

The contribution of new technologies for integrated care systems

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Healthcare facts 2010/11

Germany, Italy

20% of population > 65 today
growing to 30% by 2050

*CIA World Factbook 2010,
WHO predictions*

Switzerland

Reimbursement limitations for
expensive orphan drugs

Swiss Federal Court, 23 November 2010

UK

NHS to make savings of
£20bn over the next four
years vs £105bn budget

The Telegraph, 23 June 2010

Europe

10% of GDP is spend on
healthcare in 2007 up
from 7% in 2000

OECD and Eurostat

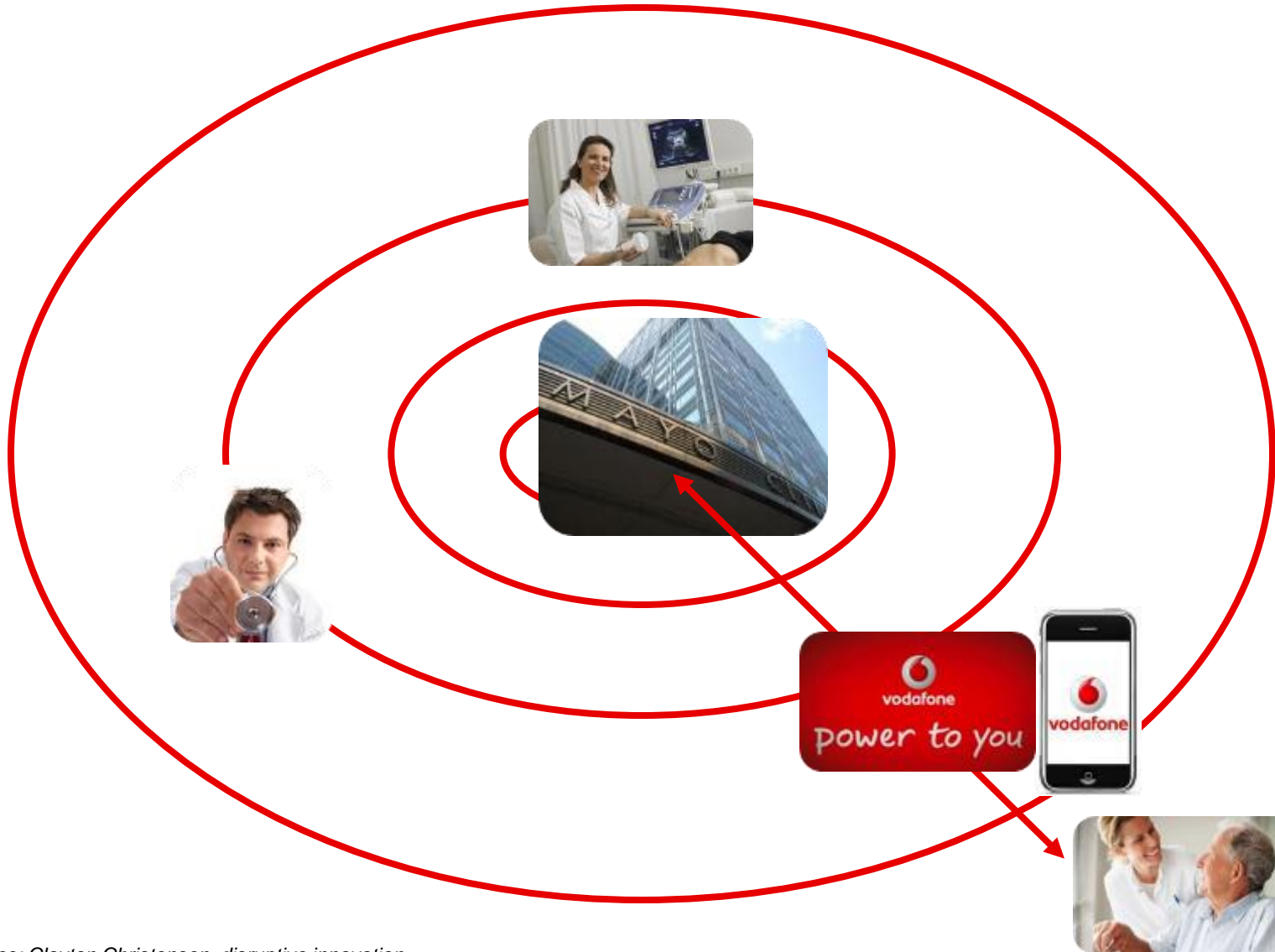
Tanzania

0.02 physicians per 1'000
people vs.5.8 in Monaco

Nationmaster.com 2011



Supporting the decentralisation of care delivery



Source: Clayton Christensen, *disruptive innovation*



Vodafone mHealth Solutions

“Remote Care Services”

Condition Management
Hospital to Home
Assisted Living

“Mobile Flexible Working”

Field Force Enablement
Mobile Medical Records
Lone Worker Safety & Security

“Access to Medicine”

Supply, Logistics and Safety
Training and Awareness
Disease Outbreaks

“Clinical Research”

Patient Recruitment
Compliance and Retention
Patient Reported Outcomes

“Marketing & Engagement”

Health Care Professional Engagement
Consumer Health Marketing
Safety, Surveillance, Post Marketing Studies



Vodafone mHealth learnings for integrated care

Nompilo (“Mother of Health”)

- 100.000 Community Care Givers in South African (CCGs) are backbone of health and social care
- Nompilo allows CCGs better use of their time (2d barcode patient identifier and patient record light)
- **Efficiency improvements should start in social care to relieve health care – combination of social and healthcare budgets help**



Electr. Patient Reported Outcomes (ePRO)

- Replaces patient paper diaries with mobile solution
- Patients gain more freedom – less drop outs and better data quality
- Experience >500.000 patients in >50 countries
- **It is all about improving communication across stakeholders**



Hospital to Home

- Reduce hospital stays, e.g., by providing infusions or cognitive telerehabilitation at home
- Increased freedom for patients
- **Solutions are ready – it is often about removing disincentives across stakeholders**

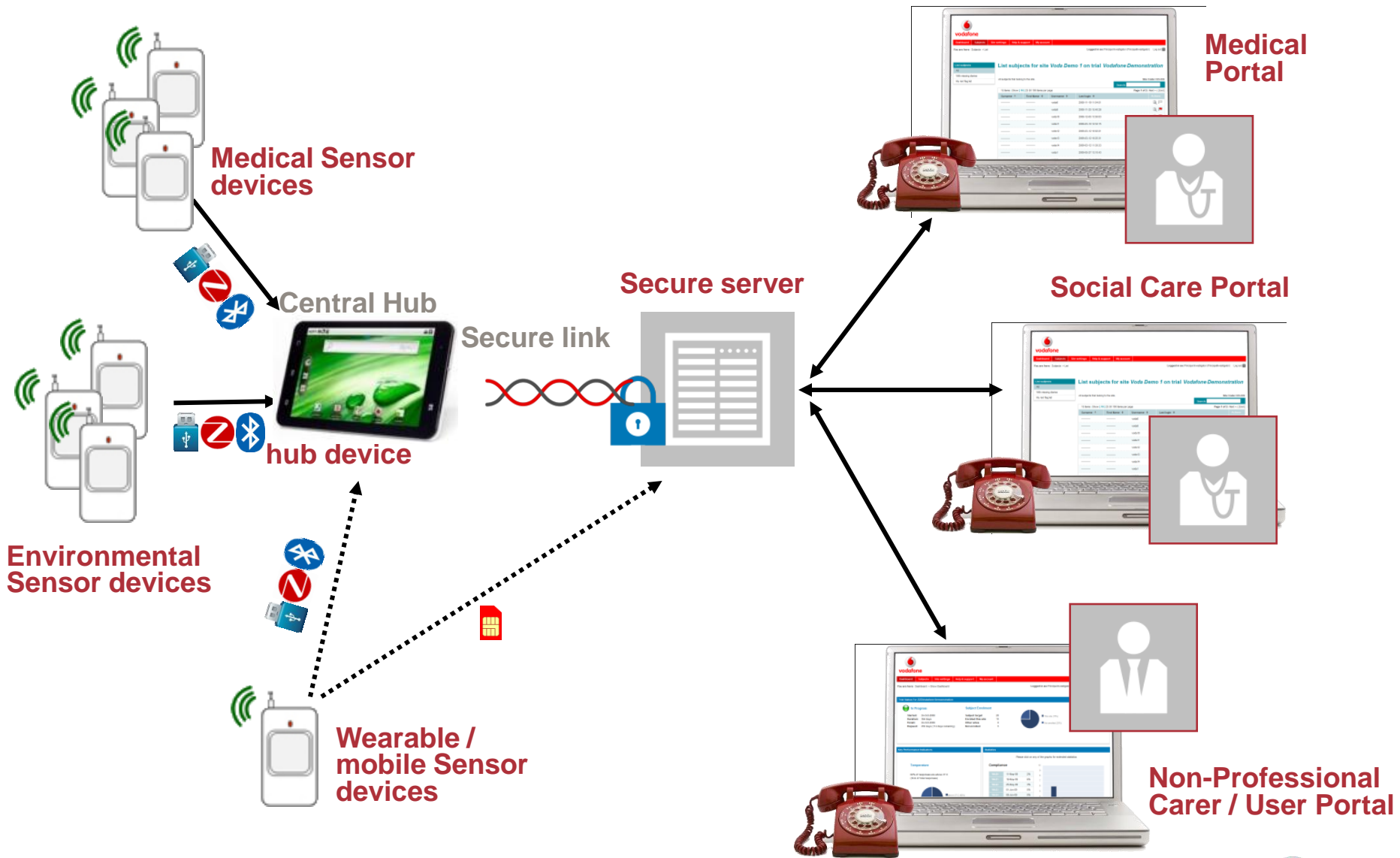


Telecare

- 22-30 islands and rural areas in Greece are connected to hospital in Athens
- GPs receive 24h reply from Specialist
- Patients gain freedom
- **Even for sophisticated solutions technology is ready and affordable today**



The next big technological contribution to integrated care?



Summary

1. Technologies are affordable and not a bottleneck for integrated care anymore
2. Patients and other healthcare stakeholders understand the value of new solutions – technology is only an enabler
3. Technology enabled solutions spread well – when stakeholders are aligned, RoI's are short or patients feel the benefits of privately paid solutions

However, moving from good to great requires the involvement of governmental decision makers

- shall social and healthcare budgets remain separate?
- shall reimbursement disincentives across stakeholders, hindering the rollout of technology enabled solutions, be removed?

