



Advancing mHealth Through Collaboration

Thierry Zylberberg, Executive Vice President Orange, General Manager of Orange Healthcare

May 2012

Agenda

part 1

frameworks for m-health,

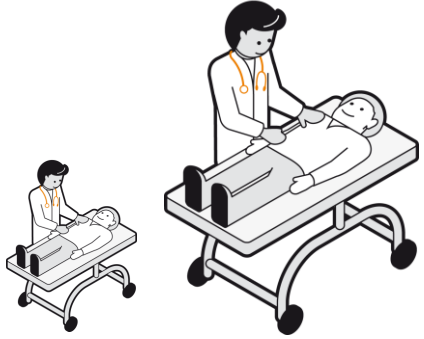
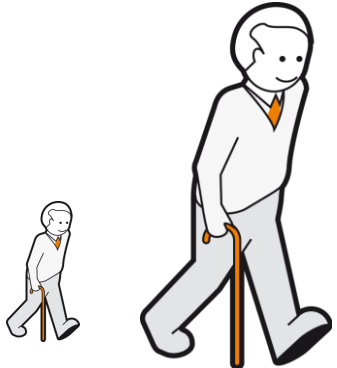
part 2

collaboration: a concrete case

part 3

challenges and opportunities

reality...



Healthcare expenditure in OECD countries +5%/year

France : 11% of GDP
USA : 15,3% of GDP
Germany : 10,7% of GDP says OCED

Worldwide, between 2010 and 2050, people aged 60 and more : +100 %^1

People aged 80 and more : +100 %^1

Between 2000 and 2050, share of the dependent population: +25 % in OECD countries

Chronic Disease Direct costs:
Asthma: b\$17.7 in Europe^3
Diabetes: b\$92 in USA^3
Heart Failure: b\$37 in USA^4

Half of Brazil population said to have at least 1 chronic disease

In India, by 2015, 59% of the total deaths would be due to NCDs



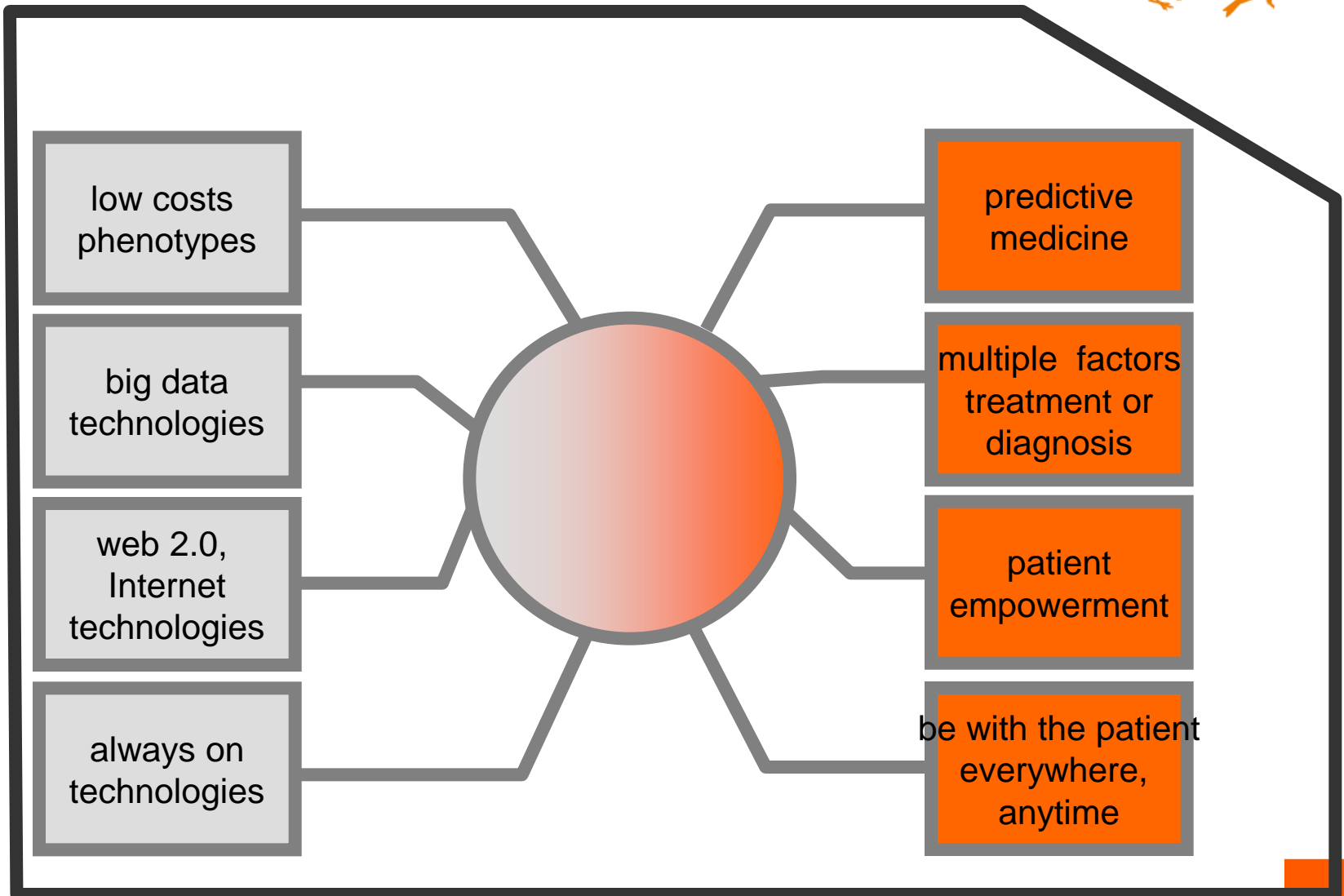
~30% of drugs of any given medicine can be fake in Africa^2

Spending for seniors to double or more by 2050, says OECD

1 : accord the WHO, 2011
2 : according the WHO. (Source: The Times-UK, February, 2009)
3 : IDATE, sur la base du WHO 2009 ; OECD 2009 ; US Census 2009 ; Eurostat 2009
4 : Home Monitoring for Heart Failure Management, Anh L. Bui, MD, Gregg C. Fonarow, MD Los Angeles, California, Journal of the American College of Cardiology Vol. 59, No. 2, 2012

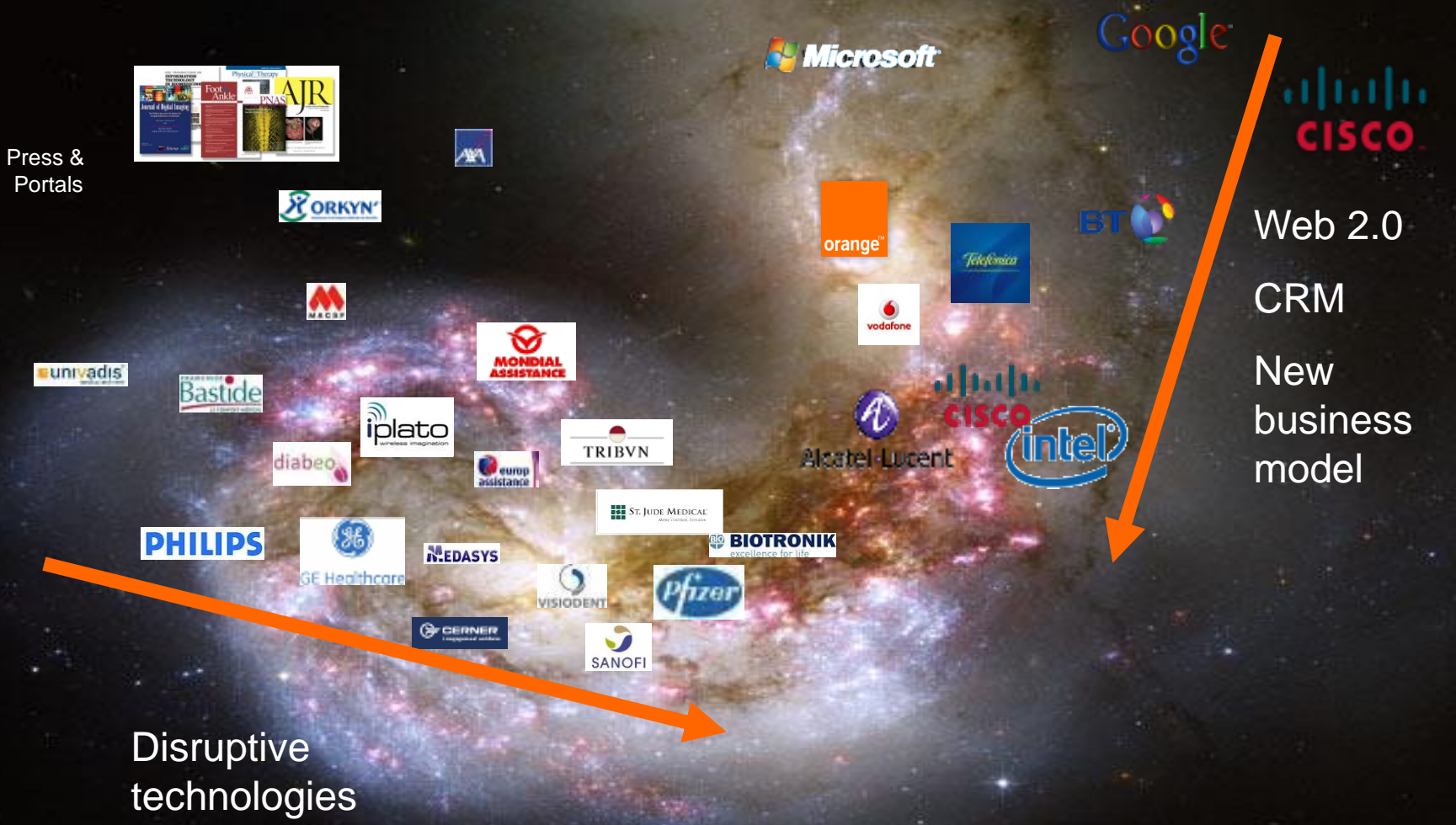


technology...



1- frameworks for m-health

...in a complex ecosystem...

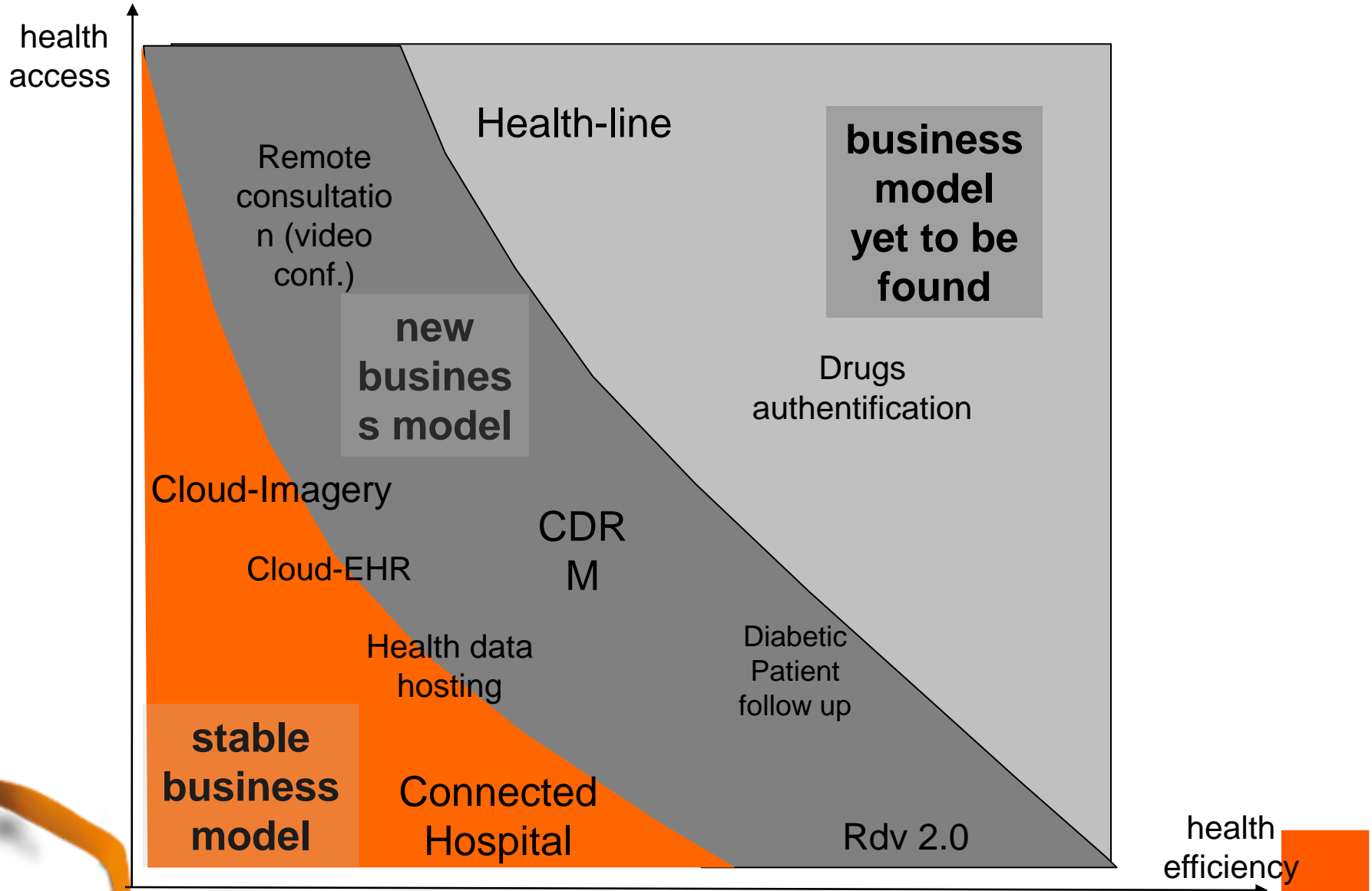


...a framework

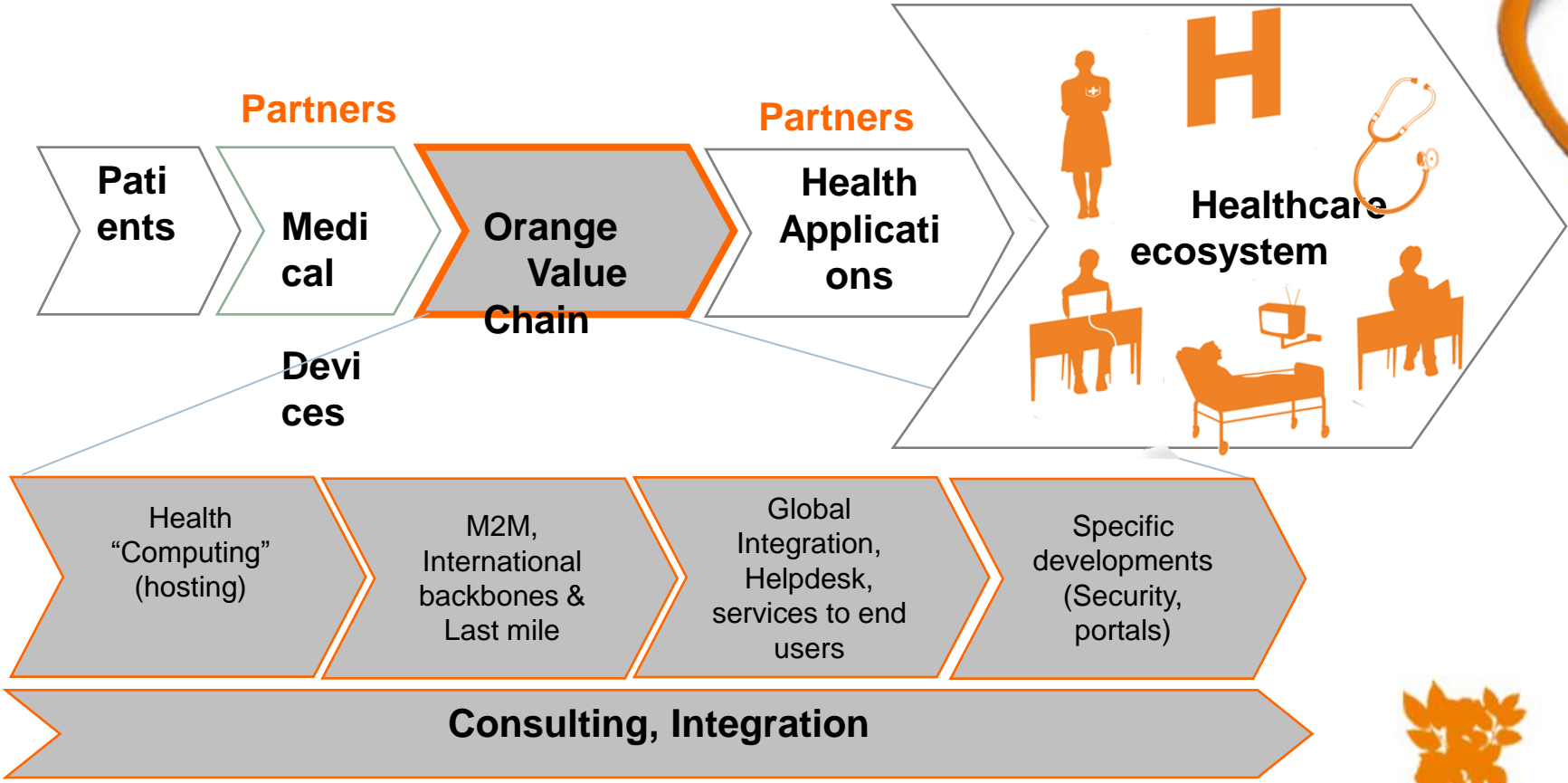
	health professionals	patients & health professional	patients & patients
business model	BtoB BtoG	G ² Bto B C	BtoC
medical data compliance	✓	✓	✗
usage	medical	medical	consumer



...another framework



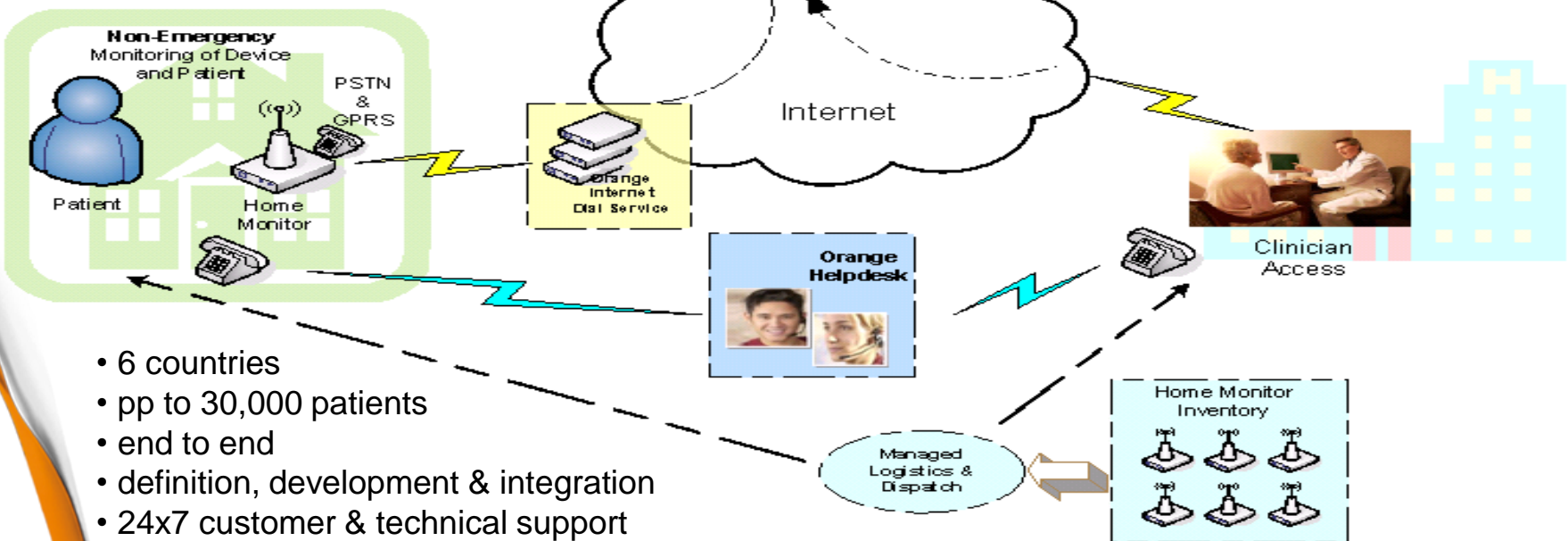
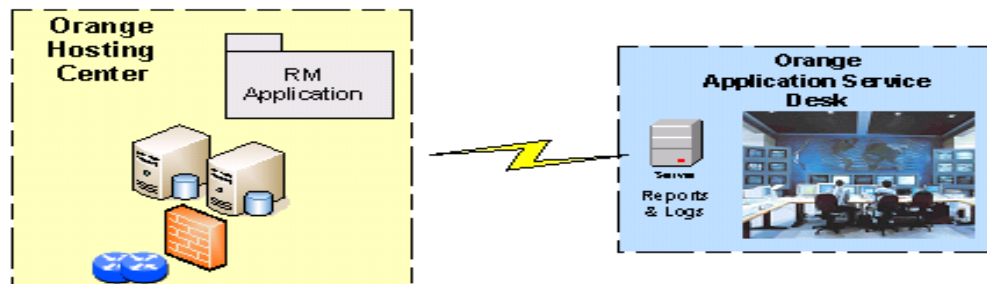
e-health, an ecosystem in mutation requires cooperation



concrete case: construction of a
solution between a Device
Manufacturer and an Operator: Sorin
and Orange Healthcare



with Sorin, we developed a global remote monitoring solution for cardiac patients



- 6 countries
- pp to 30,000 patients
- end to end
- definition, development & integration
- 24x7 customer & technical support



learning and results from the partnership

results : customer satisfaction increase

- better patient following up
- more services to health professionals
- transmission of useful and efficient alerts, to health professionals.



learning: each stay on its expertise

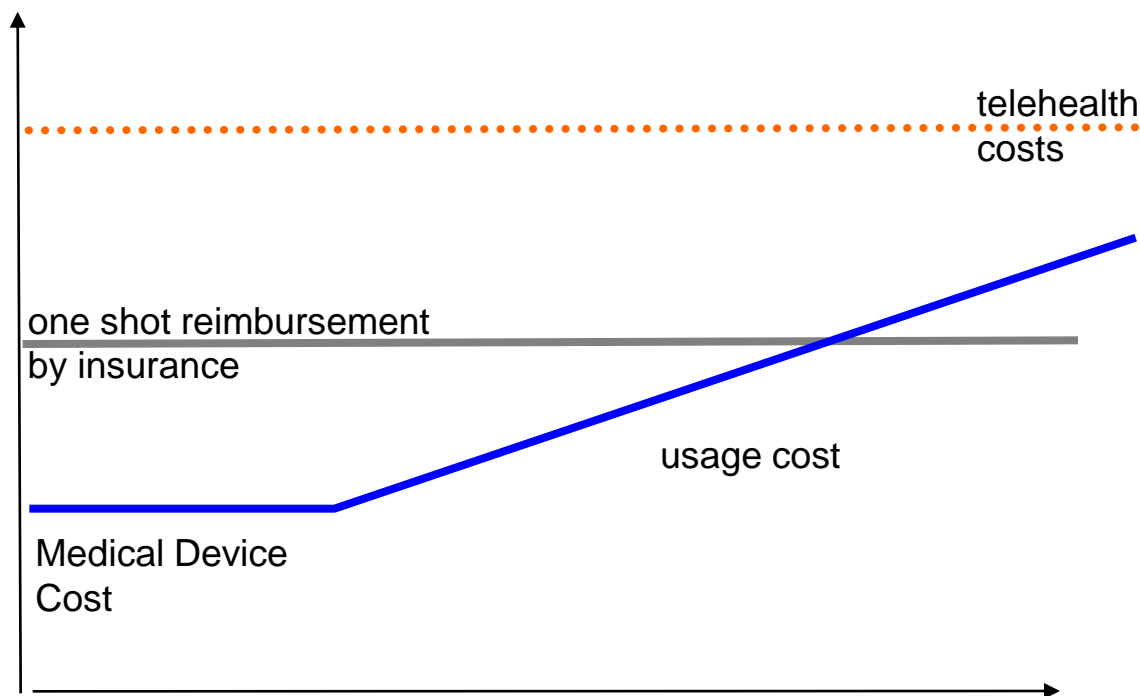
- end to end control
- the device manufacturer is dealing legal aspect

challenges and opportunities



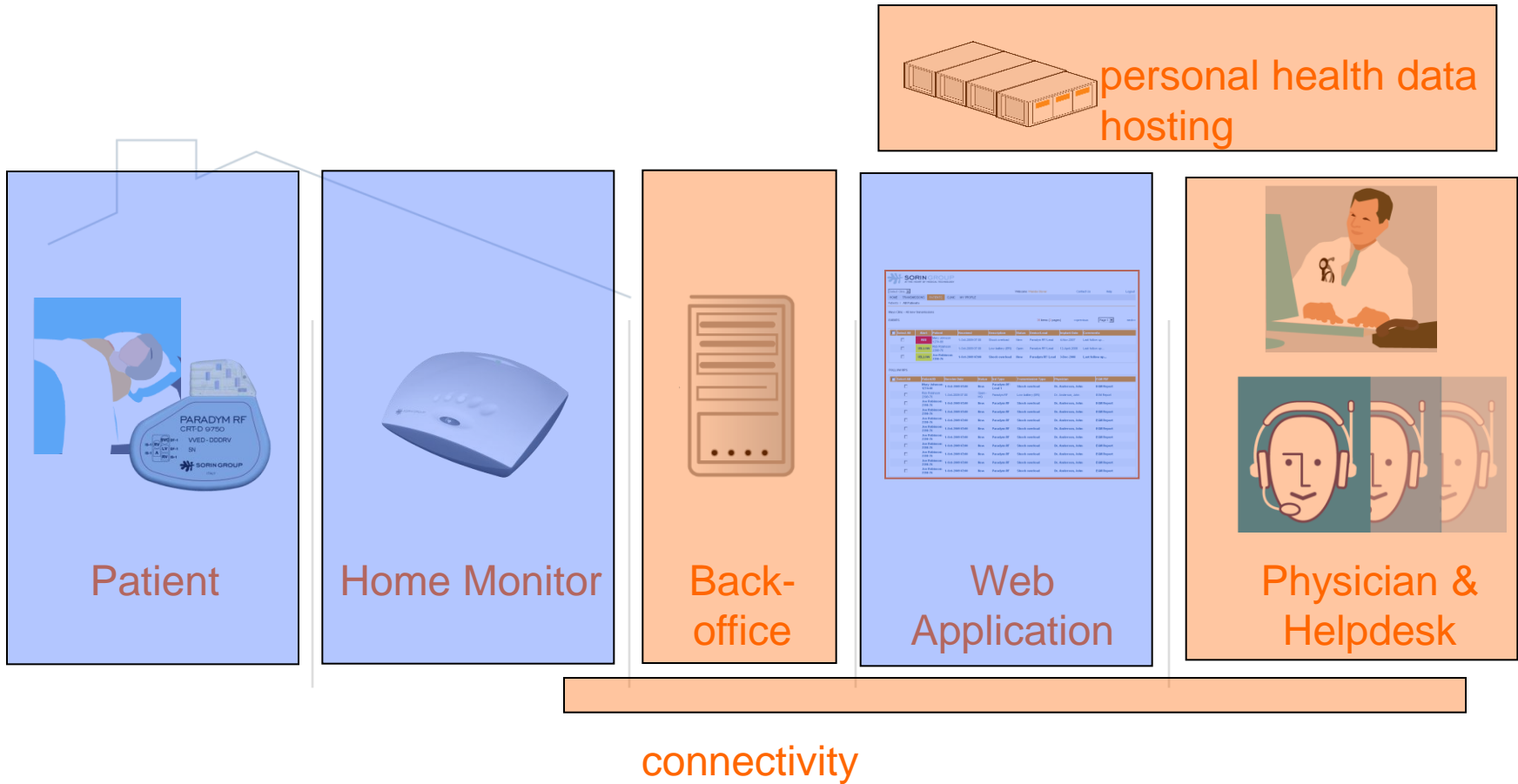
1st challenge: economics

reimbursement case



- business model viability ?
- need new care process
- apportionnement

2nd challenge: dilution of responsibility, value chain complexity



3rd challenge: data overflow for health professionals



Thank you

