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**Digitalisation In Healthcare Industry**  
**Baltic Sea Region 5G Ecosystem Forum, Riga**

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*28 September, 2018*



# The Patient – Why We Do What We Do

*For patients, each diagnosis is an emotional struggle*



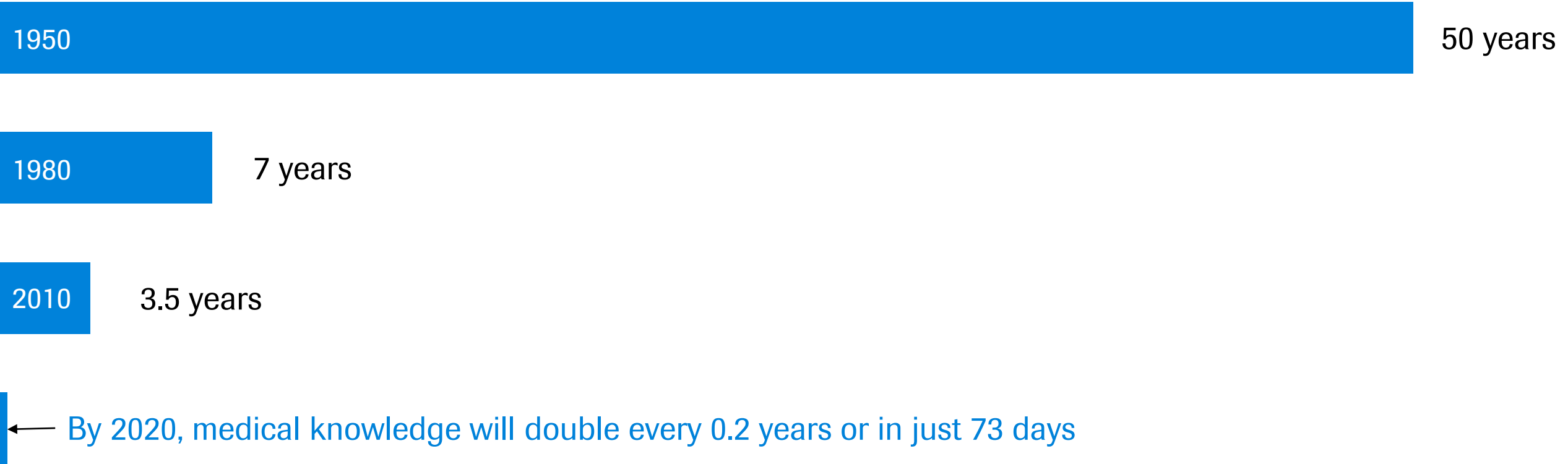
**Yearly 14M new  
cancer cases**

**Survival doubled  
since 1970<sup>1</sup>**

<sup>1</sup> <https://www.cancerresearchuk.org/health-professional/cancer-statistics/worldwide-cancer/incidence>

# Introduction – Huge Growth In Medical Knowledge

*Doubling time overwhelms cognition*



← By 2020, medical knowledge will double every 0.2 years or in just 73 days

# Changes In Healthcare Environment – General Trends

*Rapid fundamental changes across healthcare-related areas globally*



Increased understanding  
of disease biology



More educated and  
empowered patients



Novel technologies &  
data sources entering  
research, clinic & personal use



Regulatory environment  
evolving for digital health  
& improved data privacy



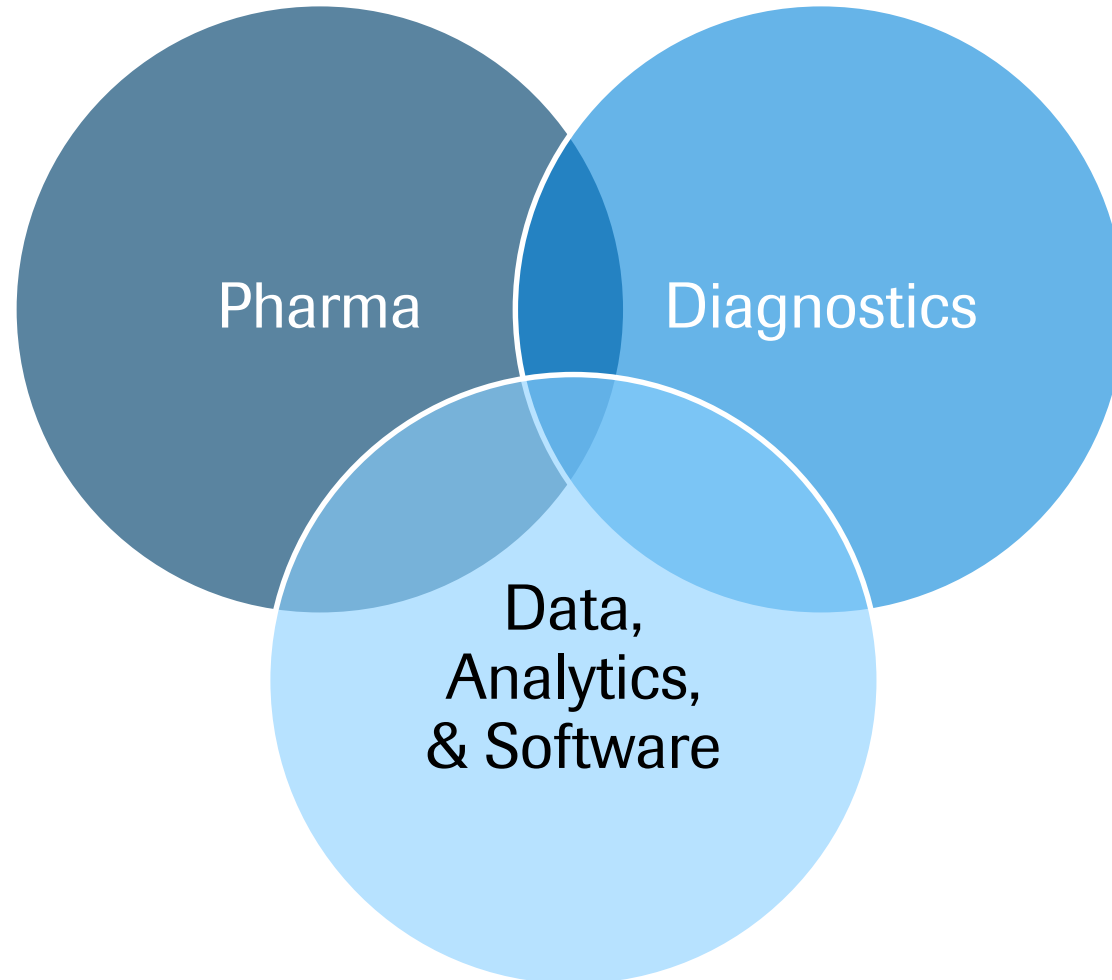
Partnerships forming between  
non-traditional players



Global demand  
for outcome-driven, value-  
based healthcare

# Industry Implications – Opportunity Of Digitalisation

*Leveraging data to further expand care along patient journey*



# Industry Implications – Adjusting Strategy

*Exploring new ways to keep up with fast-moving technology advances*

## New Business Models & Markets

- Service-based model
- Software as a Service
- Value-based care / outcomes
- Public private partnerships
- Geographic expansion
- New industries



**Healthcare consulting**

**HealthTech**

## Product Innovation

- Digitalization of core business
- New digital health solutions
- FDA precert for digital health software



**Decision support**

**Next-gen sequencing**

**Digital pathology**

## Talents & Skills

- Educational offers
- Collaboration with academia
- Innovative infrastructure
- Activities



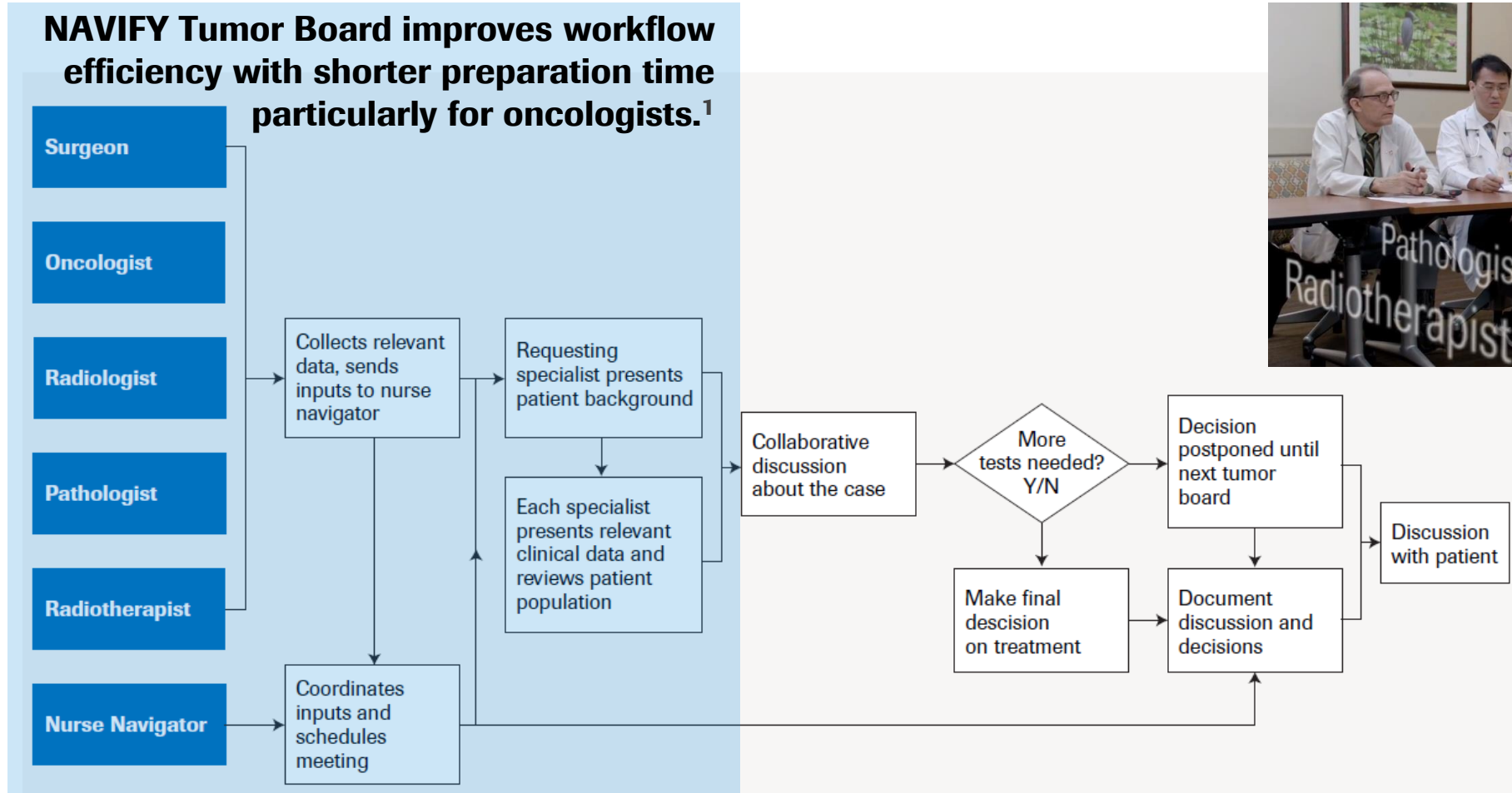
**Incubators & accelerators**

**State-of-the-art technology**

**Hackathons**

# Industry Implications – Example “Product Innovation”

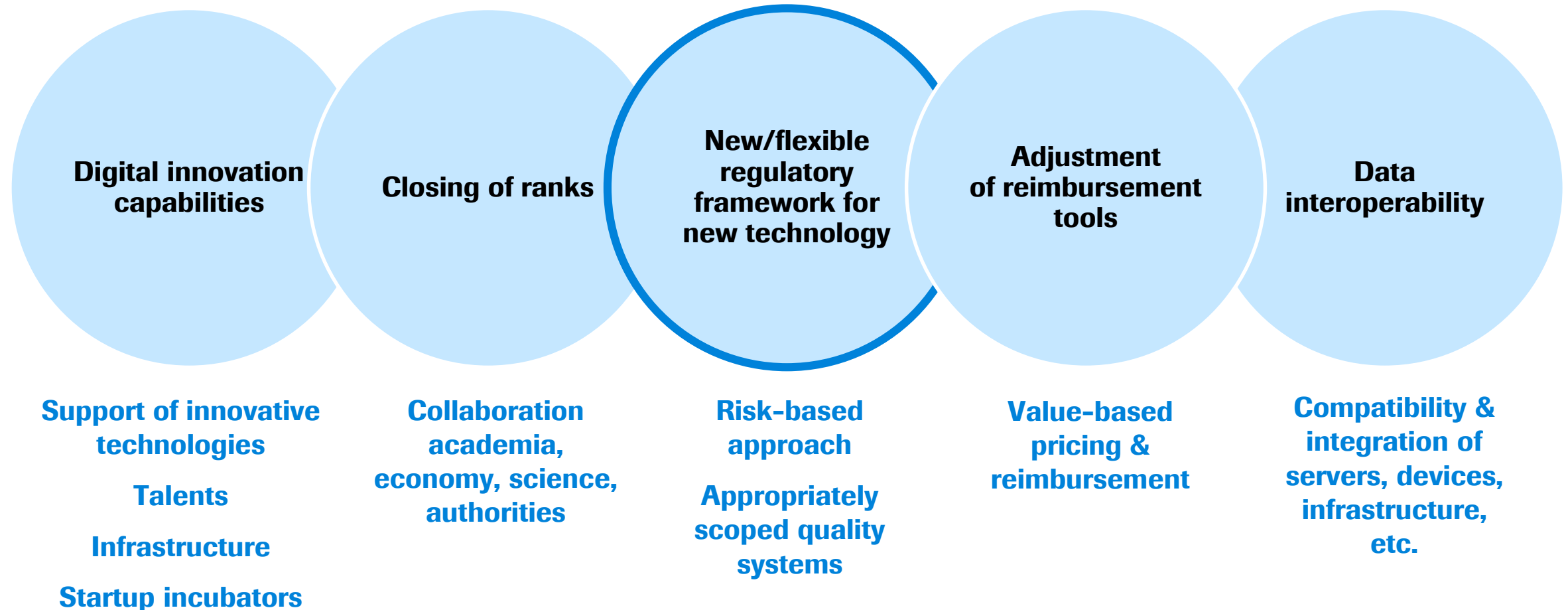
## *NAVIFY Tumor Board workflow benefits for oncology care teams*



<sup>1</sup> <http://www.jpathinformatics.org/article.asp?issn=2153-3539;year=2018;volume=9;issue=1;spage=26;epage=26;aualast=krupinski>

# Regulatory Implications – Opportunity To Adjust Environment

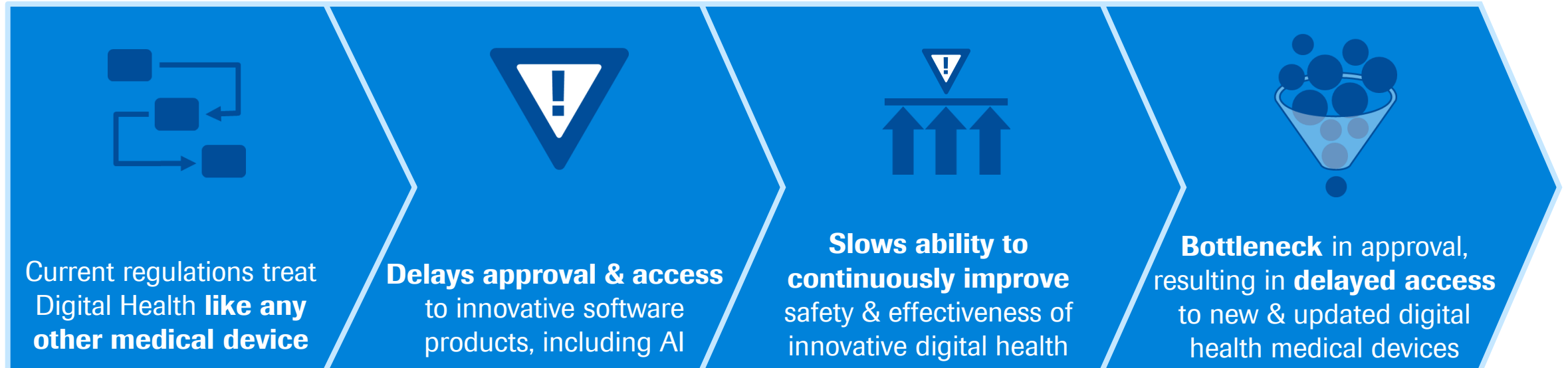
*Governments play crucial role in helping pave way for innovation*





# Regulatory Implications – Example “New Regulatory Framework”

*Digital health strains existing regulatory framework*

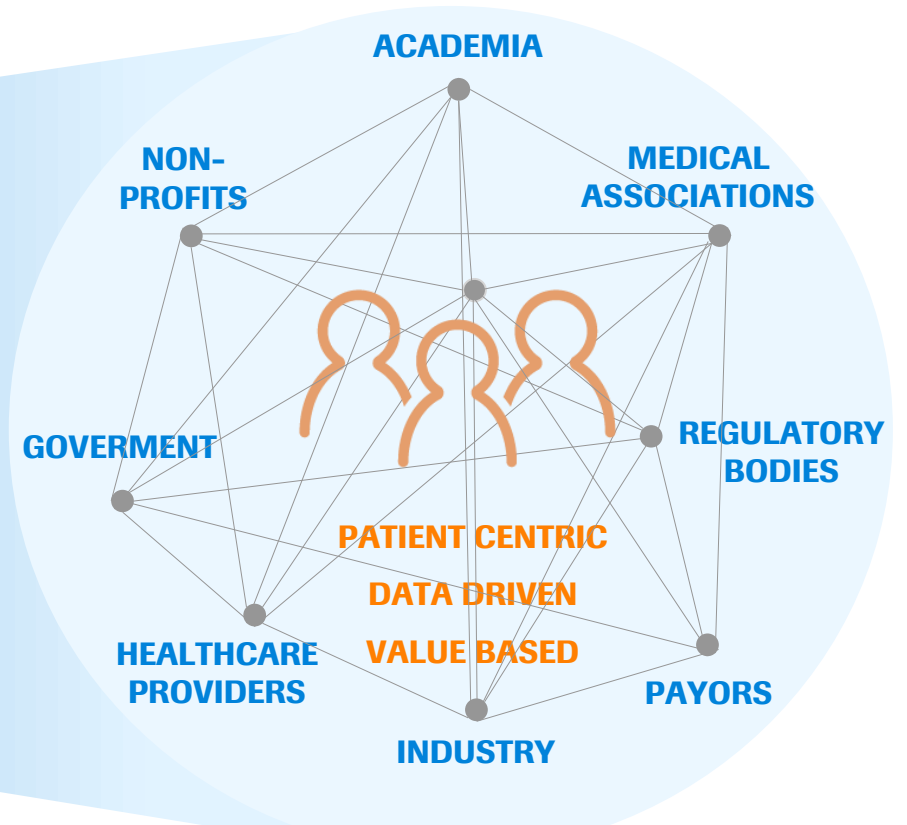


Global efforts to define **risk-based fit-for-purpose regulatory framework** that would allow for timely patient access to high-quality, safe & effective medical technology

# Closing – Imagine A Future Where...

*...a connected healthcare ecosystem enables personalised patient care*

**INCREASINGLY PERSONALIZED HEALTHCARE  
DEMOCRATISATION OF HEALTHCARE DATA**



1950

1960

1970

1980

1990

2000

2010

2020

Future

# Closing – Collaboration Of All Players Critical

## *Building basis for digital, value-based patient care together*

1

**Awareness of increasingly fast-moving & complex environment** – pragmatic, comprehensive approach crucial.

2

Need support in establishing **frameworks that allow for innovation & speed** to market (while keeping high-quality standards), rules & regulations to keep up & continuously innovate for value-based care.

3

**Partnerships across all healthcare-relevant disciplines** needed to prepare for next technological revolution & redefine how data drives patient care and R&D.

*Doing now what patients need next*