

# Medical Devices & Digital Health to China

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# New Level Health

- \* **New Level Health** consultancy specialising in digital health & relevant standards
- \* lead for SW Digital Health Cluster, an ERDF supported network to develop digital health
- \* BANES CCG Health Champion for Your Care Your Way Program support service commissioning
- \* IT Lead to redesign services and help service providers utilize technology to help improve service delivery, efficacy and outcomes
- \* **20yrs experience in Greater China including both Govt and Private Projects**

# China Problems

- \* **Aging population**
- \* **A growing prevalence of western illness**
- \* **Epidemics**
- \* **Unequal access to healthcare**
  
- \* WHO identifies China as having one of the most unfair healthcare systems with the majority of expense related to healthcare is paid by the patient.
  
- \* Current access and direct consumption of healthcare opens an opportunity for selling directly to consumers, but low incomes and low no.s of people with health insurance represents significant barriers.

# Opportunities in Greater China

- **Elderly care is an area where we are seeing increasing demand for:**
  - \* Health records (primary care records in general)
  - \* Smart home-type solutions with sensor-based Telehealth
  - \* Telemedicine solutions
  - \* Analytics
- **Provincial governments are showing an interest in:**
  - \* Expertise in central systems and services similar to the Spine (including referral systems)
  - \* Big Data
- **Solutions with clinical expertise built in and which have been adopted by the NHS** have the best chance of success

# Mission Experience

- \* **UKTI Southwest Trade Mission** to visit potential digital health partners.
- \* **OMIS Objectives** to identify and approach a total of 16 potential partners - to include purchasers, commercial partners, operators and investors involved with the elderly care/healthcare sector.
- \* **Results ?**

# Success to date has been driven by the Digital Health Demonstrator

an interactive exhibition where British organisations showcase their solutions to a buying audience was began in June 2014

- Around 20 companies have participated including BT, TPP, Ixico, Nine Health, Medopad, BMJ, Grey Matters, Yecco, Servmetric, Cerno Health, ERTS, Green Access and Norfolk & Suffolk Dementia Alliance
- The value of total contract wins leading from the demonstrator currently stands at £60m



# Collaboration Models



- \* Service purchase
- \* Invest in the UK parent companies
- \* Form JV in China
- \* Help with market entry
- \* Implement in the investors' own projects
- \* Provide financial support, local relationship management with other stakeholders e.g. government

# Can digital health solve China's healthcare quality, distribution problems?

## China bets on telemedicine to solve its healthcare woes

- \* China has two significant drivers, according to IDC's Benjamin Niu: “creating something entirely new out of necessity and the systemic failure of the established way things are being done today.”



# Current Digital Health Opportunity

**Tongji Hospital, top hospital in Hubei and no 6 in China has expressed interest in British expertise in:**

- **integrating data** from a range of different systems (such as PACS, HIS, EPRs, radiology, ultrasound) into a 'Big Data Imaging and Clinical Data platform'
- The key driver is a significant increase in the amount of cancer molecular records, genetic testing, and clinical imaging data, and they want to enhance their data capture and analysis capacity to develop more personalised medicine solutions for patients.

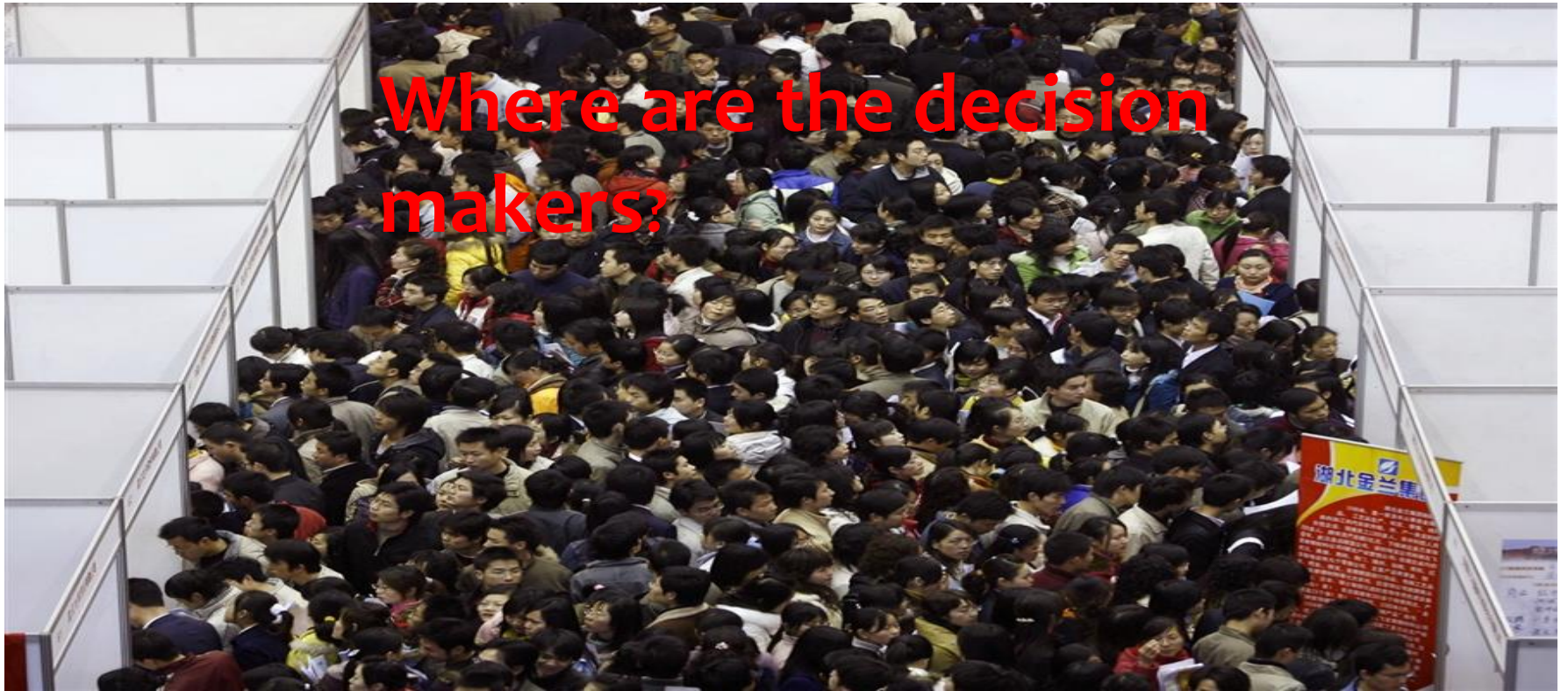


# Wuhan

- **A fully integrated system to bring imaging and non-imaging data together, facilitate better data sharing, reduce unnecessary repeat testing of patients, and more efficiently assess the effectiveness of treatments on individuals.**
- **A key use of the platform would be for quantitative analysis, diagnosis and evaluation of lung , breast and liver cancer nodules, and major nervous system diseases**
- **The platform would initially be developed across the Hubei province – linking Tongji hospital with 4 hospitals in other cities in the province, but could later be the foundation of a wider roll-out**
- **The challenge is that there are a number of quite different capabilities that need to come together to make this happen and it may be a consortium rather than a single organisation which is responsible**

# Challenges- The Crowd

**Where are the decision makers?**



# Options





# Summary

- \* **Significant opportunities in Greater China**
- \* **Collaboration to strengthen sales and market entry between two economies**
- \* **Collaboration to overcome challenges to implementation and delivering digital health at scale**
- \* **Consortia Options ?**
- \* **Next Steps ?**