



REMARK

Solution Selling

Az eHealth jövője az
egészségügyi
értékláncban

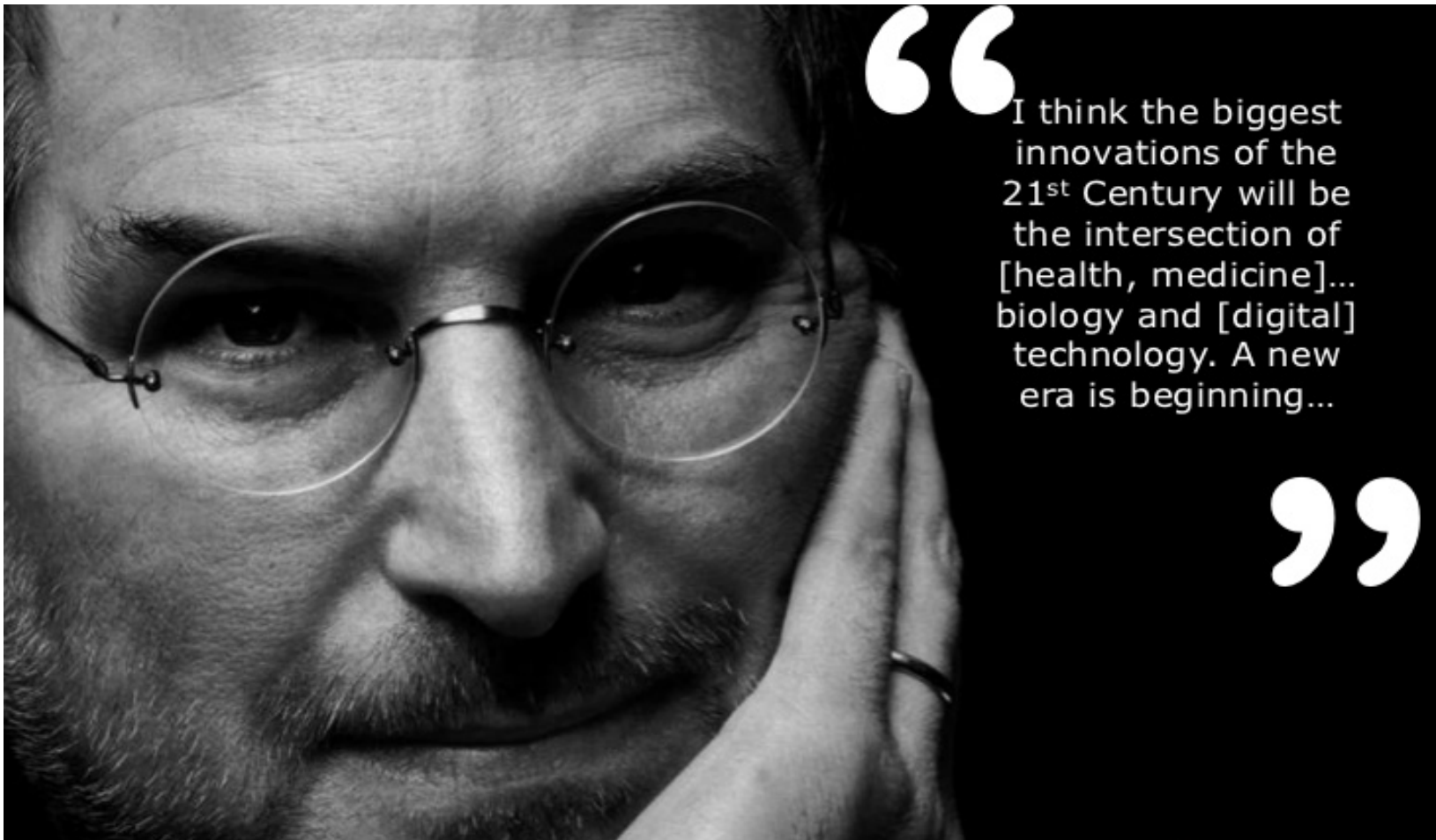
Jövő?



“

I think the biggest innovations of the 21st Century will be the intersection of [health, medicine]... biology and [digital] technology. A new era is beginning...

”



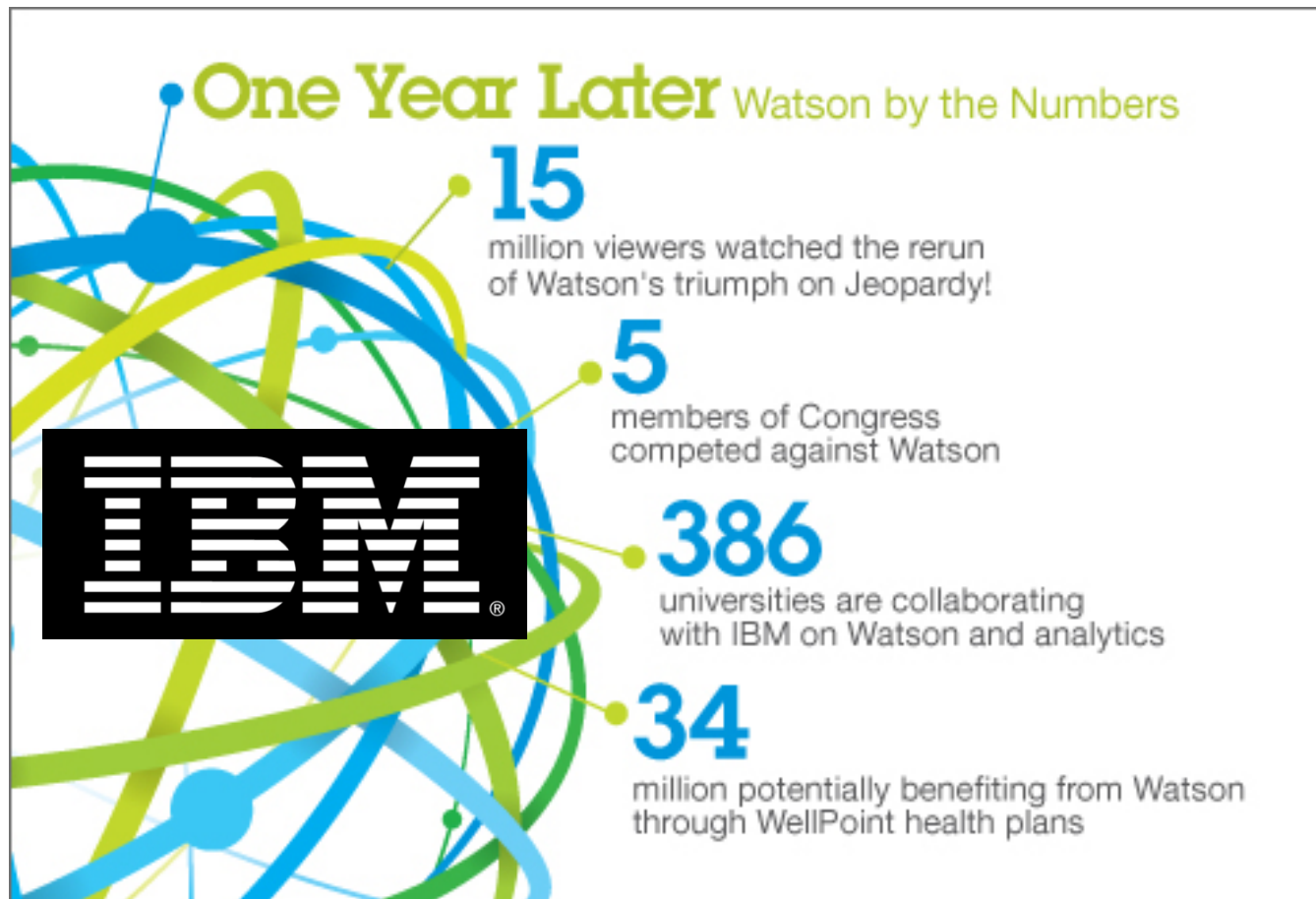
Közvetített műtét?



Távsebészet



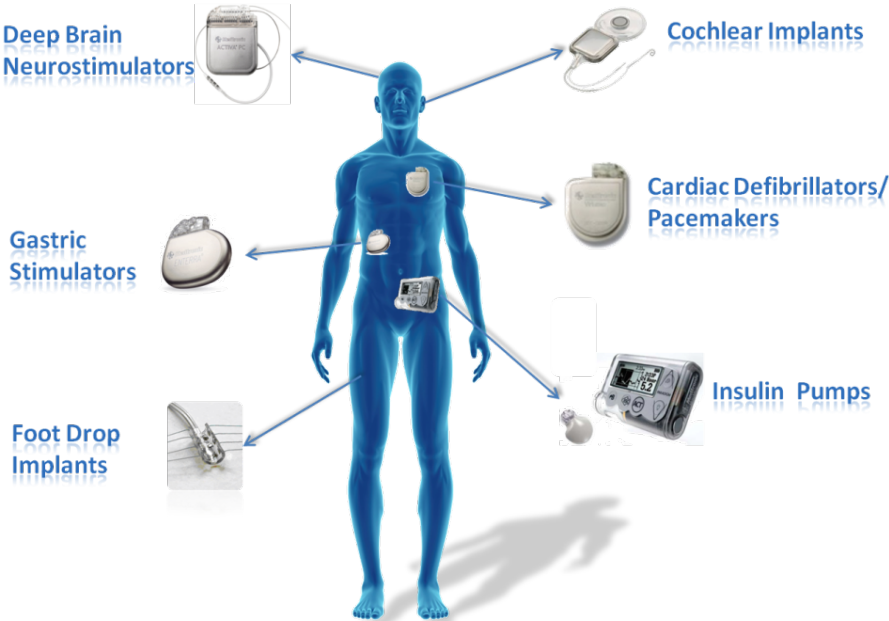
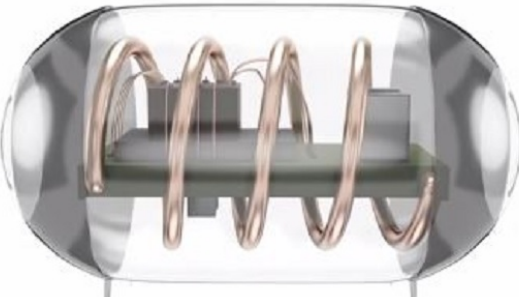
A kognitív felhő



Mikro elem



WIRELESS IMPLANTABLE MEDICAL DEVICES



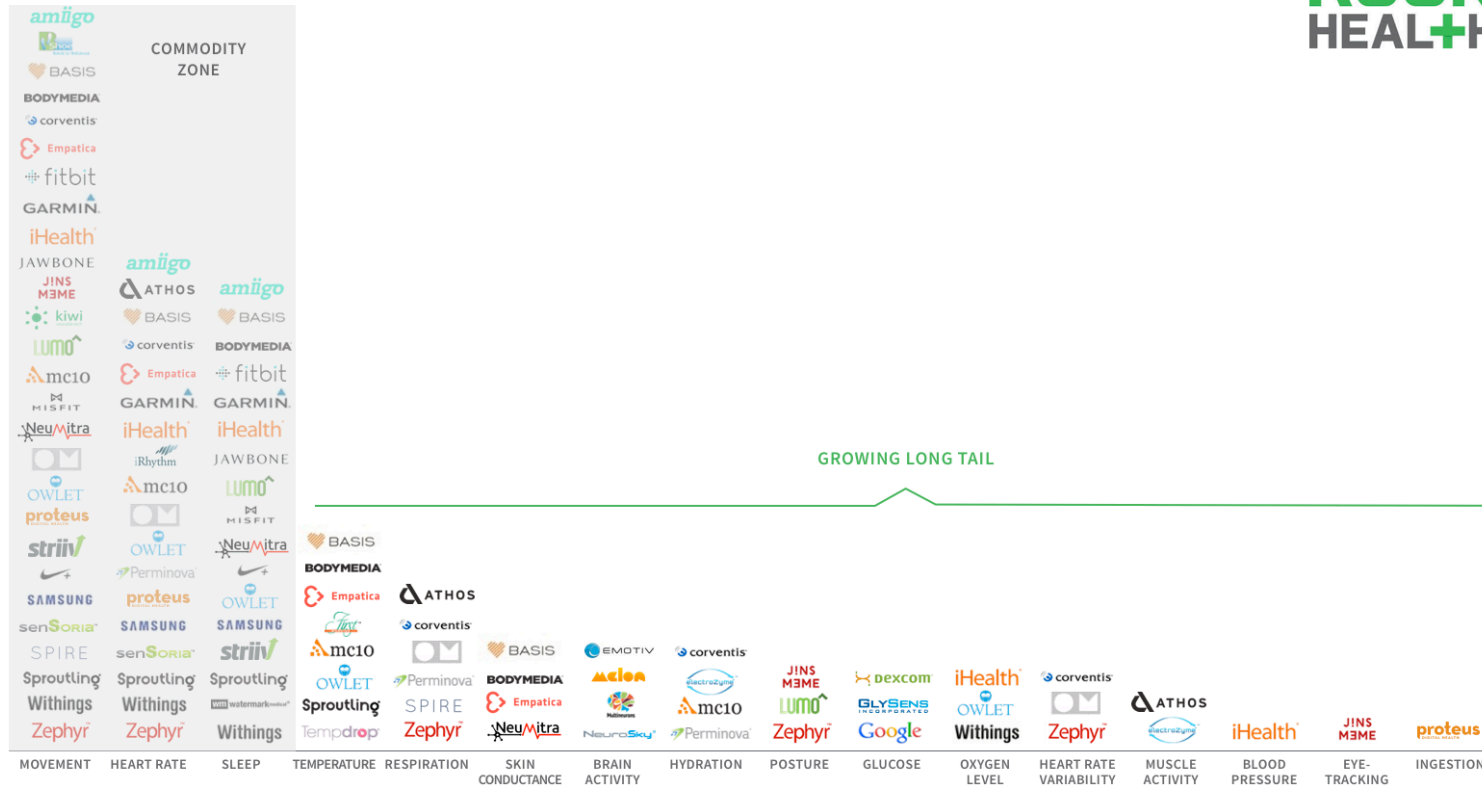
EKG polo



Mire használjuk?



BIOSENSING WEARABLES LANDSCAPE



Source: Rock Health review of 75+ companies (companies are selected, not comprehensive)

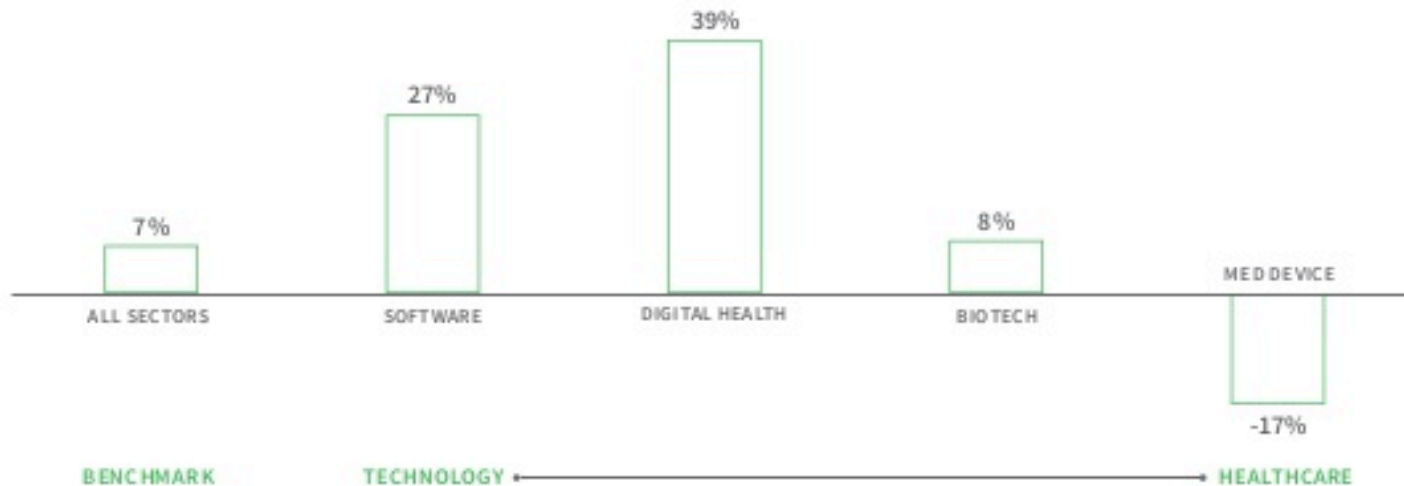
Jó üzlet?



Venture funding of digital health continues to significantly outpace traditional healthcare sectors

DECLINING HEALTH

Year over year change in venture capital funding (2013 versus 2012)



Source: PWC MoneyTree; digital health data based on Rock Health analysis;
Note: Digital health only includes deals > \$2M

Jó üzlet?



The six major themes of 2013 comprise almost 50% of all funding for the entire year

 <p>EHR AND CLINICAL WORKFLOW</p>	<p>\$245M</p> <p>Electronic health records and surrounding applications, including clinical workflow support</p>	 <p>ANALYTICS AND BIG DATA</p>	<p>\$161M</p> <p>Data aggregation and analysis to support a wide range of healthcare use cases</p>	 <p>DIGITAL MEDICAL DEVICES</p>	<p>\$146M</p> <p>Hardware/software designed to treat a specific disease or condition</p>
 <p>WEARABLES AND BIOSENSING</p>	<p>\$136M</p> <p>Wearable consumer devices that measure specific biometrics</p>	 <p>POPULATION HEALTH MANAGEMENT</p>	<p>\$126M</p> <p>Comprehensive platforms designed to manage the health of populations under the shift to risk-based payment models</p>	 <p>HEALTHCARE CONSUMER ENGAGEMENT</p>	<p>\$119M</p> <p>Consumer tools for the purchasing of healthcare services or health insurance (B2B and B2C)</p>

Source: Rock Health funding database

Note: Rock Health categorizes companies into 24 categories

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Ki fizet a végén?



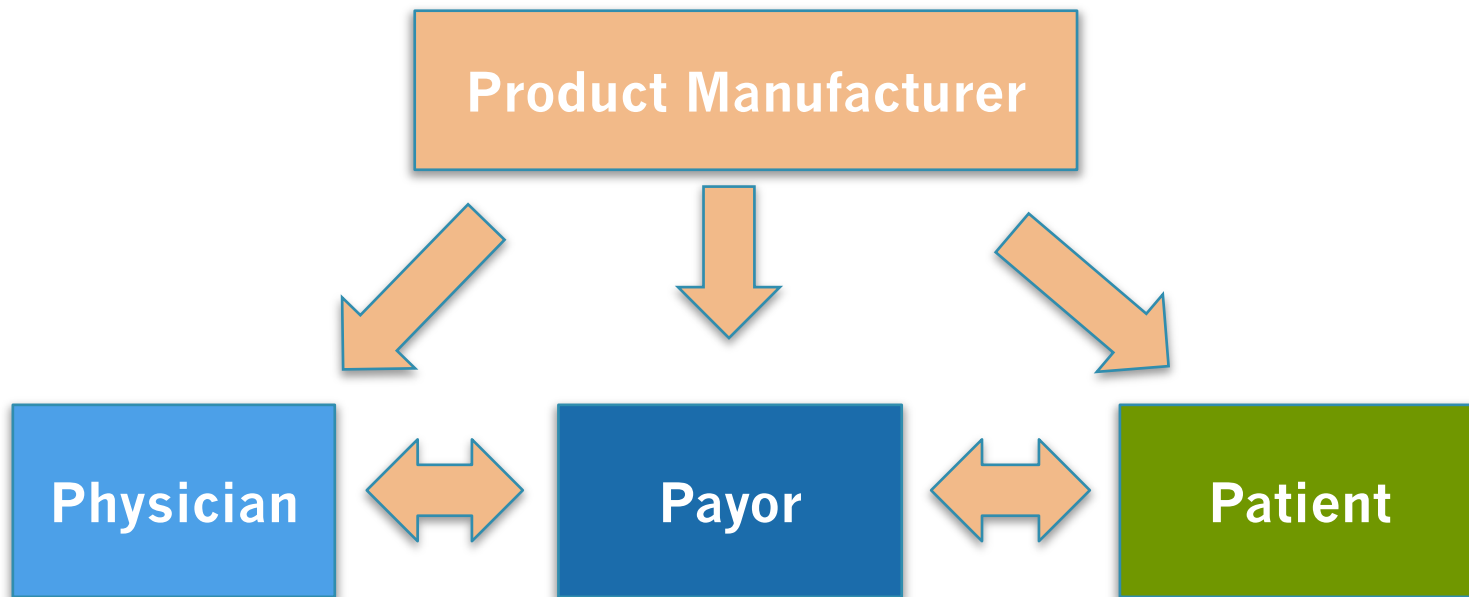
A nagyok is beneveztek



HealthKit



eHealth aktorai



Az állam új kihívásai



Mai beteg = user



Withings



Orvos = user



WebMD

Better information. Better health.

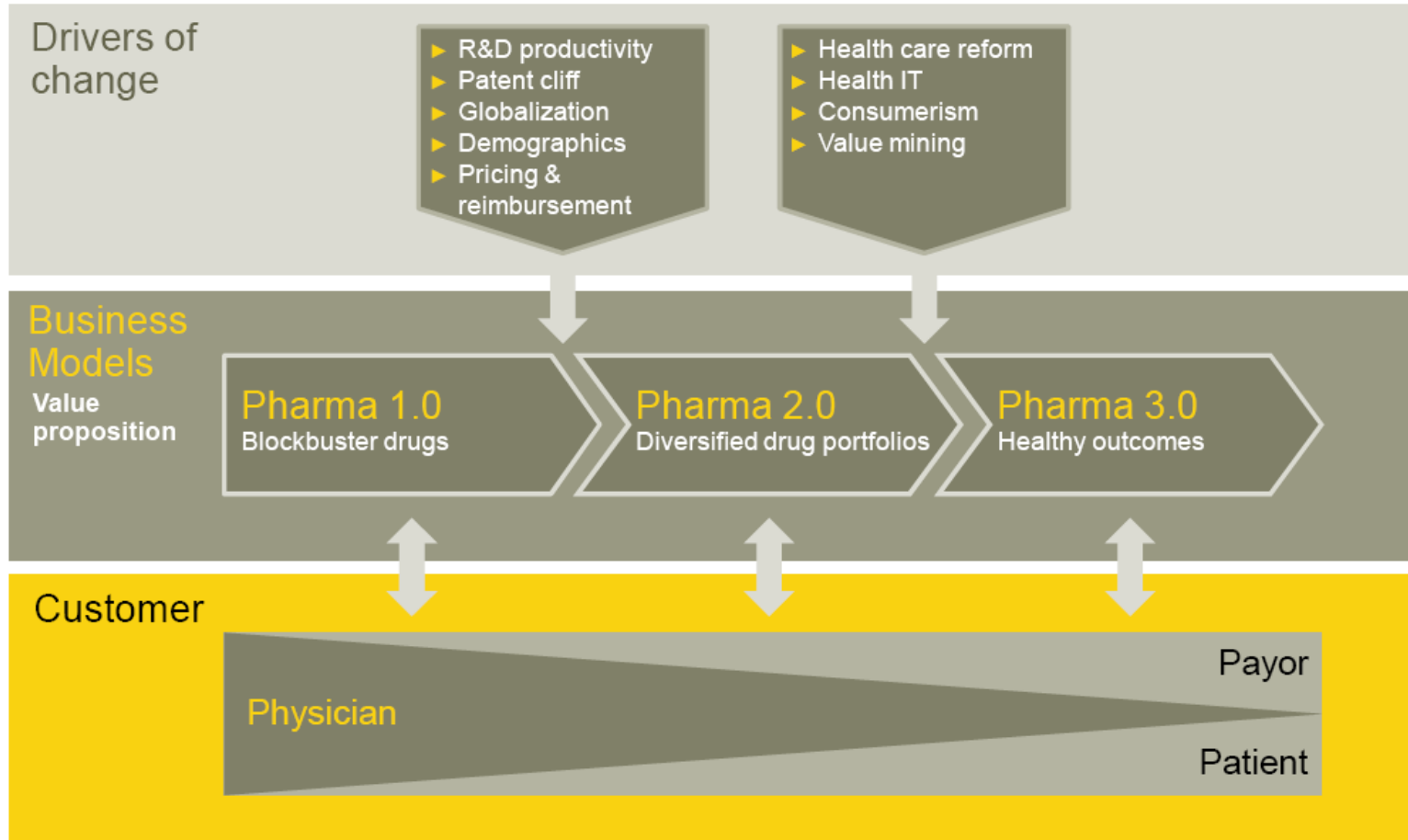


ZocDoc
Get well sooner.

Epic



A pharma evolúciója



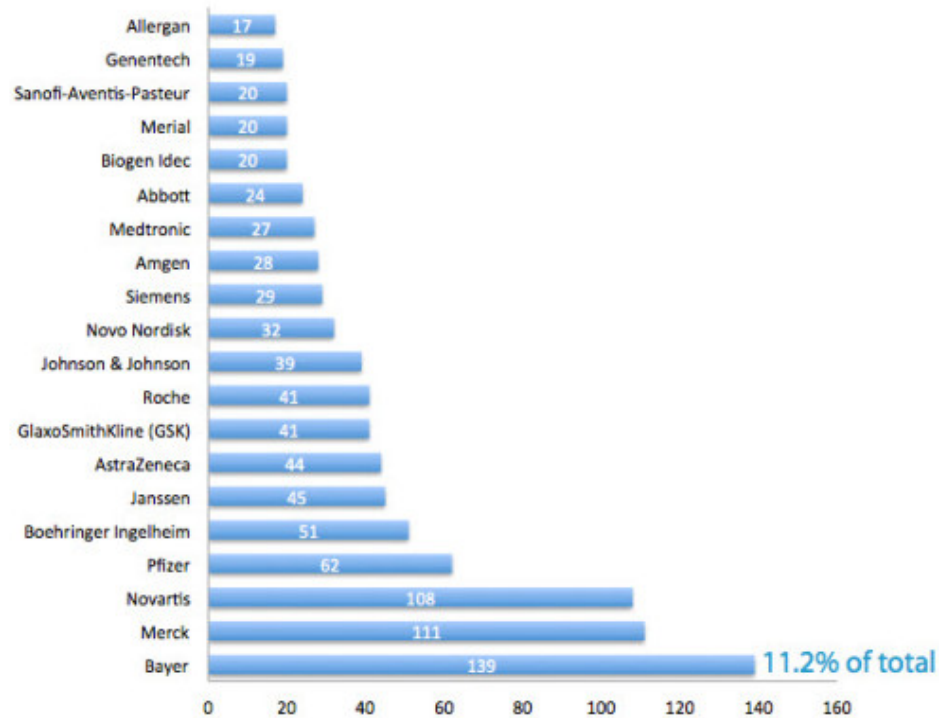
Digitális Pharma



“PharmAPP”



Top 20 App Makers (# of apps)

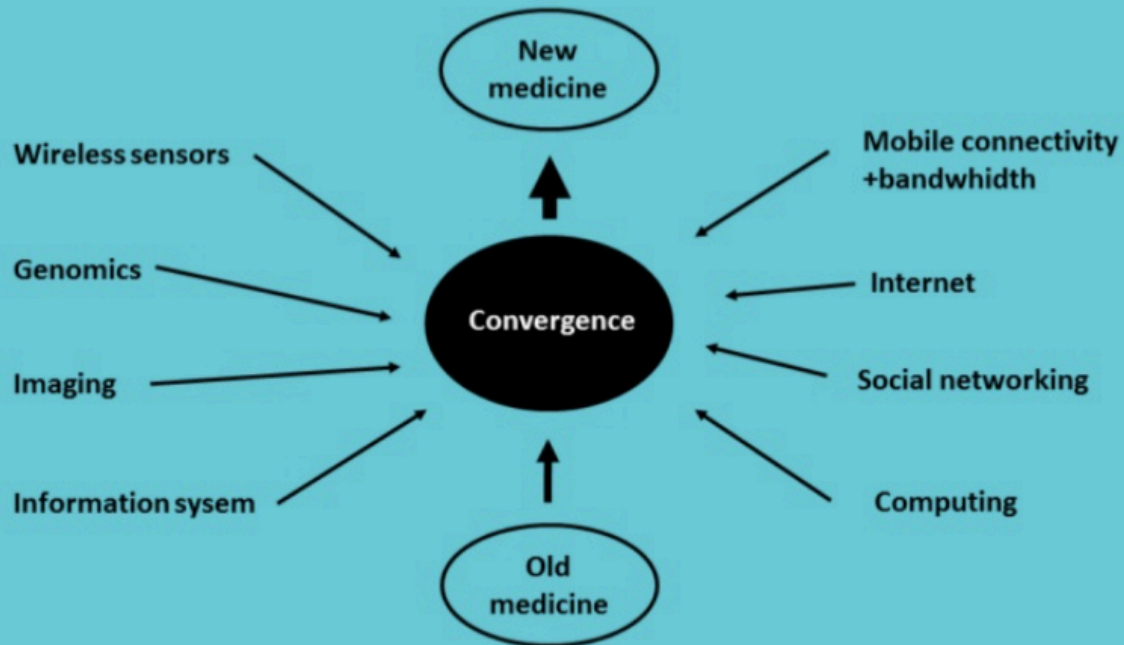


Source: Pocket.md as of 12/2/2013

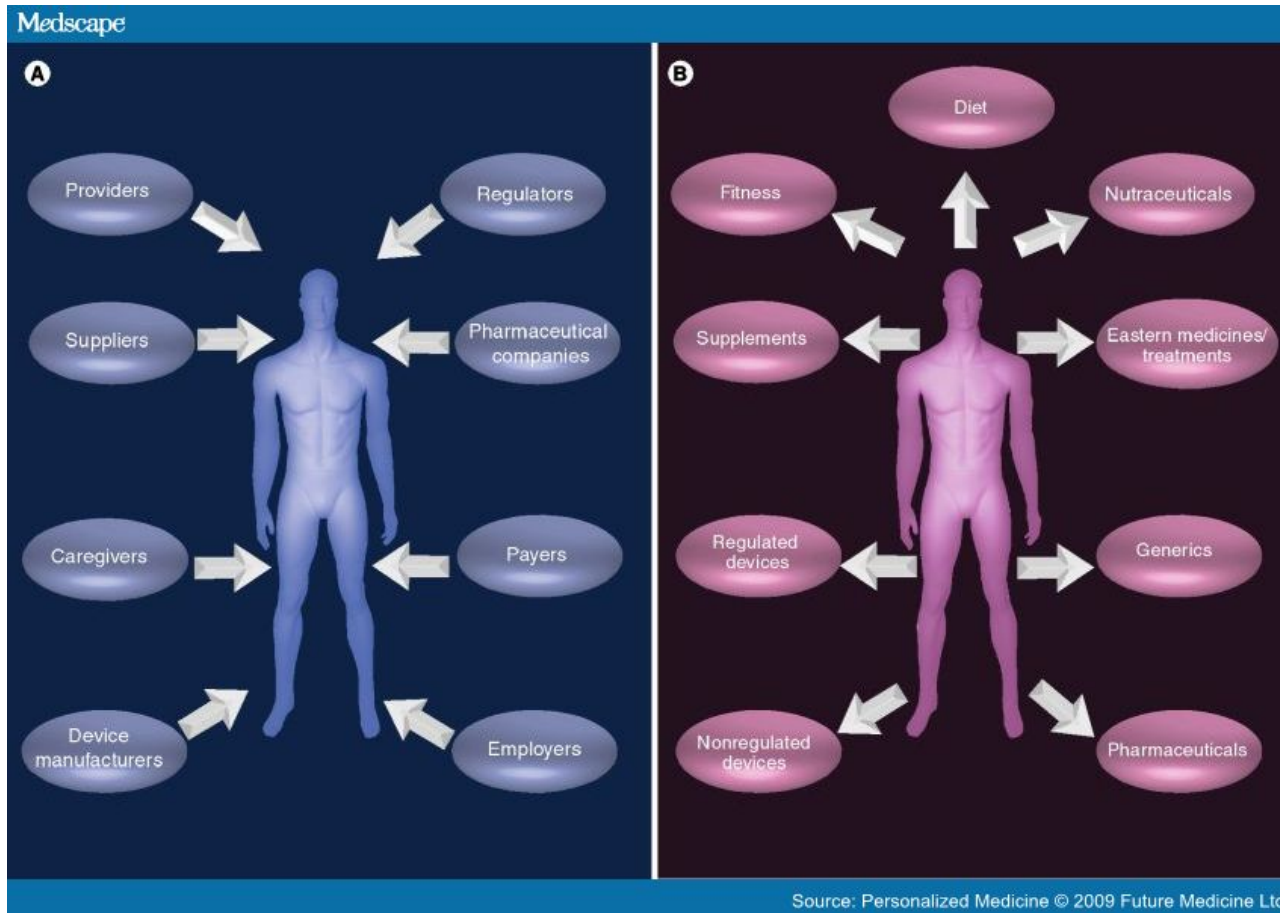
Az új gyógyszer



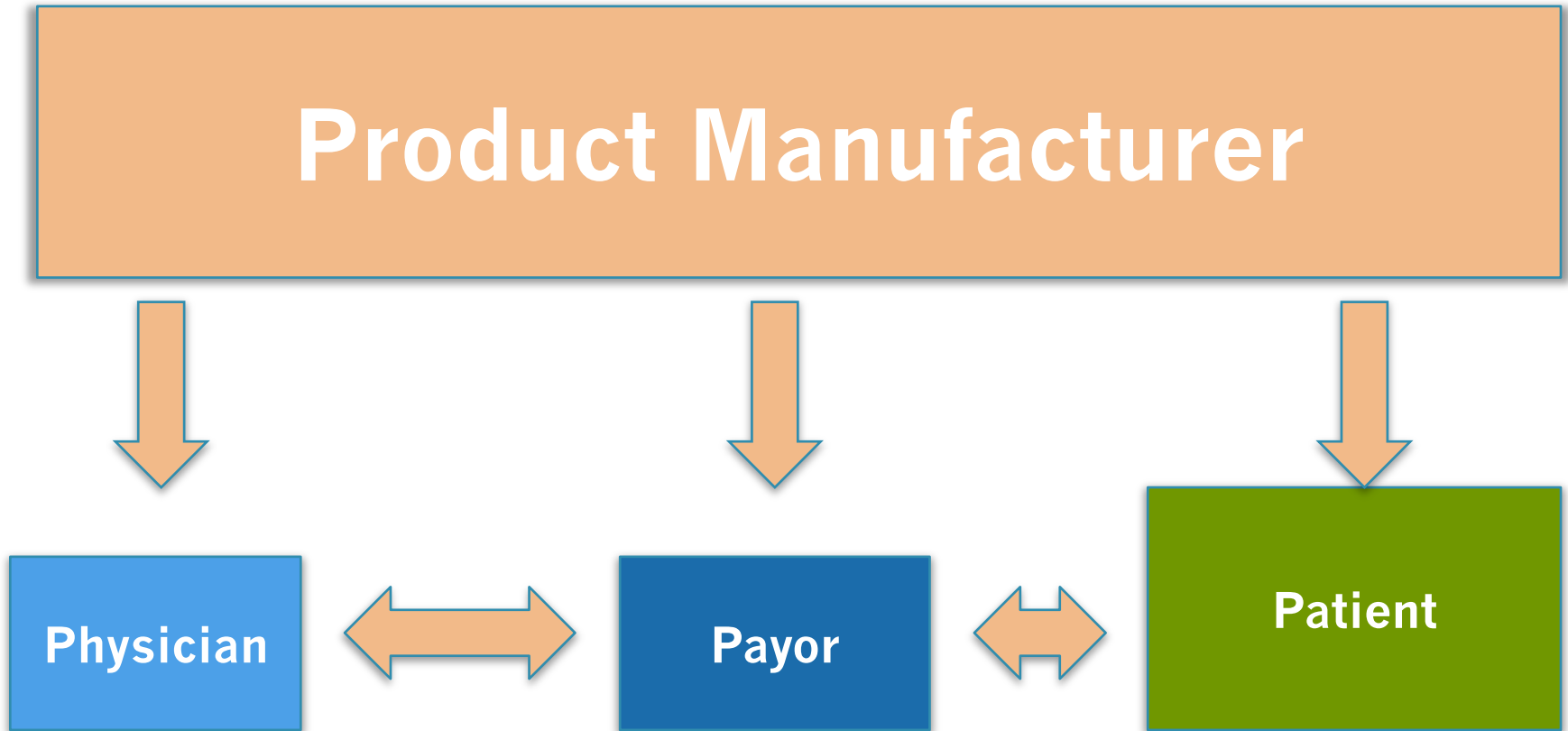
The transformation from the present medicine to the individualized medicine that is enabled by digitized humans



Perszoalizált terápia



eHealth aktorai



Köszönöm a figyelmet!

A kockázatokról és mellékhatásokról
kérdesse meg a

