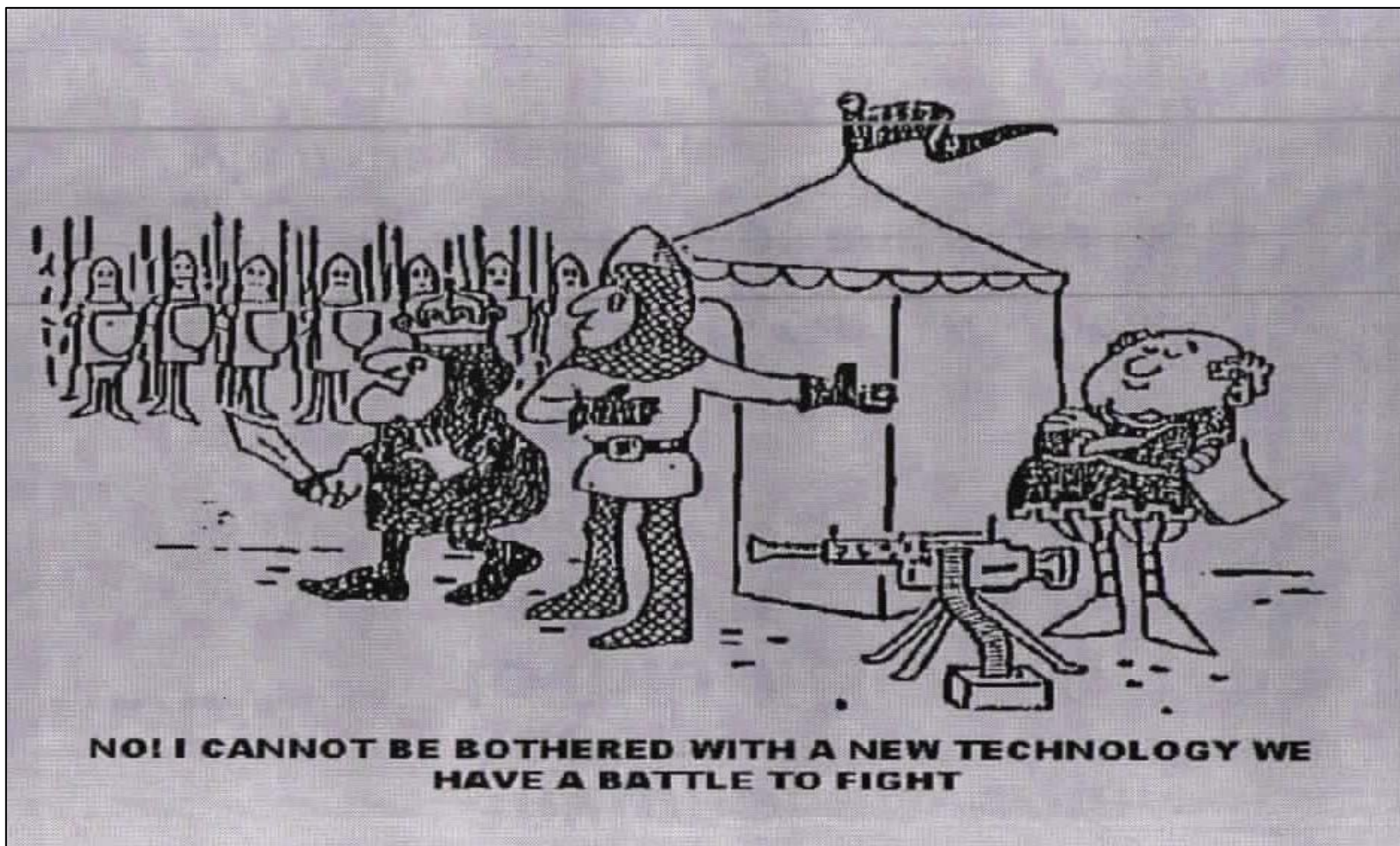


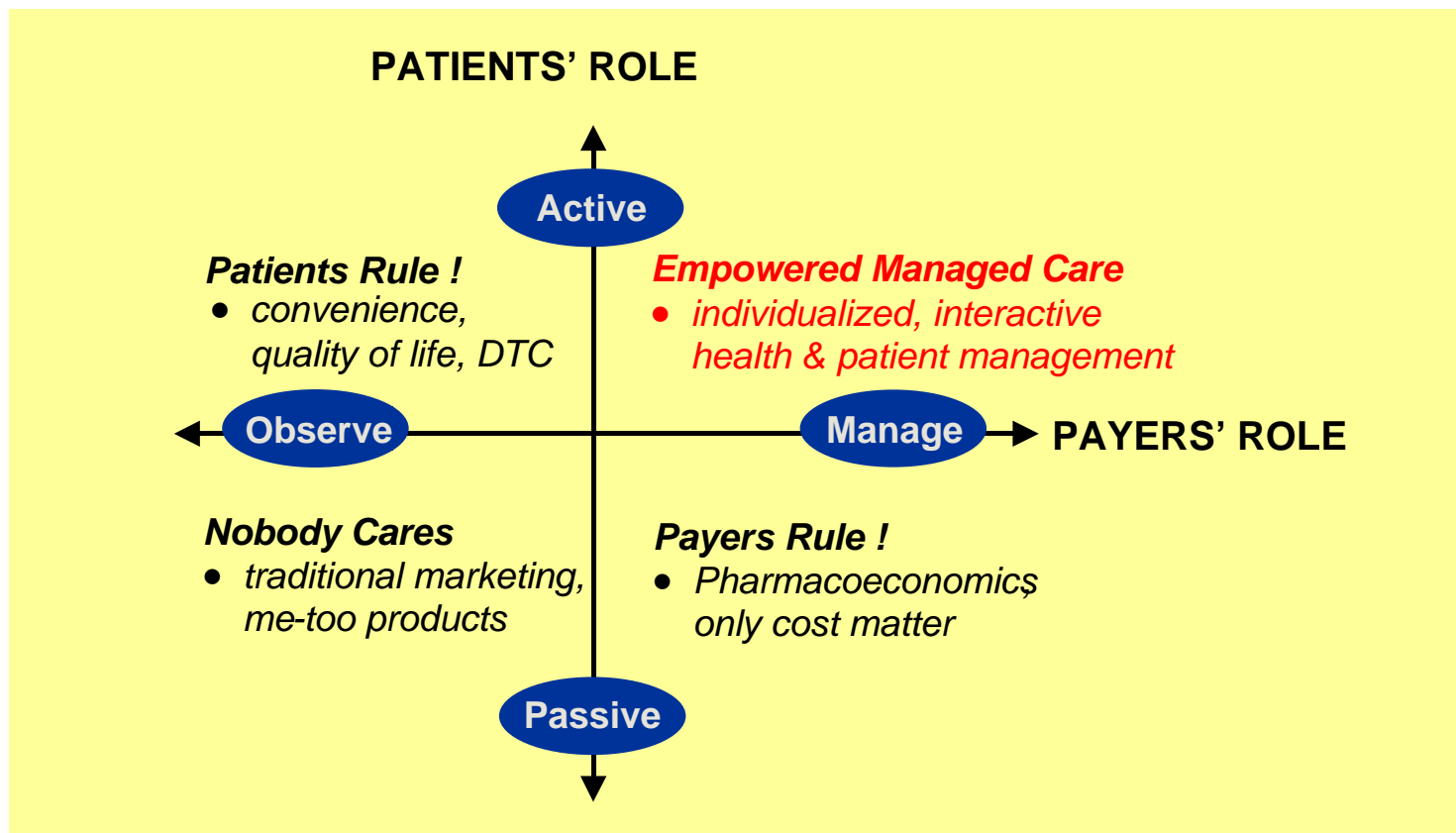


**Technologie allein ist nicht genug –
Faktoren für eine erfolgreiche Markteinführung**

Technology is not enough!



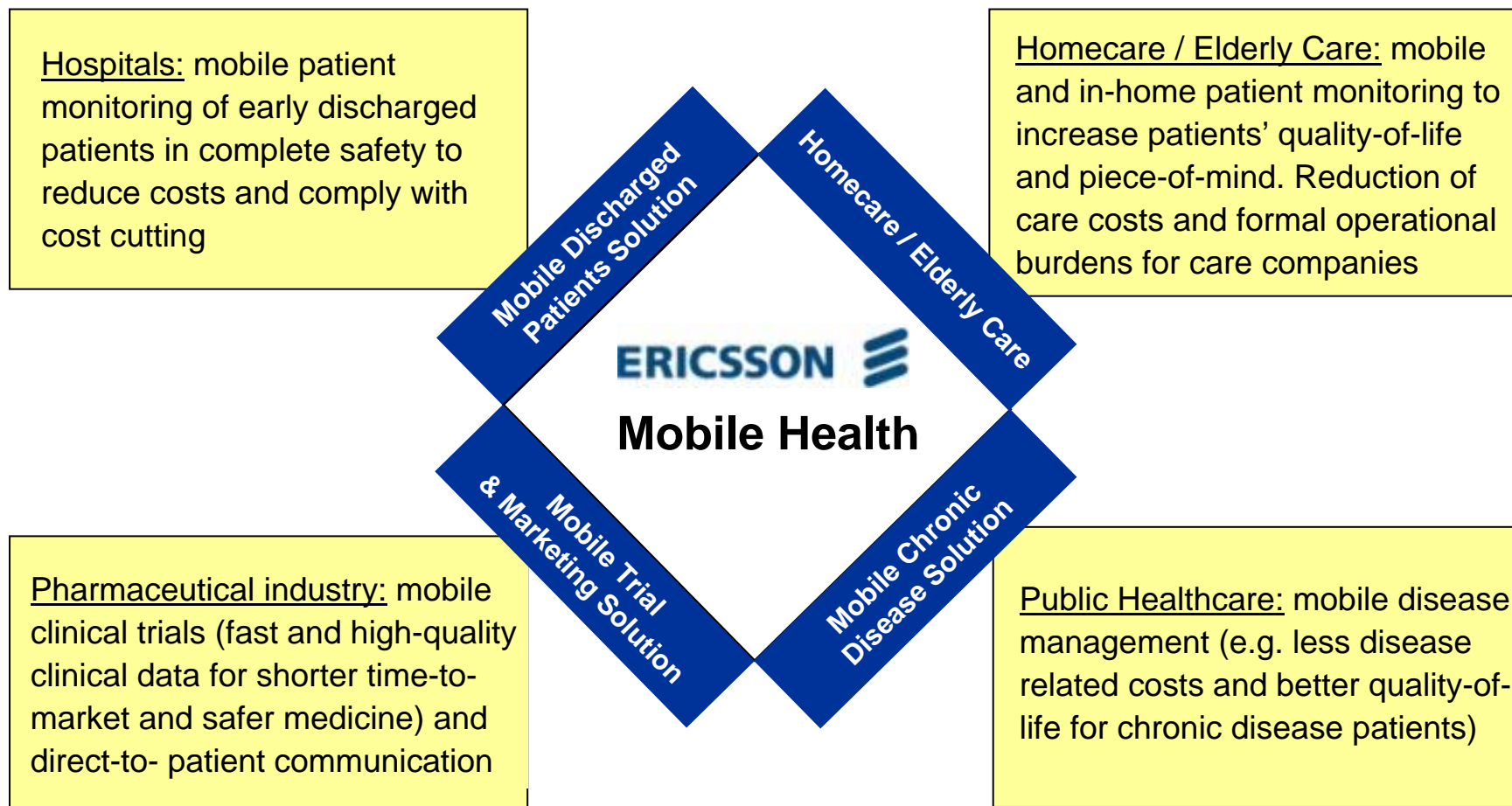
New roles for patients & payers



“Empowered Managed Care” is the new paradigm of healthcare



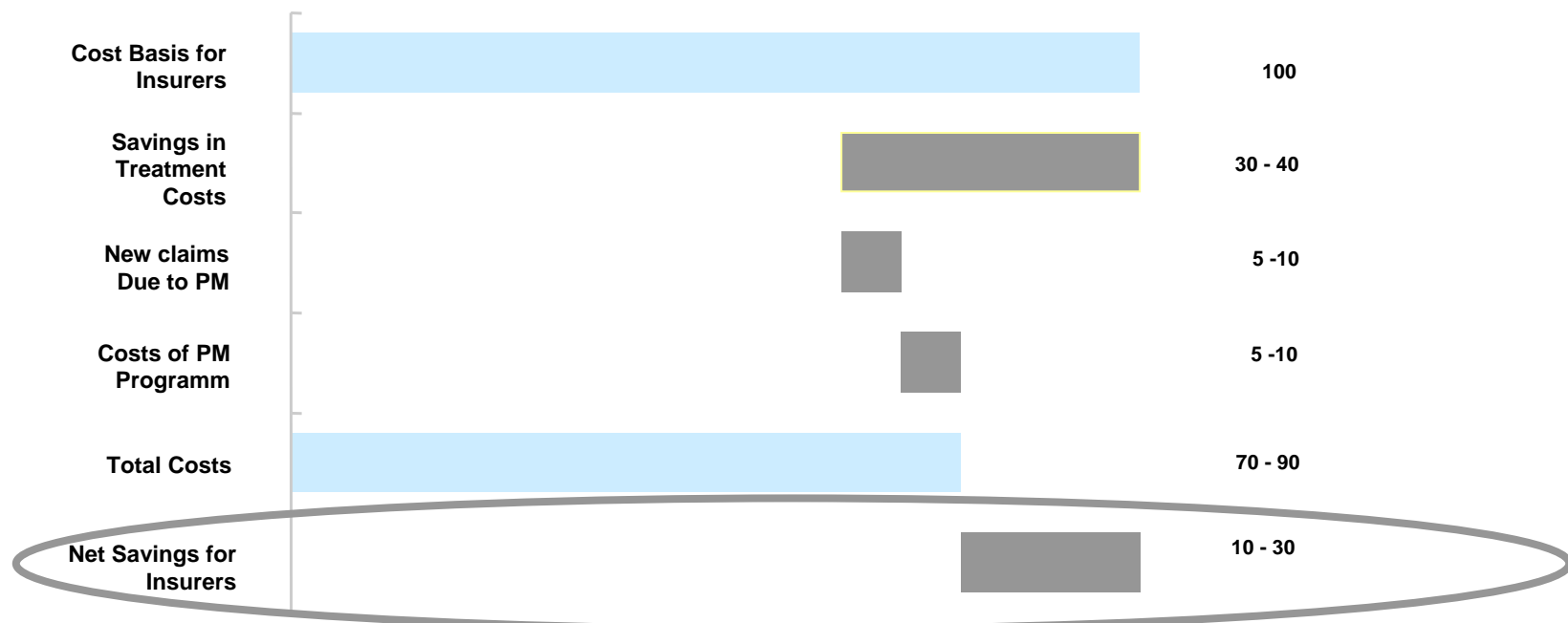
Target groups and value propositions





Savings through disease management - Asthma (I)

- **The Asthma case: potential yearly net savings/patient in Germany amount to €600 - €1800 (10-30%)**



Source: McKinsey



Savings through disease management Asthma (II)

- The Asthma case: potential yearly net savings of €24-72 mil for the German healthcare system (based on 1% acceptance)

Disease	Prevalence	Potential users	Acceptance*
Diabetes	5.000.000	120.000	50.000
Stroke	1.500.000	45.000	15.000
→ Asthma	4.000.000	120.000	40.000
Hypertension	17.600.000	528.000	176.000
CAD	1.500.000	45.000	15.000
Total potential users		888.000	296.000

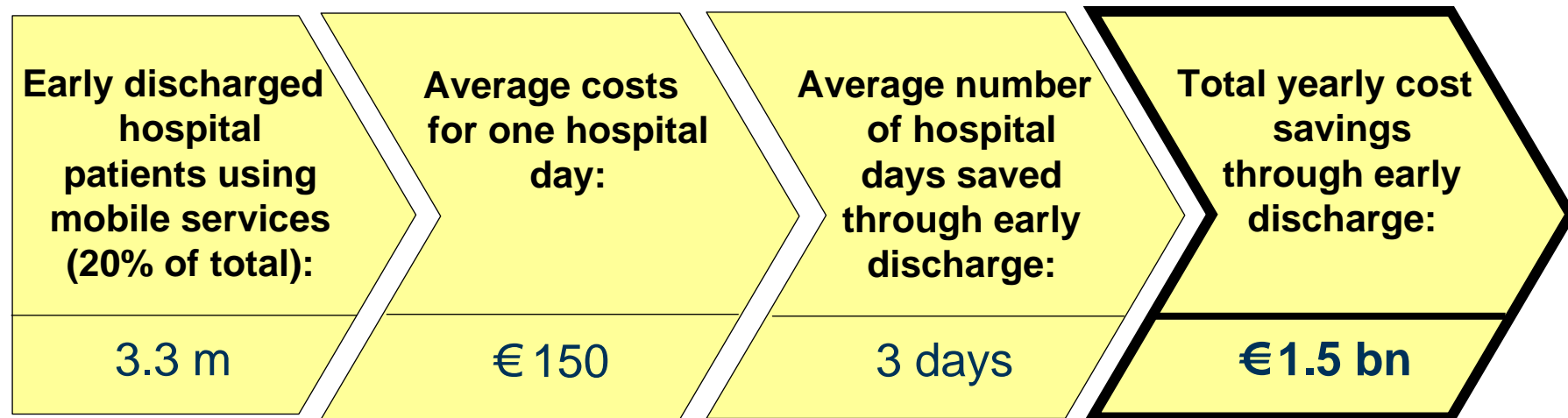
**Potential savings:
€24 – 72 mil**

* Estimated acceptance rates for mobile patient management programs



Mobile applications help hospitals to lower care costs

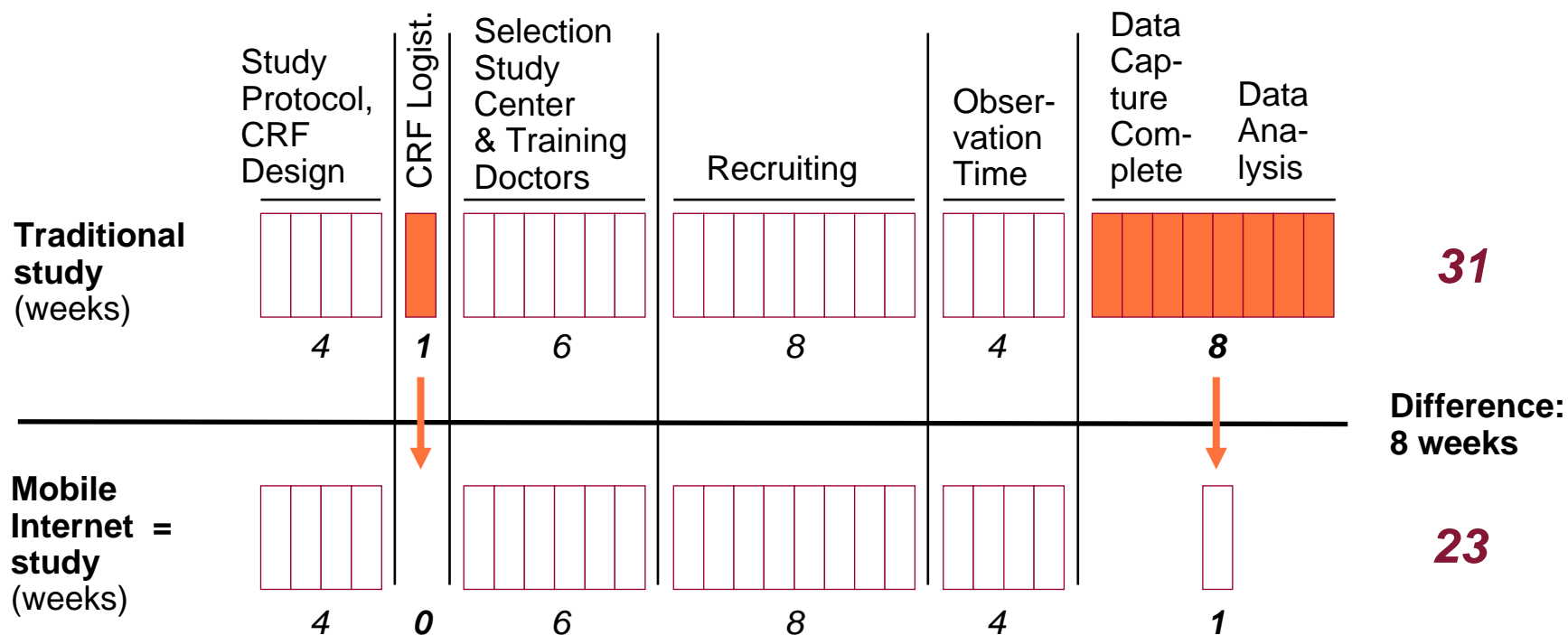
- Hospitals in Germany can save up to €1.5 bn per year through early discharge of patients made possible by mobile monitoring services



Source: GesundheitScout 24 GmbH and Bayerisches Rotes Kreuz

Mobile applications shorten clinical trial time

- The pharma industry loses on average \$ 1 mil for each day a new pharmaceutical product is not yet on the market



Source: BMZ (CRO), Munich



Lessons learned (1)

Where are the benefits of mobile monitoring?

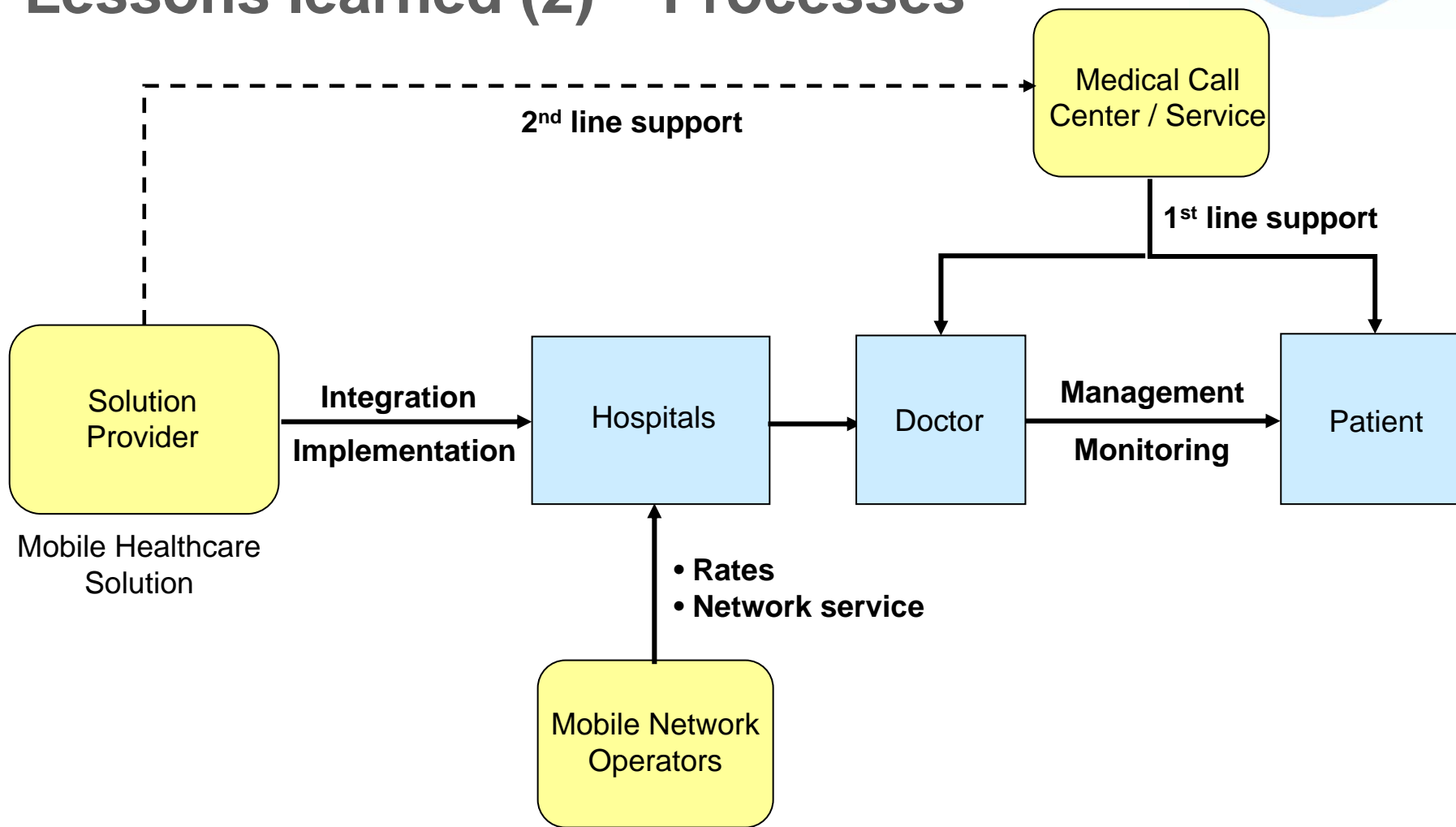
Requirements for a value-added patient management system

- Tracking of personal data
- Convenient handling
 - Automatization
 - Ease of use
 - Mobility
 - Access to technology
- Personal care
- Feedback and interactivity

	Existing Solutions	Mobile Health
Tracking of personal data	+	+
Convenient handling		
→ Automatization	○	+
→ Ease of use	—	⊙ — +
→ Mobility	—	+
→ Access to technology	○	+
Personal care	—	+
Feedback and interactivity	—	+

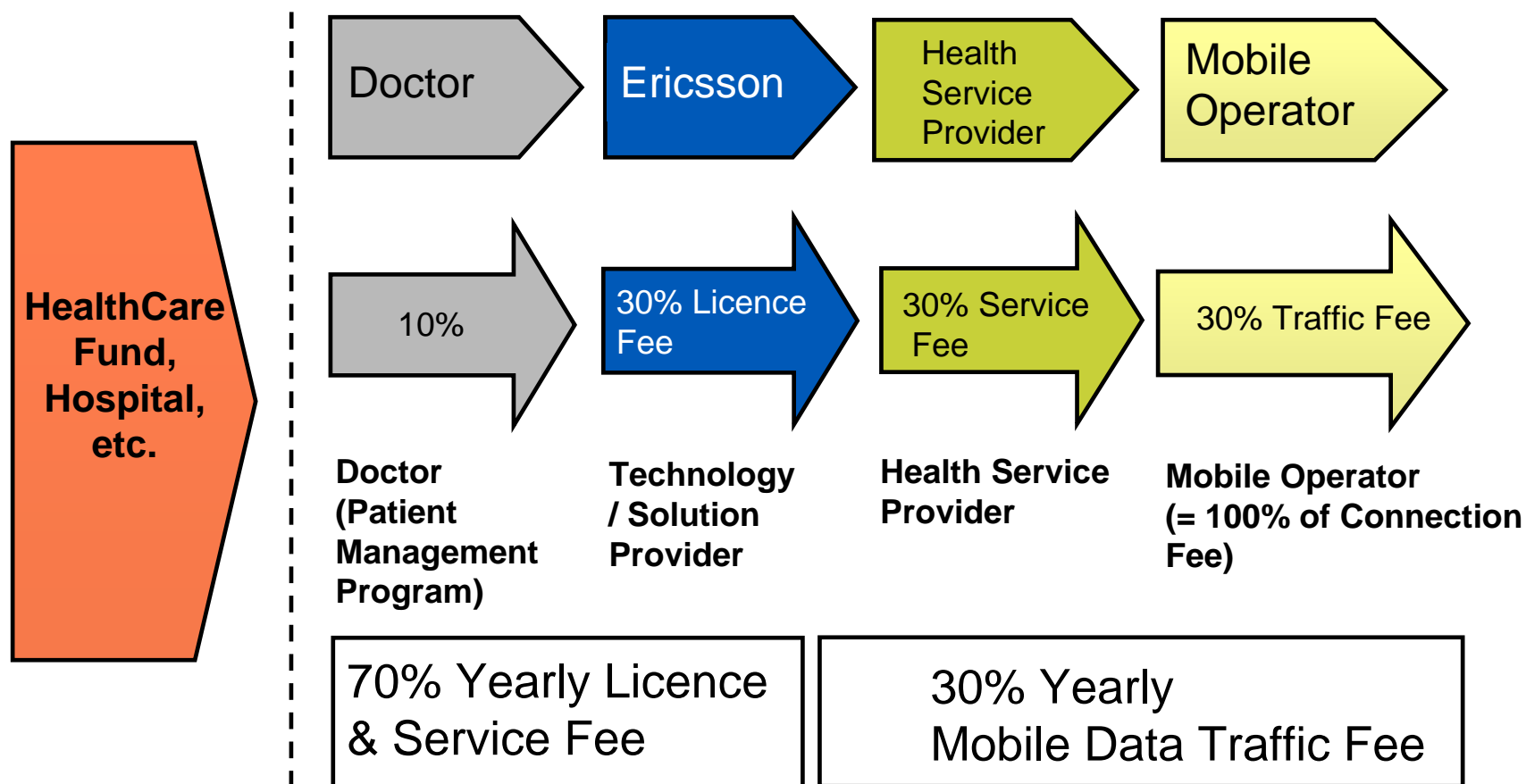


Lessons learned (2) – Processes





Lessons learned (3) Benefits for the value chain

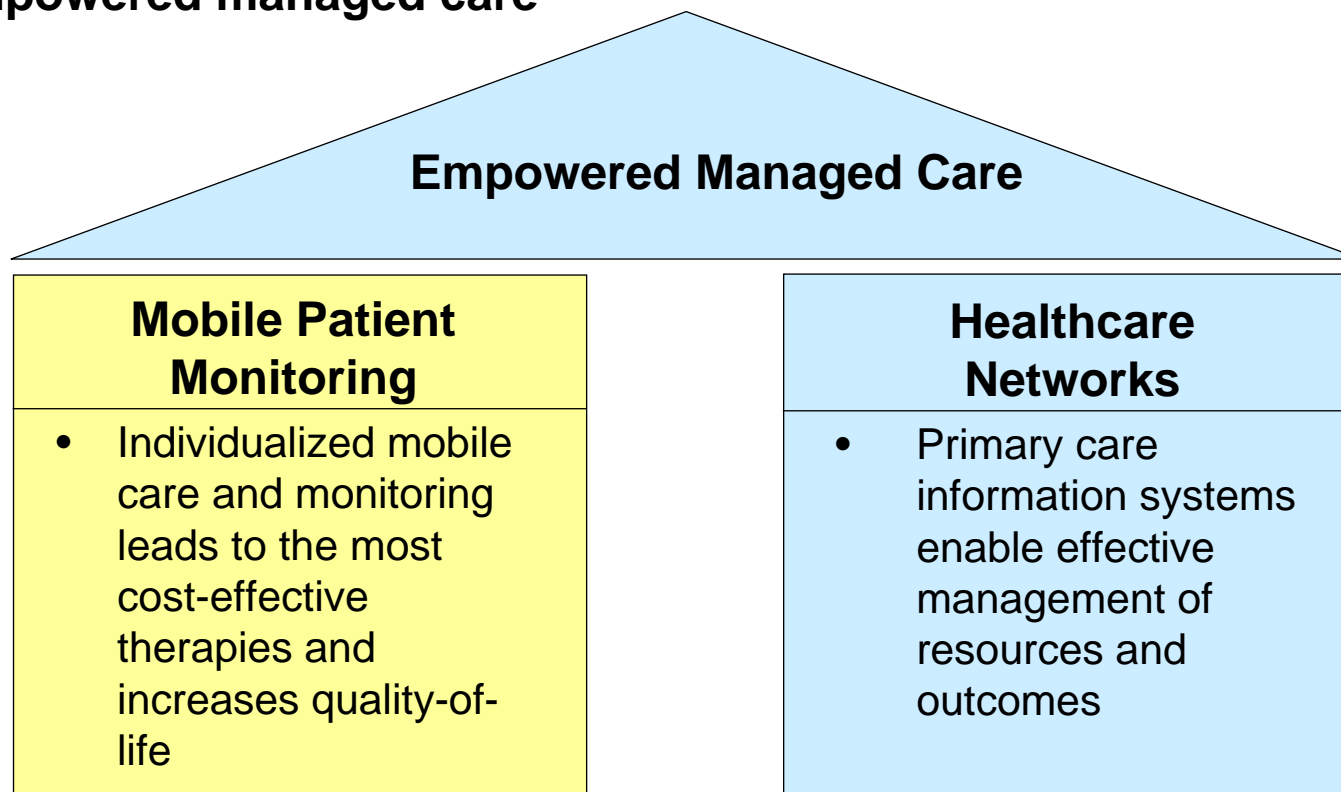




Lessons learned (4)

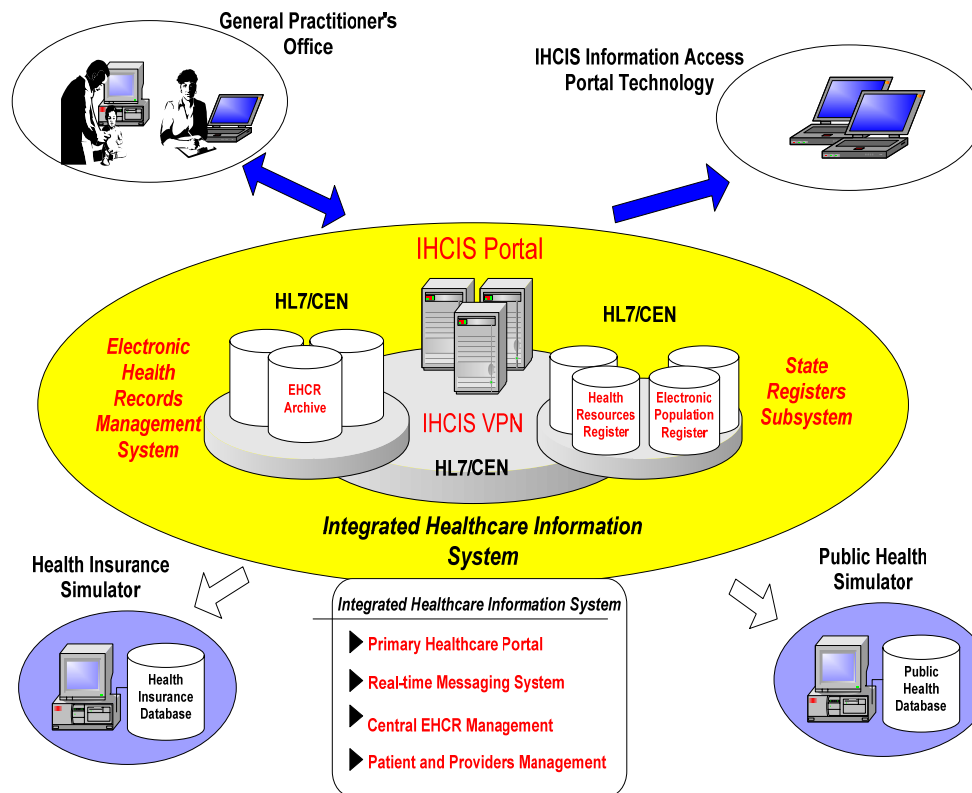
An integrated solution approach

- Packaged offer has to contain solutions for both pillars of empowered managed care



Primary Healthcare Information System

- Comprehensive integration solution for wide range of healthcare provisioning environments
- Comprises following products
 - Electronic Patient Register
 - Health Resources Register
 - Electronic Healthcare Record
 - Healthcare Agent
 - HC Portal



HL7v3 & CEN ENV 13606 compliant!



Goal: Mobile Health Portal - Portfolio of services for Disease Management

