

Digital Health Innovations: Engaging the Patient and Transforming Health Care Delivery

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Affordable, quality health care. For everyone.

The Not-So-Distant Future?



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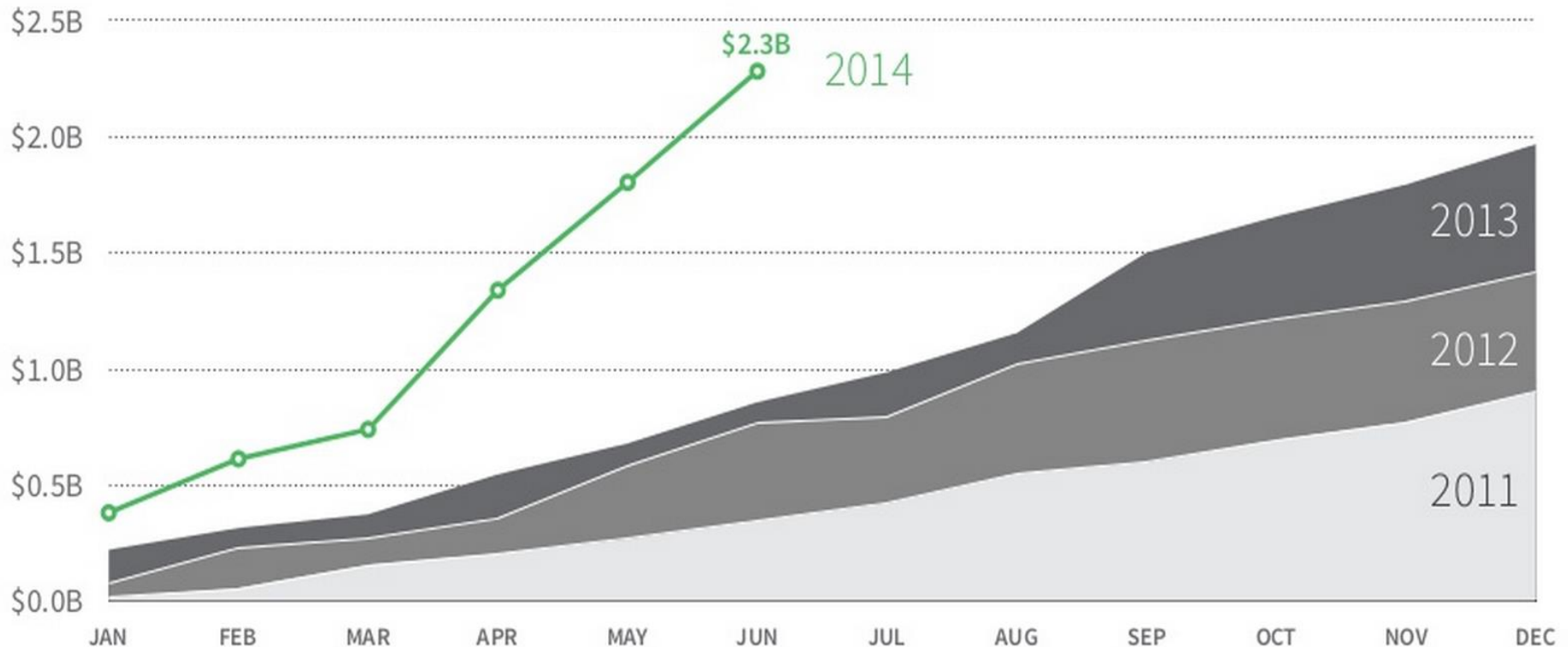
Consumer Adoption of Digital Health

- Health/fitness apps:
 - 46 million U.S. users in January 2014 (one-year 18% increase).
- Wearables:
 - ~10% of Americans use wearable technology.
 - Fitness bands, smart watches the most popular.
 - 75% of consumers believe wearables improve wellness.
- Biosensors:
 - Patches and tattoos, ingestibles, and smart implants.
 - The future?



Venture Funding of Digital Health Jumps in 2014

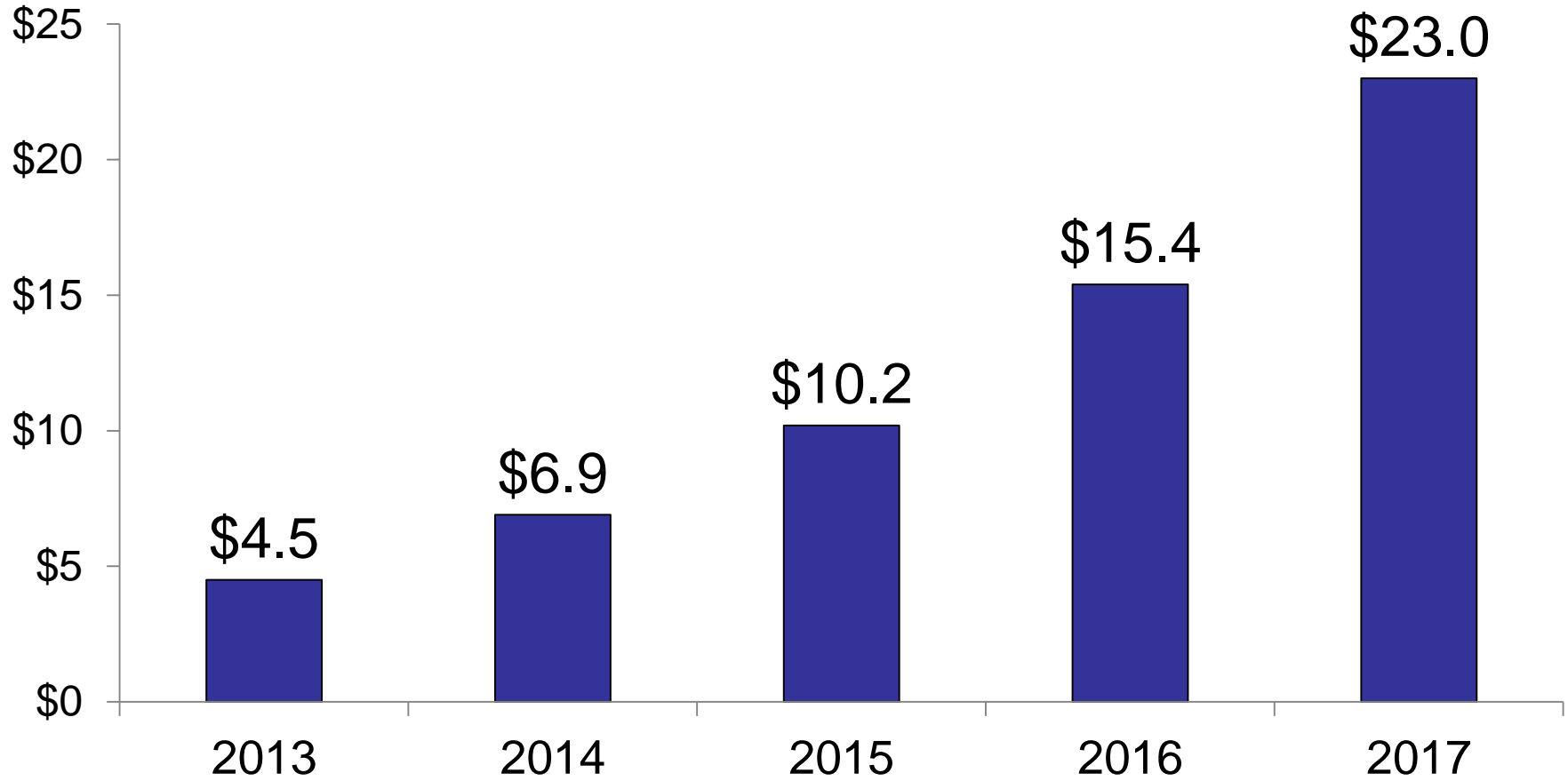
Venture funding of digital health companies



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Global mHealth Revenue Projected to Grow Rapidly

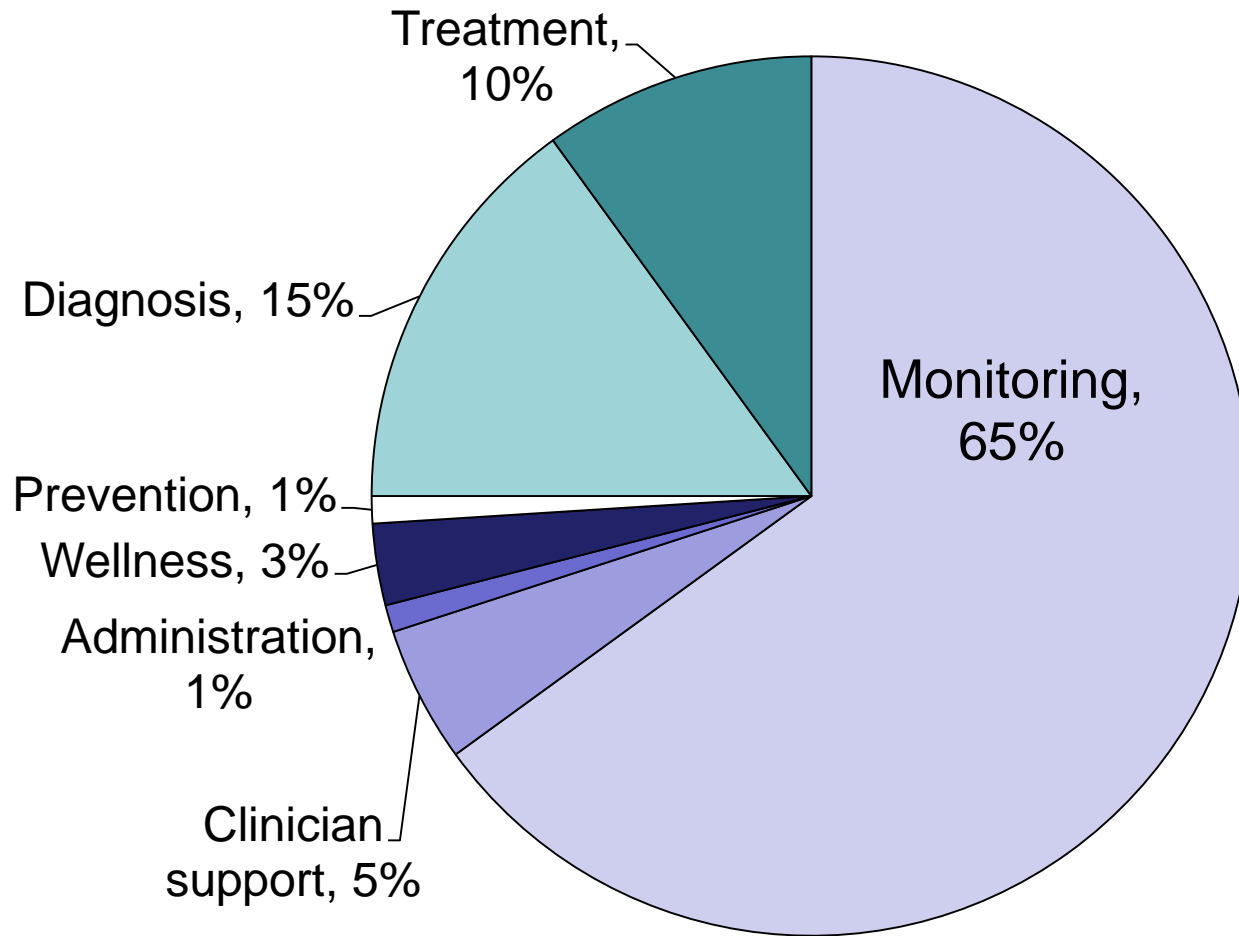
Billions US\$



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Source: Price Waterhouse Cooper, "Touching lives through mobile health: Assessment of the global market opportunity," February 2012.

Global mHealth Market Opportunity by Service Category, 2017



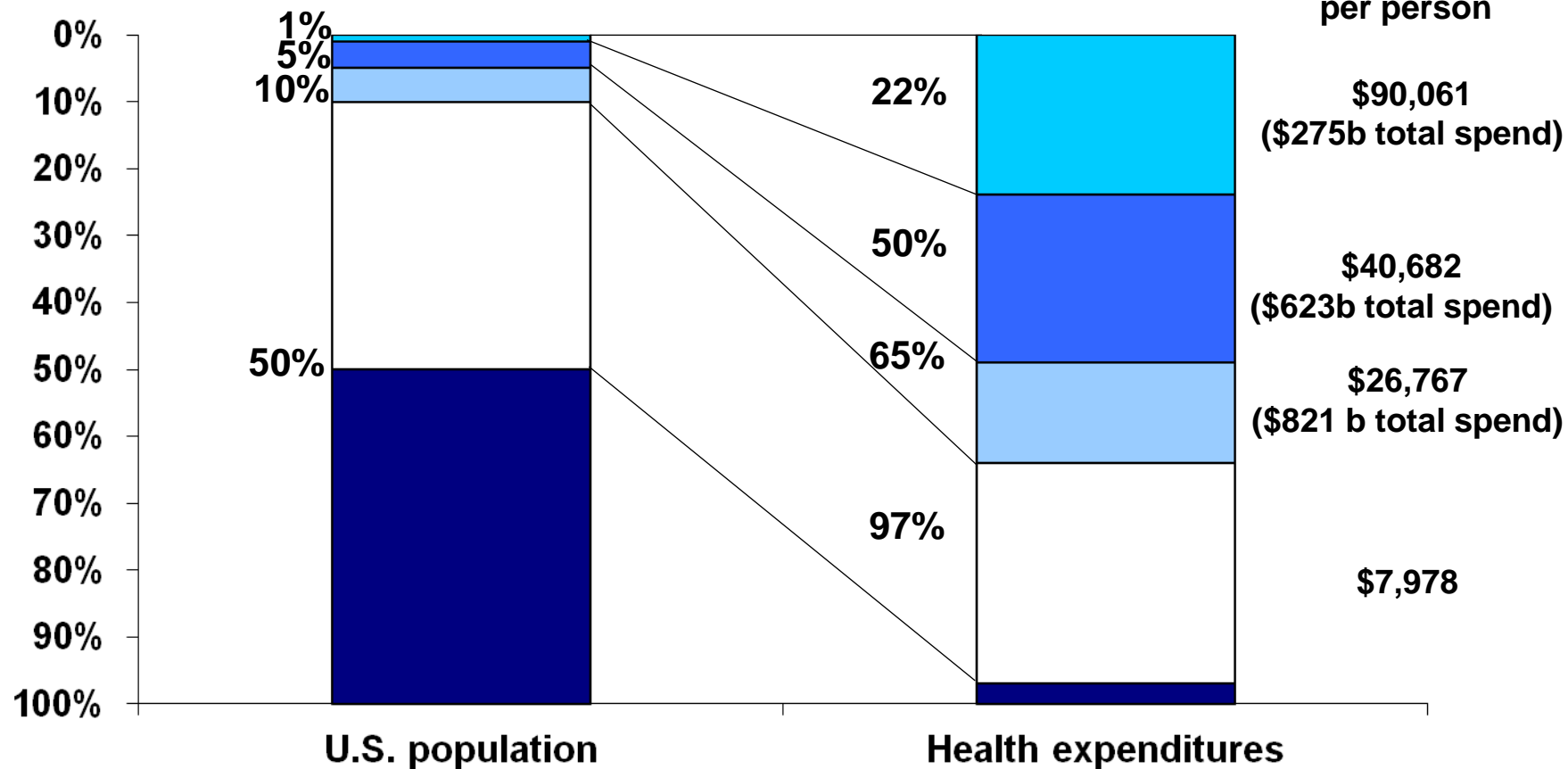
The Holy Grail: Managing High-Need, High-Cost Patients



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Health Care Costs Concentrated in Sick Few— Sickest 10 Percent Account for 65 Percent of Expenses

Distribution of health expenditures for the U.S. population,
by magnitude of expenditure, 2009



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Using mHealth to Manage HCHN Patients: Current Examples

- VA national telehealth program.
 - Remote monitoring and videoconferencing.
 - \$2,000 annual savings per patient.
- Remote monitoring for patients with CHF.
 - Pilot program reduced readmissions 44%.
- Smart pill bottles to track Rx adherence.
- Mobile mental health: CBT through cell phones.



Current Challenges for Digital Health

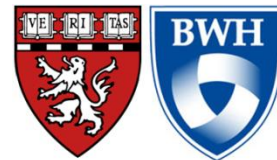
- Incorporating mobile data into EHRs.
- Privacy and security.
- Need for evidence of efficacy of applications.
- Big Data analytics.
- The overwhelmed clinician.



Breakthrough Opportunities: Health IT to Support Patient Engagement



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Join the discussion with leading experts and over 13,500 health care professionals from around the world: <http://ghdonline.org/breakthrough-health-it>

How can we radically leverage technology to increase patient engagement in care, dramatically improving outcomes reducing costs?

- Participants are encouraged to submit innovative ideas as well as challenges they'd like to see addressed.
- Selected ideas will be shared with GHDonline's community of over 13,500 health care professionals. Ideas will be reviewed by our Expert Advisors and those with the greatest potential will be featured in a joint report from GHDonline and the Commonwealth Fund.

Video Keynotes from Experts in the Field: *December 8th-12th*



Julia Adler-Milstein



John Halamka, MD, MS



Ashish Jha, MD, MPH



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