

# Improving people's lives through digital health innovation

**Jeroen Tas, Chief Innovation & Strategy Officer**

HEALTH - The digital leaders, November 2019

innovation  you







# Powerful trends are shaping the industry

**Many countries are facing similar  
healthcare challenges**

**The days of the traditional hospital as  
we know it are numbered**



**Insufficient  
access to quality  
care**



**Escalating  
healthcare costs**



**Staff shortages  
leading to  
burnout**



**New generation  
of providers  
(IDNs, retailers,  
payers, start-ups)**



**New generation  
of health-savvy  
consumers**



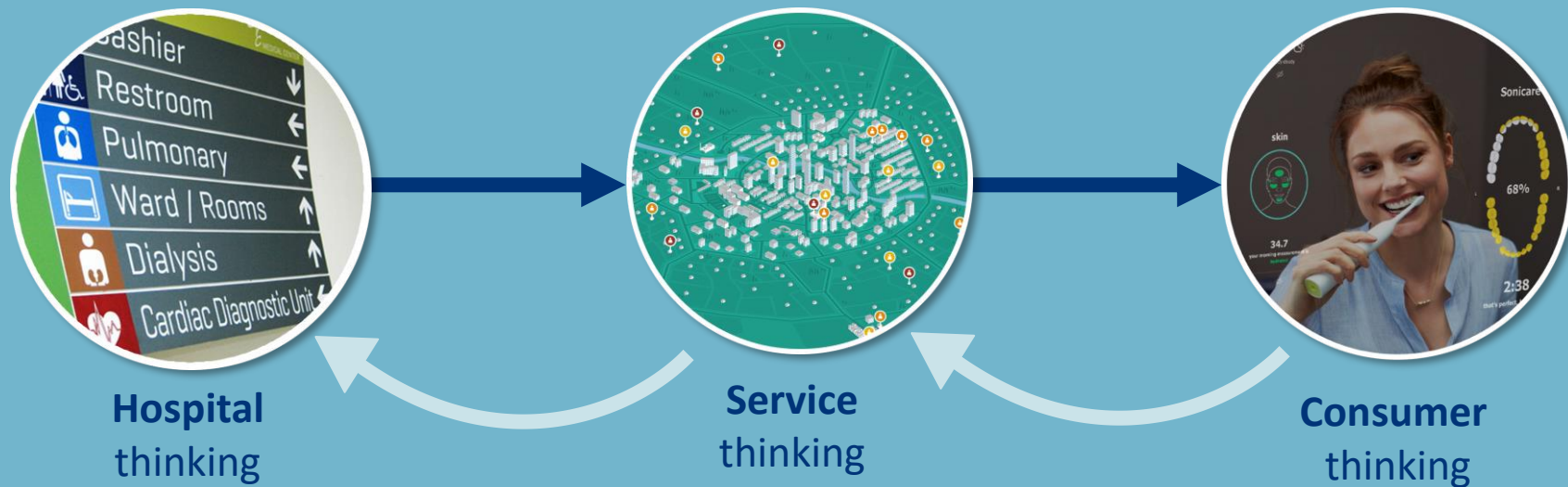
**New generation  
of tech-savvy  
health  
professionals**

**What consumers and care professionals want is not what they get.**

# Digital is driving the transformation



# The paradigm shift ...



## Re-thinking healthcare experiences outside-in



# The quadruple aim to guide healthcare solutions



**Better  
health outcomes**



**Lower  
cost of care**



**Improved  
patient experience**



**Improved  
staff experience**





Experiences that  
adapt to patient  
based on deep  
understanding of  
that patient

*Resulting in relaxed  
patients, first-time-  
right procedures and  
improved outcomes.*

*Learning from every  
patient.*







Experiences that adapt  
to the professional based  
on the expertise of that  
professional

*Resulting in integrated  
workflows providing a  
seamless experience with  
improved outcomes.*

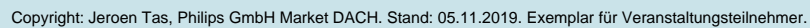
*Learning from  
every diagnosis.*

Experiences that  
adapt to the  
professional and  
the patient

*Natural authentic  
experience allowing full  
focus on the patient, all  
information at your  
fingertips at all times.*

*Learning from every  
procedure.*







## Empowering consumers

*Helping consumers and their caregivers including family and community with access to always-on digital and human support.*



Hi Alex, how can I help?

I've got a really bad headache and I don't know what to do...



No problem, let me ask you a few questions





## Supporting virtual care

*Connecting care providers to  
enable clinical collaboration,  
remote consultation, training  
and AI-supported access to  
care.*

## Expanding access to critical care

*Remote monitoring  
allows 24/7 quality care  
in a more efficient  
model.*





Cath lab  
procedures  
outside the  
hospital

*High-tech minimally invasive  
procedures are increasingly performed  
in “office-based labs” that are located  
in communities close to where people  
live and work.*

# Key takeaways

**Digital health tech will enable longer and healthier lives**

in a healthcare system that pursues better health outcomes for all



**Precise, personal,  
predictive, pro-active**



**24/7, holistic and  
coordinated**



**Actionable insights  
in health drivers**







Die bereitgestellten Tagungsunterlagen sind urheberrechtlich geschützt. Es gelten die bei Buchung der Veranstaltung akzeptierten AGB der EUROFORUM Deutschland SE.