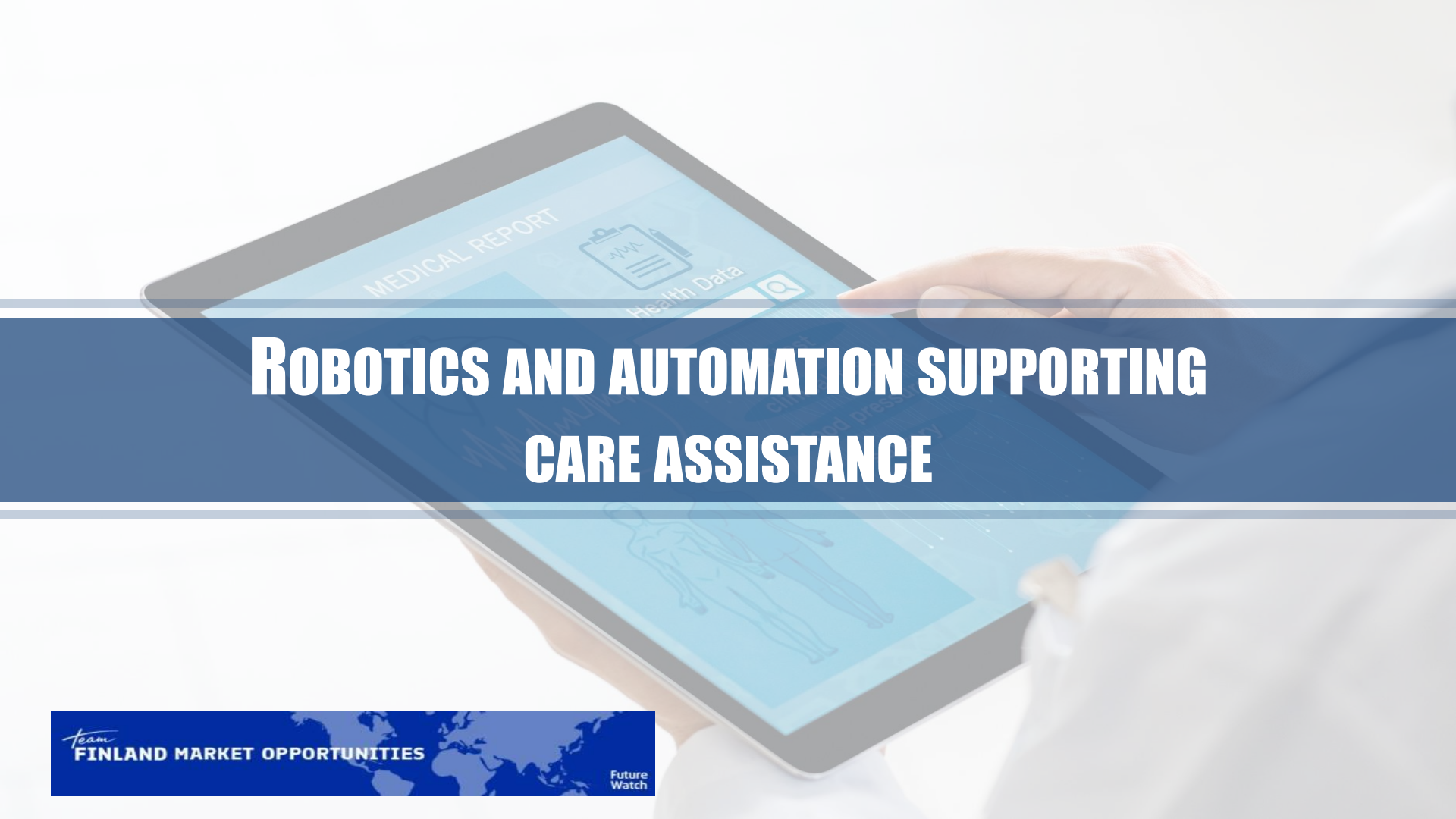
Source: Frost & Sullivan Analysis

Select Vendors for Healthcare AI Powered Clinical Management Applications



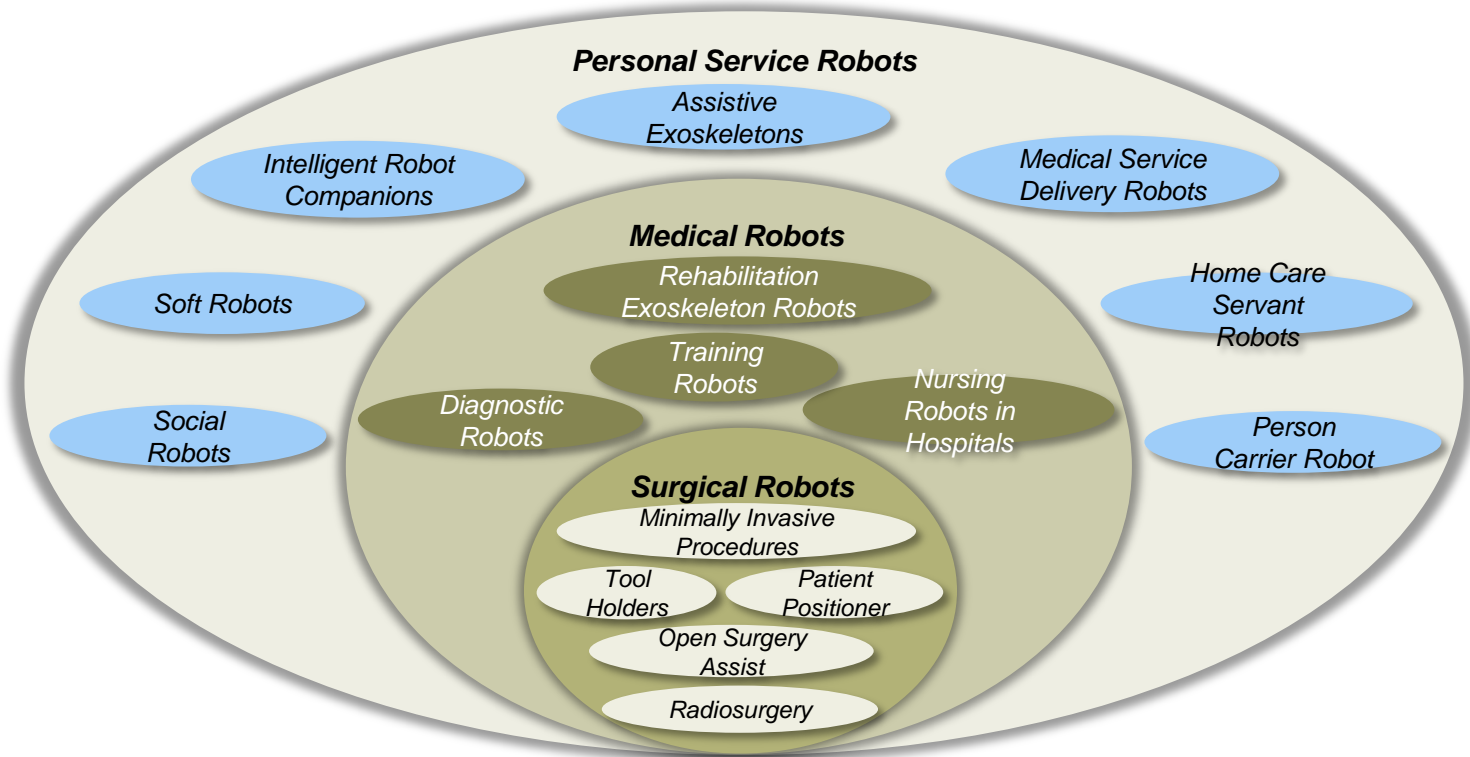
1 Predict Disease	2 Personalize Treatment	3 Prevent Adverse Events	4 Manage Outcomes
<p>IBM Watson Health</p>         	                     	             	             

Source: Frost & Sullivan Analysis



**ROBOTICS AND AUTOMATION SUPPORTING
CARE ASSISTANCE**

Segmenting Healthcare Robots



Source: Care Assistance and Pharma Automation Robots,, Frost & Sullivan

Source: Frost & Sullivan Analysis

Select Healthcare Robots



Daily Care and Transportation Robots



Telepresence and Rehabilitative Robots



Exoskeleton Robots



Pharma Automation Robots



Source: Frost & Sullivan Analysis

A hand holding a tablet displaying a medical report interface. The screen shows 'MEDICAL REPORT' at the top, a clipboard icon with a pulse line, and 'Health Data' below it. A blue horizontal bar is overlaid across the middle of the screen, containing the text 'VIRTUAL REALITY'.

VIRTUAL REALITY



Reality technologies are on the cusp of disrupting the human-machine interface, giving rise to an entirely new computing experience.



USERS AND USE CASES

Surgeons - Medical Students - Human Resources -
Emergency Responders/Disaster Preparedness -
Global/Remote Team Exercises - Product Sales &
Marketing - Patient Education /Patient Experience

PTSD - Autism - Schizophrenia - ADHD -
Medication/Treatment Compliance - Substance Abuse -
Fitness/Wellness/Weight Management - Phobias -
Smoking Cessation - Sleep Disorders - Stress

Physical Assessments - Behavioral and
Psychological Assessments - Cognitive Function
Assessment






Pain Management - Vision Disorders - Physical
Therapy/Rehab - Speech Therapy - Telemedicine -
Brain Injury-Alzheimer's/Dementia

Remote Scribes - Interactive Medical Records -
Data Visualization & Display

Source: Frost & Sullivan Analysis

Top Vendors in the XR Space



AR/VR Applications	Patient Experience Management	Treatment Planning & Simulation	Surgical Navigation	Telemedicine	VR based Gamification Therapy
Top Growth Areas	<ul style="list-style-type: none"> MRI/ CT Scans Distraction therapy 	<ul style="list-style-type: none"> Surgical and medical training Treatment simulation 	<ul style="list-style-type: none"> Joint replacement Surgery 	<ul style="list-style-type: none"> Tele-surgery Patient Monitoring 	<ul style="list-style-type: none"> Chronic Pain Management Ortho Rehabilitation; Physical Therapy Mental Health
Key Companies					
Phase of Adoption	Nascent	Emerging	Growth		

Source: Frost & Sullivan Analysis

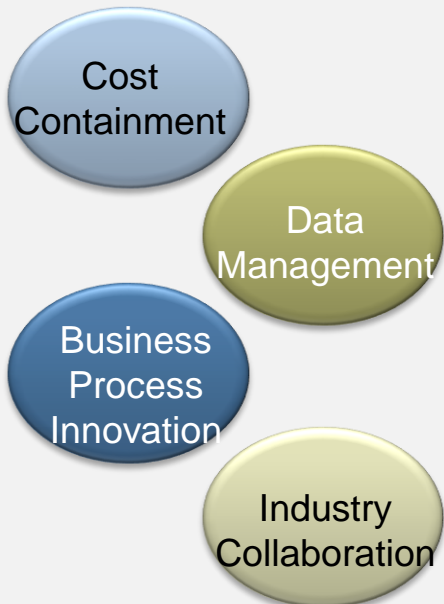
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CLOUD INFRASTRUCTURE AND SOLUTIONS

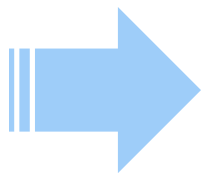
In 2025, cloud platforms will have a high demand and critical functions will depend on them for scale-ups



Current Drivers



Applications in 2025



Imaging Informatics

Storage and archiving of very sensitive, patient data

Real World Data and Analytics

RWD is becoming very important for pharma and med-tech players

Population Health Management

Collation and analysis of de-identified patient data from disparate sources

Health Data Continuity

Collation and analysis of de-identified patient data from disparate sources

Telemedicine

Providers will be keen on investing in cloud based telemedicine solutions

Source: Frost & Sullivan Analysis

Healthcare cloud computing vendor landscape by segment



Source: Frost & Sullivan Analysis



SMART DEVICES – IoT

Select Healthcare IoT Vendors



On Body							
In Home							
Community							
In Clinic							
In Hospital							

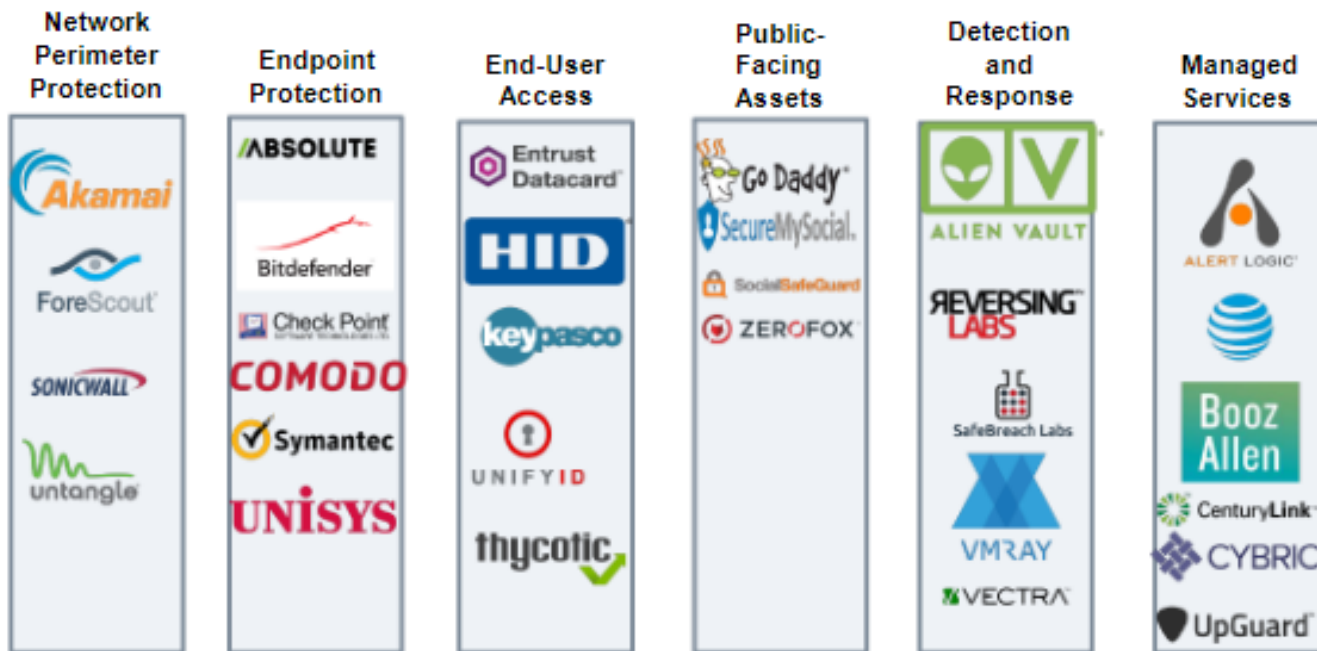
Source: Why Now is The Time for Interoperable Healthcare Solutions?, Frost & Sullivan



MEDICAL REPORT
Health Data
lab test
surgery

CYBERSECURITY

Cybersecurity will be an essential component for digital health services characterized by integration and flexi-plans for users



Source: Frost & Sullivan Analysis



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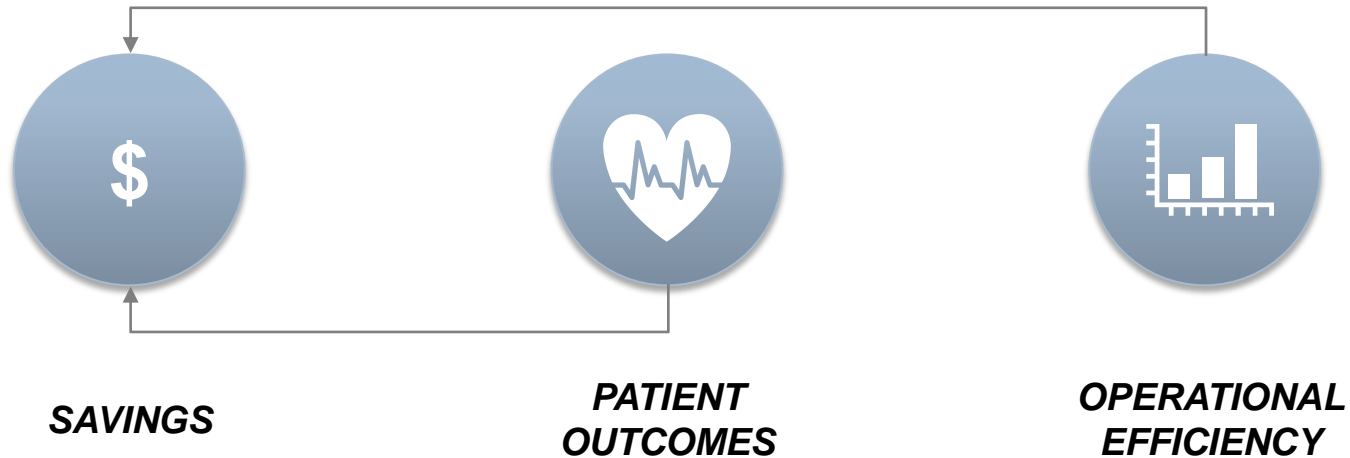
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Key Takeaways





What does Success mean for a Digital Health Solution?



Hospital Care Pathway Improvement – Analytics Solution



Applicable Area:

Smart Hospitals

- Operational Efficiency
- Clinical Excellence
- Patient Experience

Opportunity

Data Analytics / AI

Hospital



Florida,
USA

Vendor

AYASDI

AI Software
Solutions

Pilot Project:
9 weeks
\$75,000 invested

10X ROI

Savings Generated:
\$800,000 / Year

DETAILS

Analytics + AI on

- Medical Records
- Claims Data

Pneumonia Care Pathway Improvement

- \$1,356 saved per patient
- 2-day reduction in hospital stay

FUTURE PLANS

Expand to
12 conditions

Generate
\$20 million
in savings over 3 years

Source: Frost & Sullivan



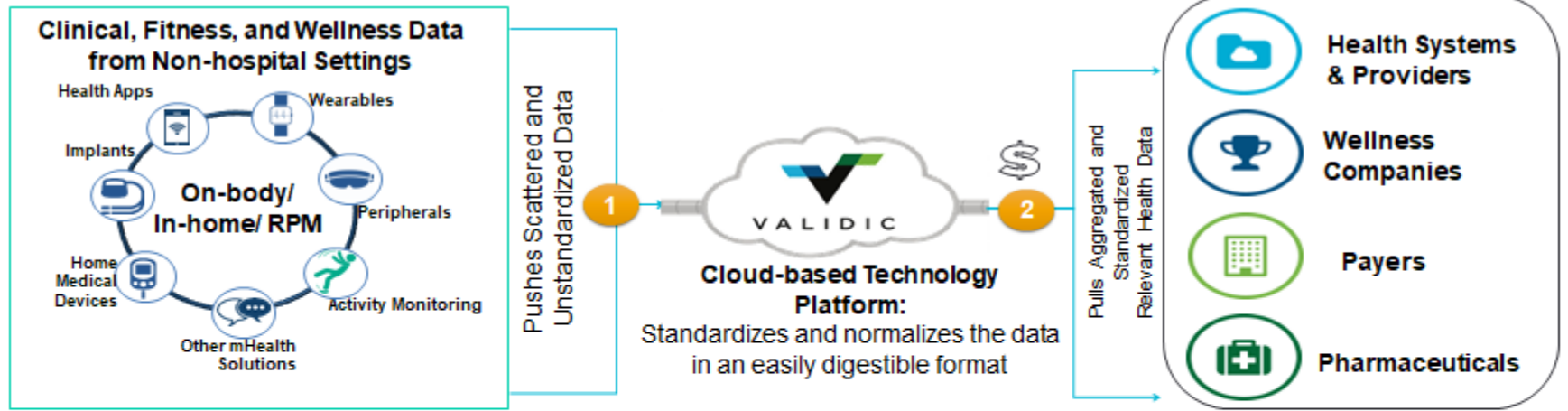
Use of VR in pediatric setting leads to less reported needle pain

A new study published in the Journal of Pediatrics found that patients using a VR system reported less pain when being treated with a needle than their counterparts who received the standard of care.



Study: VR stimulates memories, improves quality of life for dementia patients

Bridging Interoperability Gap – Cloud Based Solution



Quick Fact:

Ecosystem of 280+ integrations with consumer and clinical digital health technologies, Validic's platform reaches 223+ million people in 47 countries.

Monetization Model



- Service fees for pulling standardized, bulk data from Validic to organizations
- Pushing data to Validic is free for app and device makers

Benefits to End Users:

- One-to-many connectivity platform helps to aggregate and standardize most relevant health data into EHR and health systems.
- Software-as-a-service (SaaS) asset light model avoids infrastructure and installation cost.
- Drive more efficient remote patient monitoring, home care, patient discharge management, and wellness initiatives.

Source: Frost & Sullivan

Focus Points - Agenda



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Innovation Hotspot – US Regional Trends and Highlights



Culture of Wellness

A growing number of people of all ages, particularly middle to upper income groups, have become more aware of the importance of healthy lifestyles and are increasingly adopting digital health tools to self track and monitor their health.

Millennials Have Kids

In 2019, Millennials (age 20 to 35 in 2016) will surpass Baby Boomers as the largest US generation and will be in prime child-bearing years. For most of these people, this time period will be their first encounter with healthcare, and many will expect to use digital health.

Growing Importance of Medicare

Each day, 10,000 Baby Boomers reach Medicare eligibility. This age wave will last through 2029. Medicare accounts for 20% of US health spending, and costs are growing. The government is focused on driving the use of digital tools to reduce costs.

Source: Frost & Sullivan

Innovation Hotspot – Western Europe

Regional Trends and Highlights



The United Kingdom

- Initiatives such as Five Year Forward View, TechUK Interoperability Charter, coordinated care efforts, and Connecting for Health
- NHS STP project
- NHS Digital, Patient Online portal by NHS, and Citizen Identity Project
- NHS One platform and NHS virtual wards
- EU-Nightingale: Smart RPM Project

Germany

- Smart eHealth citizen card rollout
- High-Tech Strategy 2020; Telematics Infrastructure rollout by June 2018
- About 44% of health investment and expenditure devoted to hospital modernisation
- Draft law on eHealth issued in January 2015 focuses on HIE and interoperability
- CCS Telehealth and Telemedicine project

Spain

- Increased funding from Spanish national health system encourages digital transformation and remuneration
- Prioritizes hospital modernization in suburban and rural locations for better care
- Spain's MoH to implement interoperable ePrescription systems (07/19)

Scandinavia

- A highly advanced market with new eHealth objectives and smart hospitals focused on large-scale integration projects expected to create a highly potential market for device connectivity
- Sweden, with an ageing population, investing heavily in telehealth, homecare, bring your own device (BYOD), digital health, and population health management (PHM) solutions
- Behavioral health and mHealth solutions as the most lucrative segments



Benelux

- NL top ranked for best healthcare system in Europe in 2014 by Europe Health Consumer Index
- NL priorities: to implement advanced health analytics and Big Data solutions in healthcare
- Focused on increasing number of primary care centers and digital hospital strategies across country
- Belgium investing \$3.62 million in digital health solutions

France

- Reorganizing its healthcare system by combining 38 regions to form 12 regions for more joint-up care.
- The eSOS project and eGovernment plan of Italy (2012) as nationwide initiatives
- Most investments in clinical HIT, telecare, and hospital digitalization

Italy

- Focus on formation of integral national eHealth strategy
- Aims to improve exchange of ePrescriptions and eTransfer of lab data as current use is low
- Solutions currently implemented: NSIS, TSE, and CRS-SISS

Innovation Hotspot – Central & Eastern Europe

Regional Trends and Highlights



Austria

- With more than 80% of the digitized patient records, Austria will be focusing on completely eliminating paper-based medical records and on EMR/EHR optimization in 2018.
- Austria is experiencing difficulties in rolling out enterprise-wide clinical systems because of funding issues.
- Telemedicine and telehealth are imminent trends with a high priority. In 2018, Austria will be focusing on integrating telemedicine with EMR/EHR systems.

Poland

- Poland's MoH plans will introduce eHealth systems incrementally, starting with ePrescriptions, eAppointments, and health registers, from 2018 onwards.
- Poland is developing an eHealth infrastructure co-funded by the EU, which promotes the adoption of clinical IT systems and the digitalization of medical data.
- With more than 850 hospitals and 233,000 beds, Poland will be focusing on consolidation using smart solutions to centralize healthcare services delivery in 2018.



Switzerland

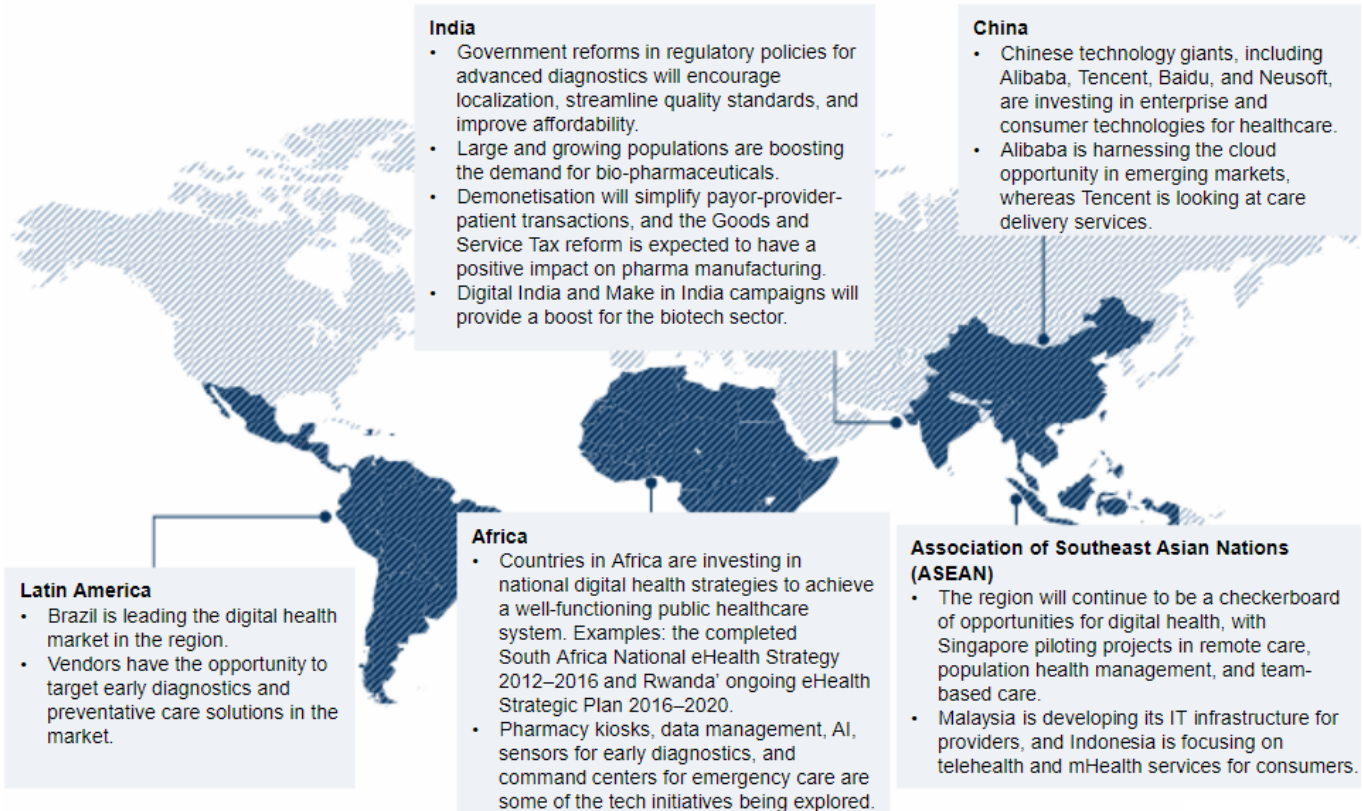
- In 2018, Switzerland will witness a high priority for standardizing health IT infrastructure under eHealth Suisse.
- A new federal law mandates hospitals to implement interoperable EHRs to facilitate data sharing and cooperation among healthcare providers.
- The country has set a deadline of 2020 for hospitals adopting interoperable EHRs and 2022 for nursing homes adopting interoperable EHRs.
- In 2018, the major focus will be to provide digital support for treatment processes, providing doctors, pharmacies, and hospitals electronic with access to information about patients' medication.

Rest of Europe

- EHR implementation is an especially urgent topic in Central Europe.
- The primary focus will be to introduce and actively promote healthcare digitization, increase patient safety by reducing medical errors, and provide digital access to patients' health information online.
- High investment is expected in digital health platforms and telehealth.
- Most countries will focus on forming an integral national eHealth strategy. The Rest of Europe aims to improve the exchange of ePrescriptions and eTransfer of lab data as current use is low.

Innovation Hotspot – Emerging Markets

Regional Trends and Highlights

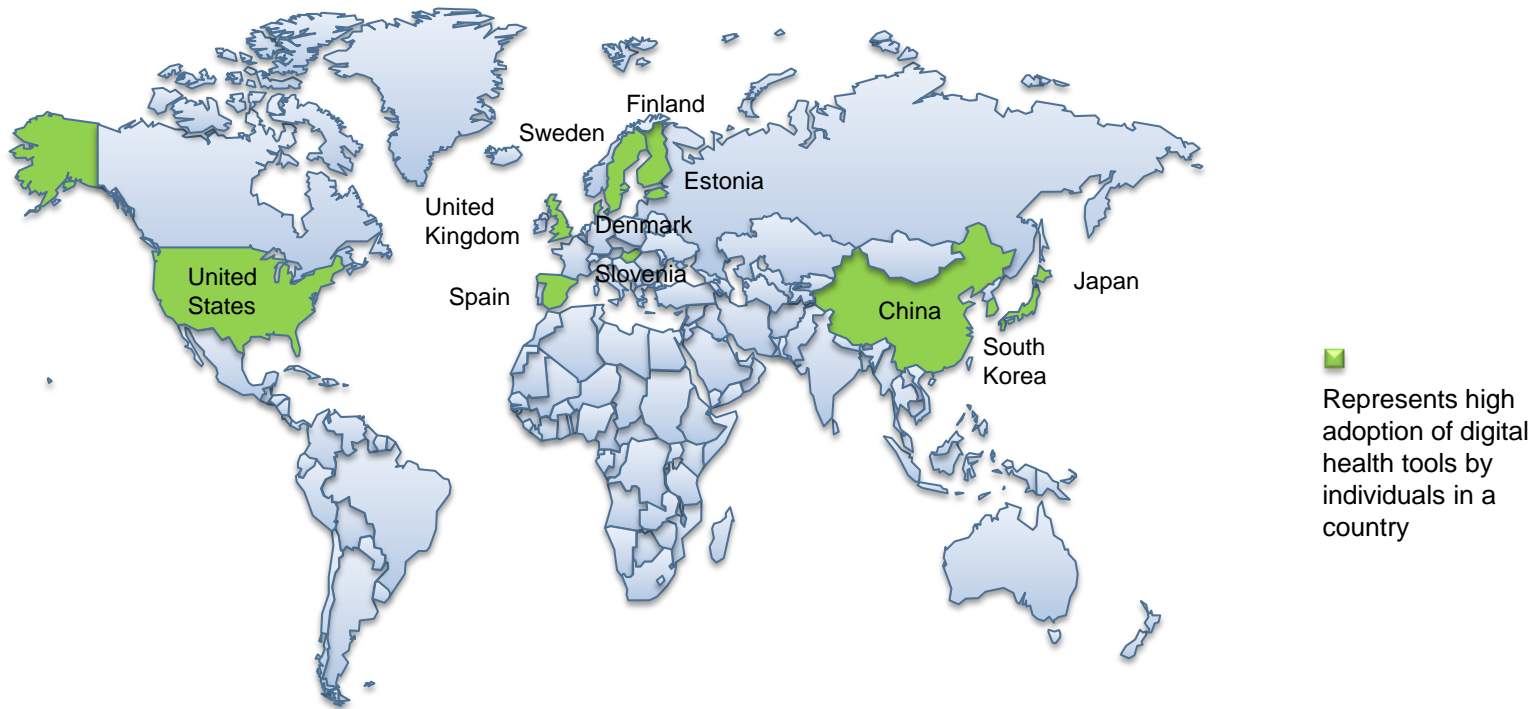


Source: Frost & Sullivan

Geographical variations and maturity

Estonia, Finland and Denmark lead in terms of percentage of individuals who have adopted e-health solutions.

Global Digital Health Hotspots



Source: Frost & Sullivan

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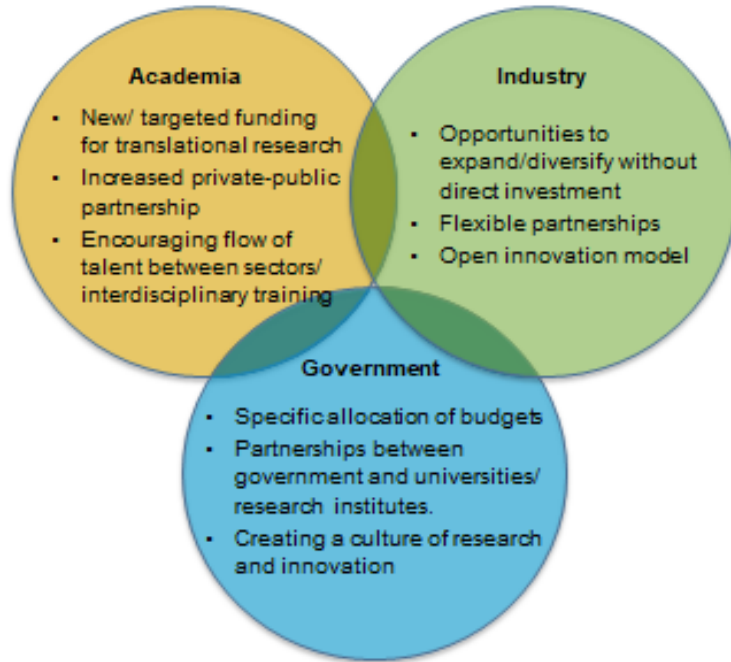
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Key Takeaways



Collaboration between academia, industry and government nurtures the medical technology industry by providing the platform for clinically led innovation

Triple Helix Model of Academia-Industry-Government Collaboration



- Research and development of digital health devices faces several challenges such as **financial constraints, long lead times** to bring the product to market, and even a **lack of viable business models**.
- This has motivated several stakeholders in the industry to reconsider collaborative approaches to technology innovation.
- Best examples for medical device innovation are seen where collaborators each uses their core competence. For instance, the **clinical community provides end user input and professional opinion, academia powers innovation with its research, and industry participants with their manufacturing prowess**. This is also supported by governments and regional authorities through a favourable business environment and through research support.

Globally, Stanford Byers Center for Biodesign is a leading example of clinically led innovative academic hub

- Numerous academic institutions in the US are innovating in the digital health space, making it a leading global destination for digital health R&D. **Stanford Byers Center for Biodesign** is a leading example of clinically led innovation that has benefited immensely from effective partnerships between academia and the health technology industry.
- By offering innovation **fellowships and training programs**, students and research fellows are encouraged to benefit from the facilities provided by the **Stanford Institutions for engineering, design and business** to create innovative solutions for the healthcare industry. These innovators-in-training are supported to take their solution to the next level, whether via start-up, corporate investment, or other implementation channels by using their worldwide network of innovators.
- To date, the network has attracted an overall investment of **\$453 million and 32 health** technology companies have been formed from fellowship projects.



- Canada has its own 'Digital Health Hub (DGH)', which is a conglomeration of **Simon Fraser University, Fraser Health, City of Surrey and many others within the emerging Surrey Innovation Boulevard.**
- The various programs running in the DGH are focused on **mobile solutions, cloud computing and computer aided diagnosis.**

Source: Frost & Sullivan

Europe has several academic hubs that are leading in digital health innovation

- The prominent medical innovation clusters in Europe are scattered around the Grand Est area of **France**, Medical Valley in Nurnberg and Tuttlingen in **Germany**, Emilia-Romagna of **Italy**, Galway in **Ireland**, BioRegion of Catalonia, in **Spain**, Canton Zurich in **Switzerland** and the “**golden triangle**” between London, Cambridge and Oxford in the **United Kingdom**.



- The Asia-Pacific region is not far behind in establishing Medical technology hubs.
- Examples include the Biopolis, biomedical sciences research and development (R&D) hub in **Singapore**, Japan Agency for Medical Research and Development (AMED) and **China Center for mHealth Innovation (CCmHI)**.

While clinical led innovation and academic partnerships can drive research, medical technology innovation clusters provide the infrastructure, facilities and opportunity to attract investment from industry.



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