

Digital Home: A New Platform for Quality Care Delivery

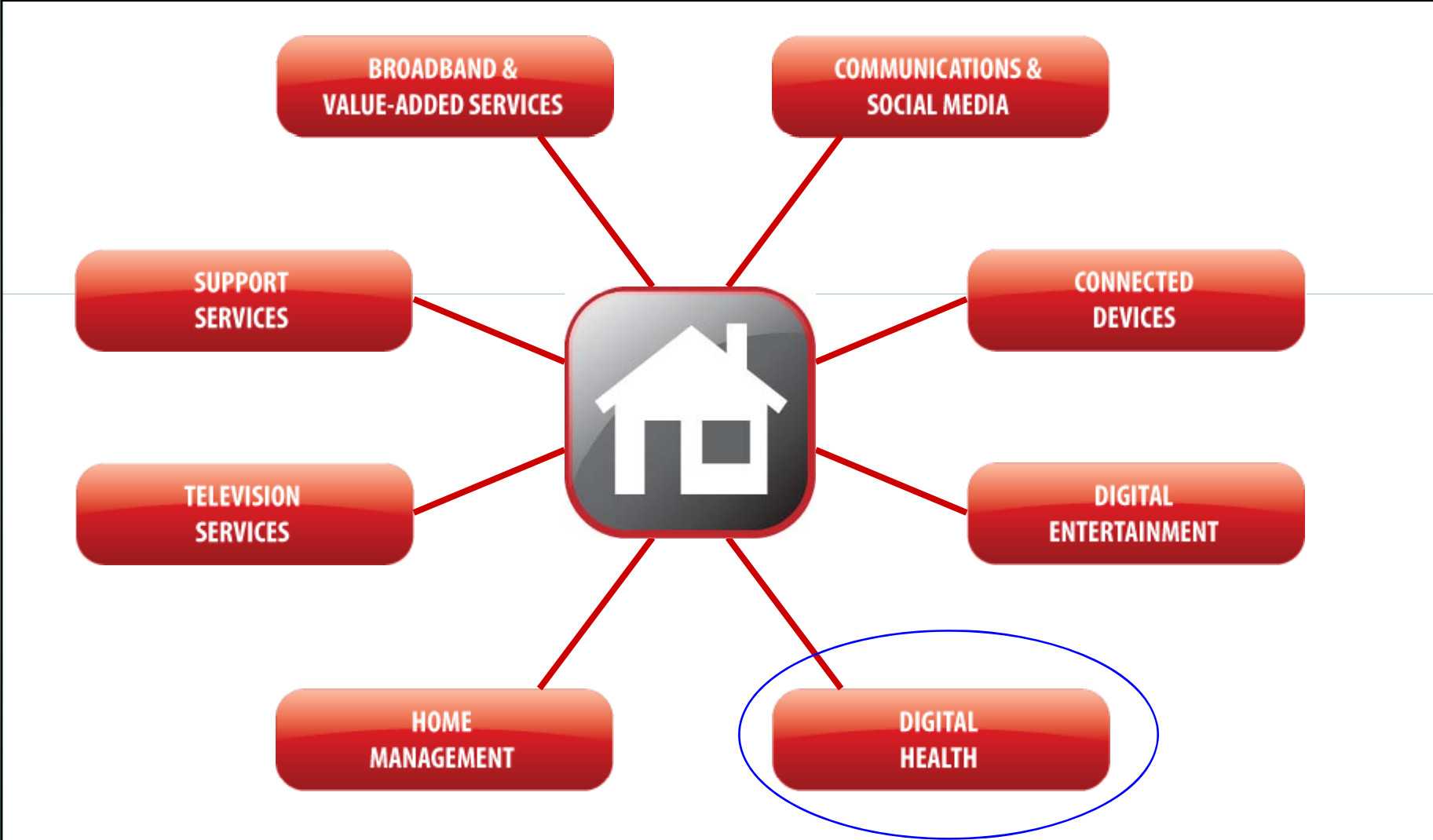
Harry Wang

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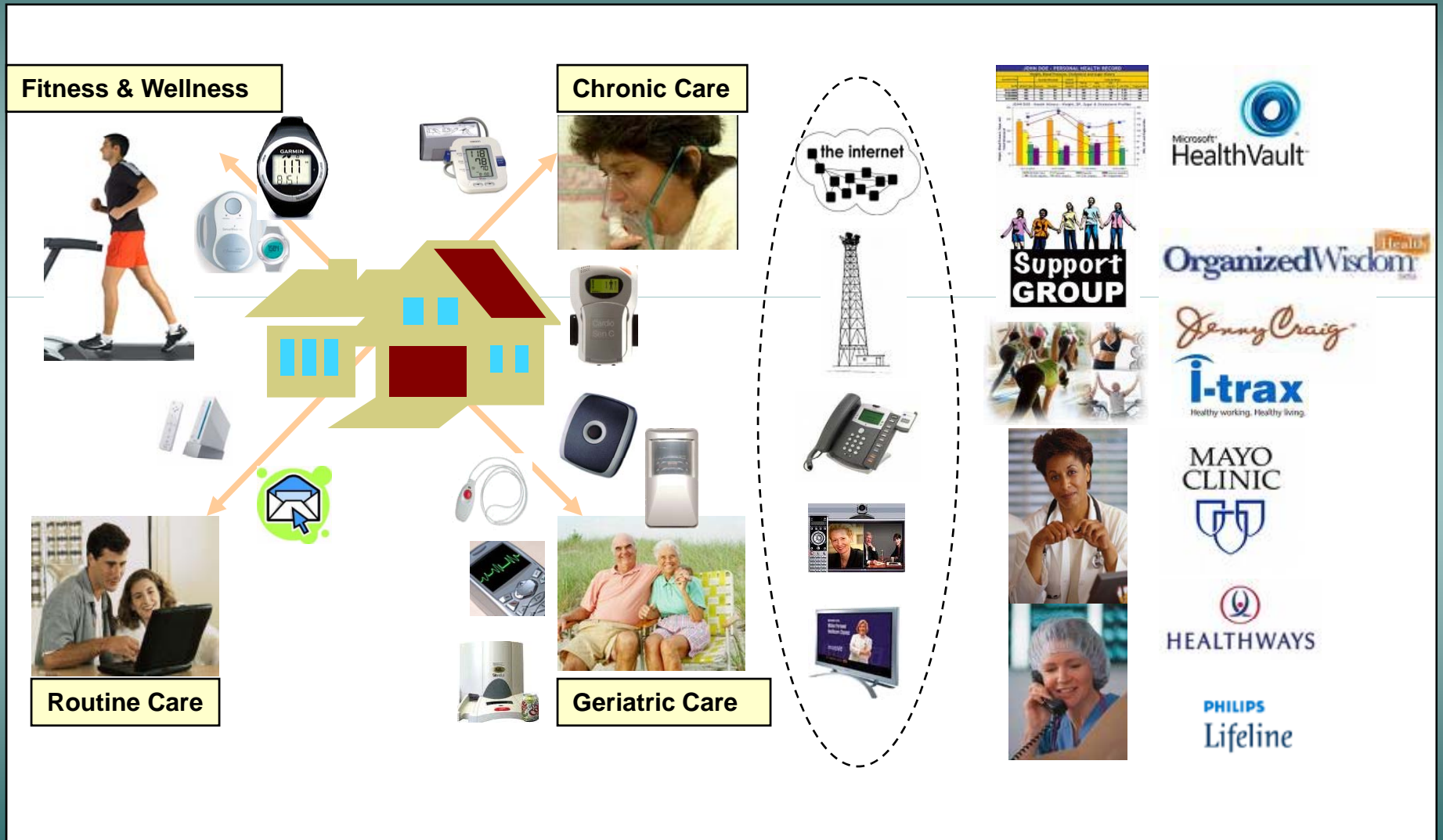
Presented by

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Digital Home and How Health Applications Fit in?



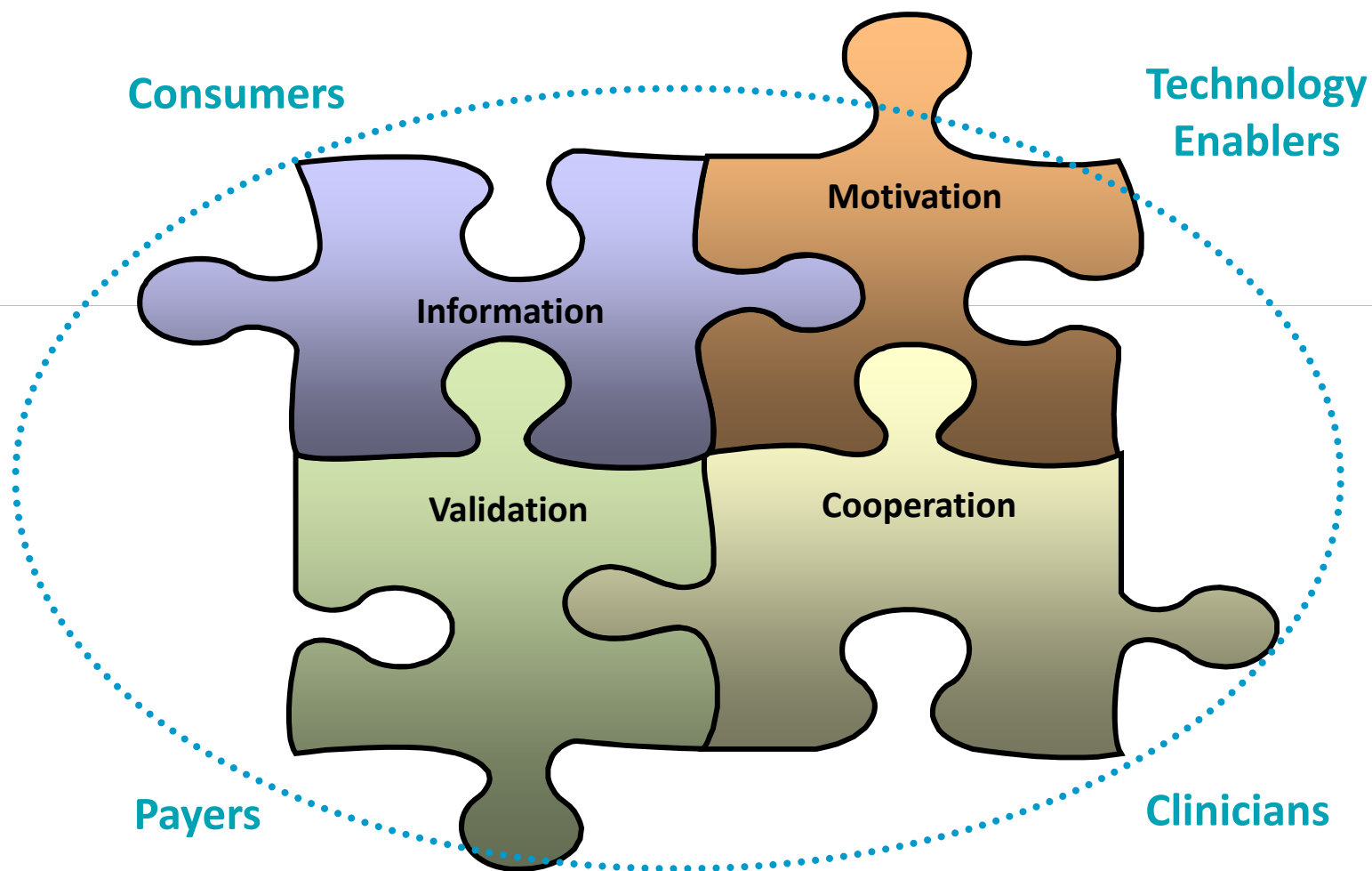
Personal Health Technologies & Services



Digital Health Market Segments by Providers

Provider Types	Key Applications	Market Potential	Examples
<ul style="list-style-type: none"> • Broadband Service Providers 	<ul style="list-style-type: none"> • PERS or home health monitoring solutions 	<ul style="list-style-type: none"> • \$119 million in hardware and service revenues in 2013 for senior independent care market alone 	<ul style="list-style-type: none"> • In trial or in the launching mode
<ul style="list-style-type: none"> • Wireless Carriers 	<ul style="list-style-type: none"> • Mobile phone as receiving gateway of physiological data and GPS location tracking 	<ul style="list-style-type: none"> • 85,000 will use GPS tracking service generating \$60 million hardware & service revenues in 2013 	<ul style="list-style-type: none"> • Telus • Lifecomm • BodyTel
<ul style="list-style-type: none"> • Disease Management Firms 	<ul style="list-style-type: none"> • Chronic care monitoring • Wellness monitoring 	<ul style="list-style-type: none"> • 1.3 million chronic patients & 1.5 million wellcare users • \$1.9 billion service revenue in 2013 	<ul style="list-style-type: none"> • Healthways • Alere Medical
<ul style="list-style-type: none"> • Retailers/Retail Health Service Providers 	<ul style="list-style-type: none"> • Fitness/wellness self-monitoring devices • Home health monitoring services 	<ul style="list-style-type: none"> • \$149 million in hardware and service revenues in 2013 	<ul style="list-style-type: none"> • CVS • Walgreen
<ul style="list-style-type: none"> • Physicians 	<ul style="list-style-type: none"> • Home health monitoring • Medication management • Home diagnostic testing 	<ul style="list-style-type: none"> • \$918 million incremental revenues for physicians under the “Medical Home” 	<ul style="list-style-type: none"> • St. John's Health System

Technology-based Home Care—Success Factors



Act Now to...

- ***Engage new forces and find common grounds***
- ***Persuade payers with evidence and a game plan***
- ***Educate doctors and rally end users***
- ***Lobby Congress and push for legislations (passage of H.R. 6331 is encouraging!)***
- ***Start from low-hanging fruits—post-discharge management, Alzheimer's Care & Wellness***
- ***Search for a financing solution aligning all parties' interests together***

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