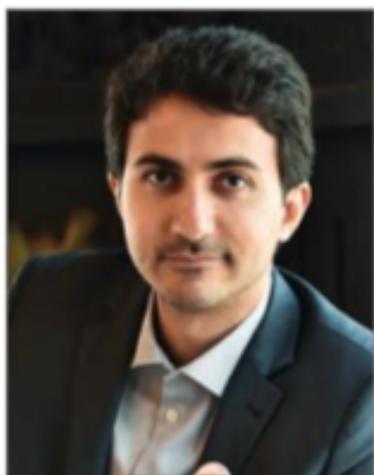


PassCare®:

E-health at the rescue of global human progress and reduction of health expenditure



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New health and social challenges, population ageing, explosion of chronic diseases, health systems costs, etc. The challenges are high.

In its Global Strategy in Digital Health project, part of the 2030 Agenda for Sustainable Development, WHO (World Health Organization), emphasizes that the deployment of information and communications technologies represents a strong acceleration potential, especially for human progress. The organization recommends that digital health should be an integral part of health priorities and in order to be efficient, needs to be developed with accessibility principles, scalability, replicability, interoperability, security and confidentiality.

However, if many countries, France included, have many tools to collect health data, it appears that these data are divided into silos and remain untapped for improving the quality and safety of health systems, prevention or prediction thanks to Artificial Intelligence (AI), which, however, would positively and significantly impact health spending.

A recent McKinsey survey (2019) revealed that the value creation potential of e-health could amount **between EUR 16 and 22 billions per year!** Level and efficiency reachable if disruptive axes aiming to transform tomorrow's health system were deployed.

It's exactly on the basis of these convictions that Dr. Adnan El Bakri founded InnovHealth Group in 2016.

Doctor (urologist) and holder of a Diploma in Big Data and AI, Dr. El Bakri has developed with his team of 25 collaborators, the PassCare technology aiming to ultimately reach the "6 Ps medicine":

- Participatory (the patient is at the heart of the system and facilitates exchanges between patients and healthcare professionals)
- Personalized (based on each patient's health profile)
- Preventive (focused on health practices and way of life)
- Predictive (thanks to gathered and structured algorithms)
- Precise (via genomic data)
- Proven (based on empirical evidence, "real-world evidence")

Reaching this tomorrow's medicine is the true key to transform the health system, and implies to meet the following challenges.

CHALLENGE NUMBER 1: GETTING DATA OUT OF "DATA CEMETERIES"

Less than 1% of health data worldwide can be processed by AI and patients' consents are often missing. Their records are locked inside printed archives or in siloed information systems, ending up in what some call "data cemeteries".

Four years of R&D have been deployed by this French company with the status of "JEI - Jeune Entreprise Innovante" (Young Innovative company), to revolutionize and secure digital communication in the health sector, and simplify and digitize the exchanges of medical or paramedical information.

PassCare is an AI platform able to structure data around an online private health profile, individual, interactive, interoperable, universal and intelligent, accessible via a health card. This personal or family health passport meets the strictest safety and confidentiality standards, and can connect in few seconds to any medical software, computer, tablet or smartphone, anywhere in the world.

CHALLENGE NUMBER 2: EMPOWER THE CITIZEN

Another strategic bias: PassCare puts the citizen at the heart of the system. It is now widely established that end-user-centric digital health, built on trust and proven elements, creates value for patients, for healthcare professionals, and for research and knowledge sharing.

Making the patient master of his data allows him to engage in his own health journey, thus optimized for a higher quality care, better chronic diseases monitoring and collaborative relationship with health professionals. This interactive overall health management platform allows users to retrieve and classify their data, but also to benefit from complementary, targeted, interactive and personalized services.

According to this same McKinsey survey, such digital solutions allowing greater patient involvement becoming actor of their health would generate **efficiency gains estimated between EUR 3.3 and 4.7 billions**.

CHALLENGE NUMBER 3: INTEROPERABILITY AND DEMATERIALIZATION

A similar level of efficiency gains, **up to EUR 4.7 billions**, is evaluated thanks to tools allowing the circulation of medical information in a secure environment, between patients and healthcare professionals, and among peers, plus the dematerialization of exchanges. The result is an optimization of the entire chain, from information, access, prevention, follow-up, diagnostic assistance, care pathway coordination, until operating expenses reduction. PassCare also responds to this major issue, requiring interoperability between information systems and medical and paramedical information sharing (prescriptions, x-rays, check-ups, photos, etc.), between patients and professionals.

Furthermore, a PassCare's proprietary innovation, the "virtual printer", allows to share any document and 100% dematerialize communication, thus, eliminating costs related to paper, physical printers and all consumables (ink, paper, maintenance...), postal items, etc. As an example, at one country scale, the United Kingdom, the NHS (National Health Service), reported an estimated annual paper storage cost **between GBP 500,000 and 1 million per**

organizational unit, estimating that this budget could be allocated to have more doctors and nurses.



CHALLENGE NUMBER 4: PREDICT THANKS TO AI AND OPTIMIZE MEDICAL DECISION

PassCare technology contains algorithms ultimately capable of preventing and, in the long term, of predicting. These algorithms recognize and qualify each document, and extract the texts to classify health data, thus allowing them to be structured by AI.

Only this data structuring allows data to be valued in order to transform them into preventive actions (information campaigns, screening examinations or vaccination reminders) and predictive actions (risk prediction, early diagnosis, treatment choice, etc.)

The use of such algorithms would make it possible to predict chronic diseases such as cardiovascular or respiratory diseases, diabetes, cancer ... In terms of efficiency gains, the potential of this type of tools is estimated at **between EUR 3.3 and 4.2 billions**, according to the McKinsey survey.

Another underlying key factor: the international vocation. PassCare was designed global from inception, in order to meet the needs of every citizen in the world, providing them with a service wherever they are. This global vision aims at creating a common understanding of a health ecosystem, usable as an interoperable digital information technology infrastructure, useful for patients, healthcare professionals, public health authorities, universities and research institutes.

CHALLENGE NUMBER 5: SCALABLE AND SUSTAINABLE SOLUTIONS

Providing citizens with the same level of care, wherever they are, is also a major mission for InnovHealth Group. Its PassCare technology is equipped with a tele-advice and teleconsultation feature in order to alleviate medical deserts or in the event of remote medical care. While many platforms integrate such functionalities, PassCare, for the sake of prevention and optimized management in intensive care and emergency situations, allows healthcare professionals to conduct consultations remotely while having real-time access to the patient's emergency profile, and simultaneously to any file the patient has chosen to share.

Moreover, the health crisis generated by the Covid-19 has massively increased the use of telemedicine. Its potential efficiency gain is estimated at **between EUR 3.7 and 5.4 billions**.

Another example and consequence of this crisis, the cumulative losses of nearly 300 international airline companies could reach, according to the first forecast of Alexandre de Juniac, Chairman & CEO of IATA (International Air Transport Association), USD 118.5 billions in 2020 and 38.7 billions in 2021. Among the recovery accelerators considered, a health passport, able to generate and secure information relating to Covid-19 tests and vaccinations.

In this context, PassCare was recognized by major players in international tourism as a tool capable of strengthening safety and contributing to the resumption of air traffic.

During the first near-global lockdown, PassCare has joined the UNWTO's "Innovation Ecosystem" by finishing runner-up Europe of the "Healing Solutions For Tourism Challenge", organized by UNWTO in partnership with WHO (World Health Organization), a global challenge aimed to "identify the most disruptive startups, entrepreneurs, innovators and existing technologies with ready-to-implement solutions to make travelling possible".

In November 2020, PassCare won the first place of the "Onboard International Travel Tech", organized by Arieli Capital in partnership with Amadeus, UNWTO, Booking.com, Cockpit - El Al, Israel's Airports Authority, Hotels Association, Etihad Airways, Facebook, etc., "to explore the sector's future and identify the 'leading technologies' needed to transform the travel industry".

IN CONCLUSION...

The health crisis we are going through revealed how the world could be exposed at any time to extreme risks with high impacts, and the necessity to have tools combining innovation and ethics, and contributing to support healthcare actors, businesses, civil society, and States.

PassCare is more than ever demonstrating its relevance, in France and internationally, as a disruptive innovation, meeting the needs of a global health ecosystem, efficient not only in everyday life, but also in times of health crisis, generating safety and trust, and creating shared value. ■

Link to the original article (in French) published in the "Magazine des Professions Financières et de l'Économie, publication du Centre des Professions Financières":

https://www.professionsfinancieres.com/Magazine?utm_source=MAILING_MAGAZINE21_18032020&utm_medium=MAILING&utm_campaign=MAGAZINE21_18032020