

The New Health Economy and the Shift Toward the Consumer: Impact on health information

May 26, 2015

IHE Innovation Forum XIII:
Better Info – Better Health: Accessing Health
and Health-Related Data in Alberta

@willfalk

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Five forces shaping the health information landscape in the New Health Economy

1 Demographics

Aging society

Frequent Flyers



2 Consumer empowerment

Greater responsibility for my data and care
Demand for value



3 New Entrants

Non-traditional players disrupt and innovate in healthcare

4 Care Anywhere

Accessible healthcare through mobile, retail, and virtual care



5 Wellness

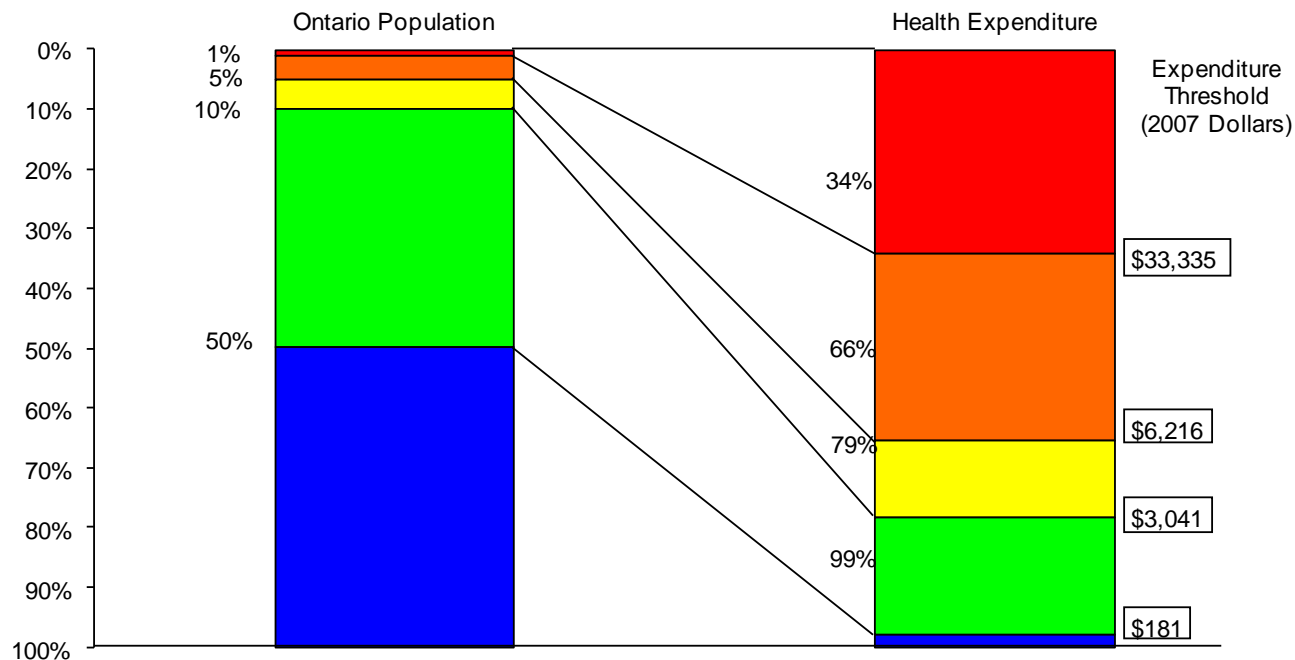
More focus on prevention and health



Different Information Needs for Complex Patients

The notion of 1% and 5% “frequent flyers” is now central in policy discussions

Figure 1. Health Care Cost Concentration:
Distribution of health expenditure for the Ontario population,
by magnitude of expenditure, 2007



.... The clear implication is that information needs are also skewed. On size fits all information systems are only a starting point

Source: ICES

Consumers are demanding more value, convenience, and personal experiences...



82% are open to new, non-traditional ways of getting medical attention

74% are open to virtual doctor visit

55% trust the Internet more than the doctor

43% want to shop for healthcare

“These days it seems everyone will see you now, except the doctor :-)” @EricTopol on Twitter

Democratising medicine

The
Economist

The crowd will see you now
The computer will see you now

**Your
Smartphone
Will See You
Now**

THE WALL STREET JOURNAL
WSJ



Dr. Google Will See You Now

The
New York
Times

IBM'S WATSON IS READY TO SEE YOU NOW

The Robot Will See You Now

FAST COMPANY
the Atlantic

The Avatar Will See You Now

MIT
Technology
Review

...and they want healthcare to mirror other parts of their lives

Past



Limited teller hours



Limited travel agency availability



Standardized marketing and inventory

1980^s - 2010

Present

24/7 ATMs and mobile banking

Online booking

Customized and data-driven

Present



Limited hours and standardized treatment plans



Blockbuster drug model

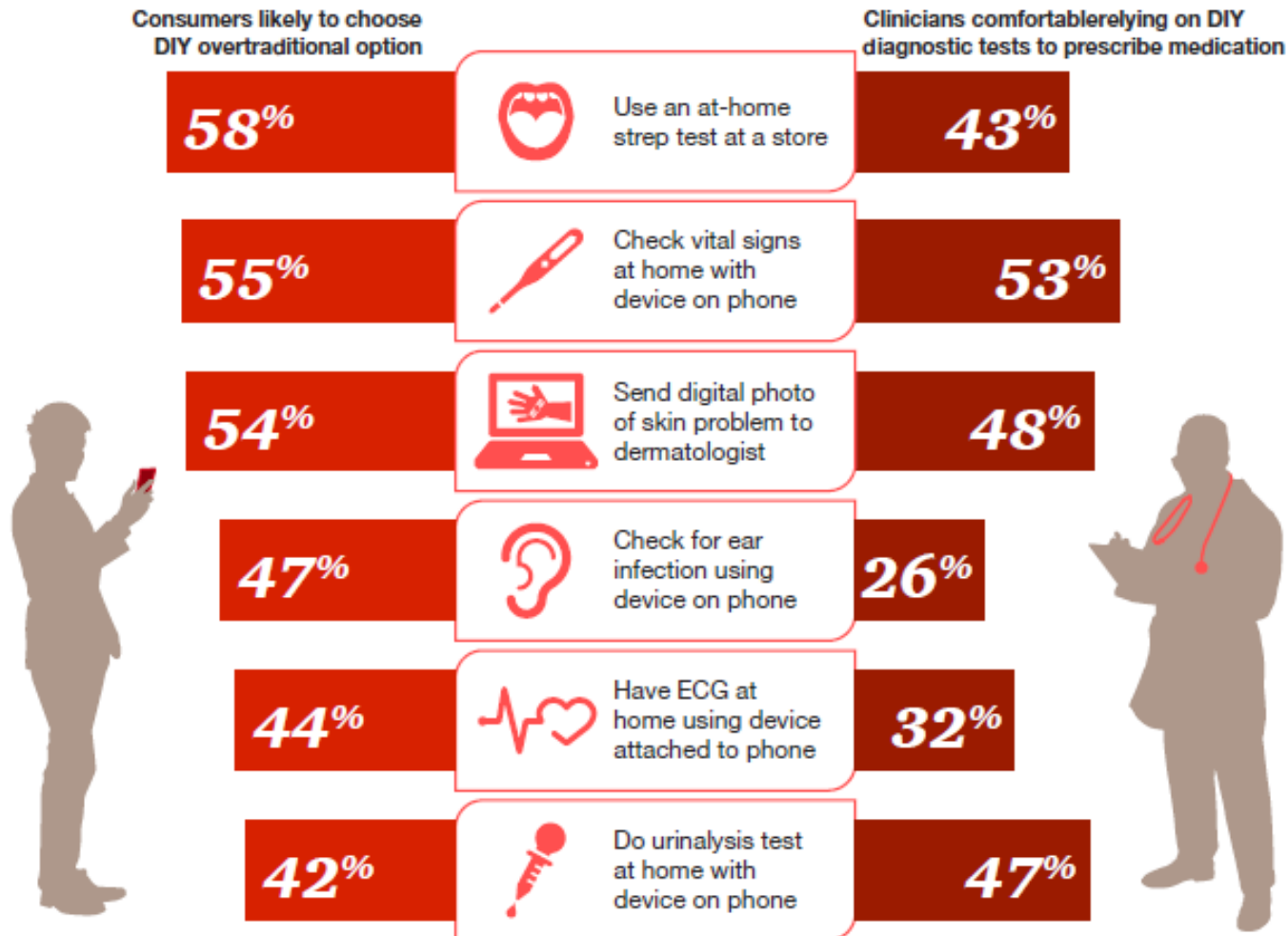
Ongoing shift

Future

Personalization of treatments and protocols

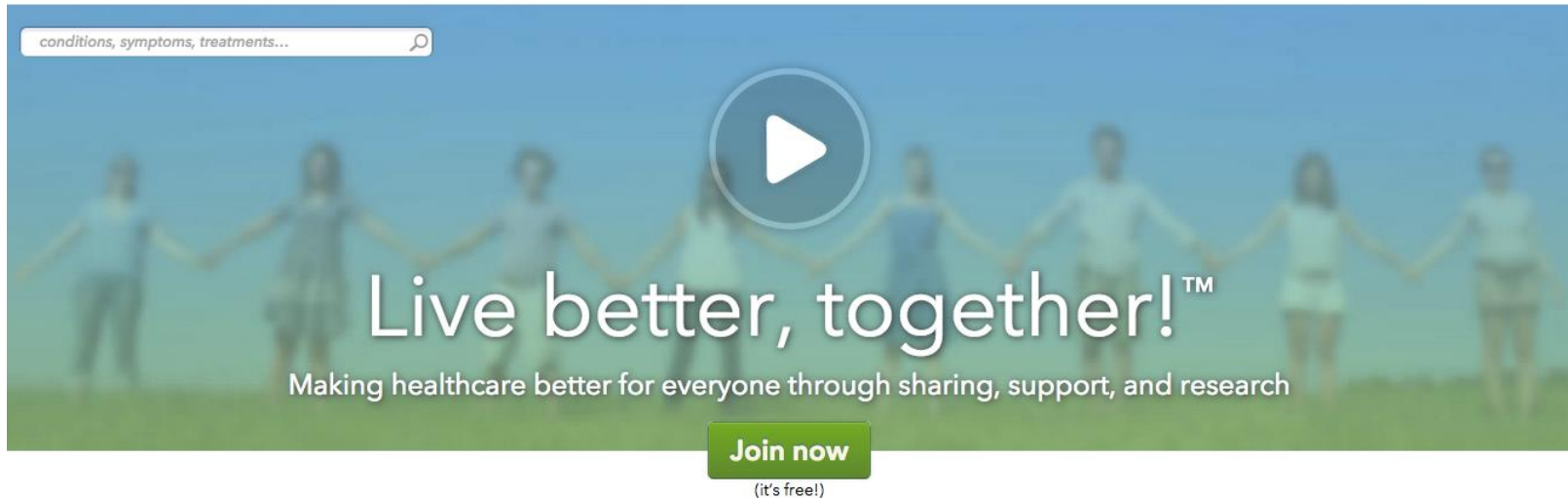
Personalized medicines

Clinicians and consumers appear to be on the same page with DIY solutions



patientslikeme®

Already a member? [Sign in.](#)

The banner features a blurred background image of a diverse group of people holding hands in a circle on a grassy field under a blue sky. A large, semi-transparent play button icon is centered over the image. At the top left of the banner is a search bar with the placeholder text "conditions, symptoms, treatments...".

conditions, symptoms, treatments...

Live better, together!™

Making healthcare better for everyone through sharing, support, and research

Join now
(it's free!)



Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



Connect with people like you

Share your experience, give and get support to improve your life and the lives of others

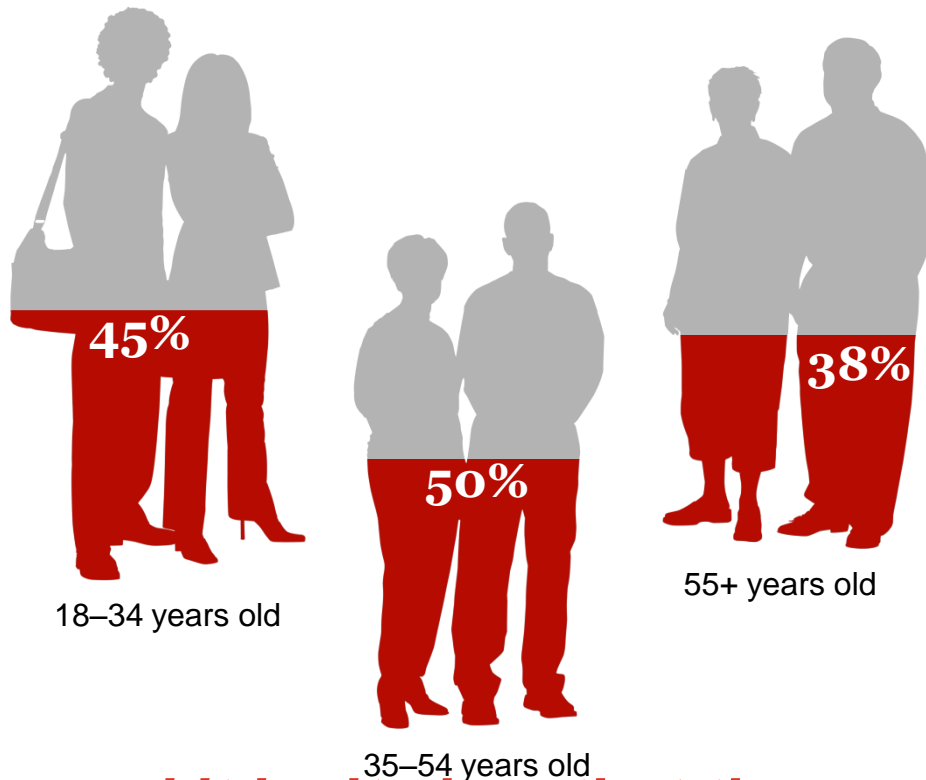


Track your health

Chart your health over time and contribute to research that can advance medicine for all

PatientsLikeMe provides a way for patients to share real-world health experiences in order to help themselves, other patients, and organizations that focus on relevant conditions.

It's not just tech-savvy millennials who want something new



Middle-aged consumers, caring for their kids, themselves and perhaps their parents, are most open to ***new, affordable, convenient digital, DIY, home-oriented options.***

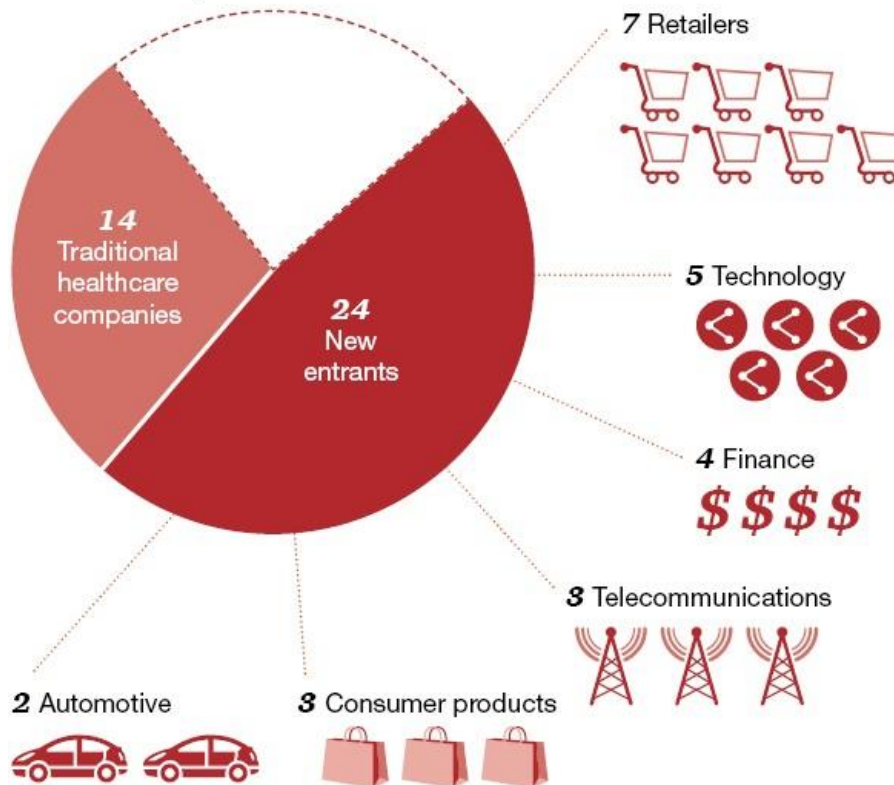
... and it isn't clear that they are going to share their health records with our "health system" (whether we think they should or not)

Source: PwC Health Research Institute, April 2014, "Healthcare's New Entrants: Who will be the industry's Amazon.com?"

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Nearly half of Fortune 50 companies are healthcare new entrants

Fortune 50 companies



Source: Fortune 50, 2013

*“Our goal is to be the **number one healthcare provider** in the US,”*
- Retail company

*“Our goal is to become a **global leader in healthcare**,”*
- Consumer Electronics company

*“We can **own the wellness space**,”*
- Grocery company

Global New Entrants Video:

<https://www.youtube.com/watch?v=Id9jALEj-O4>

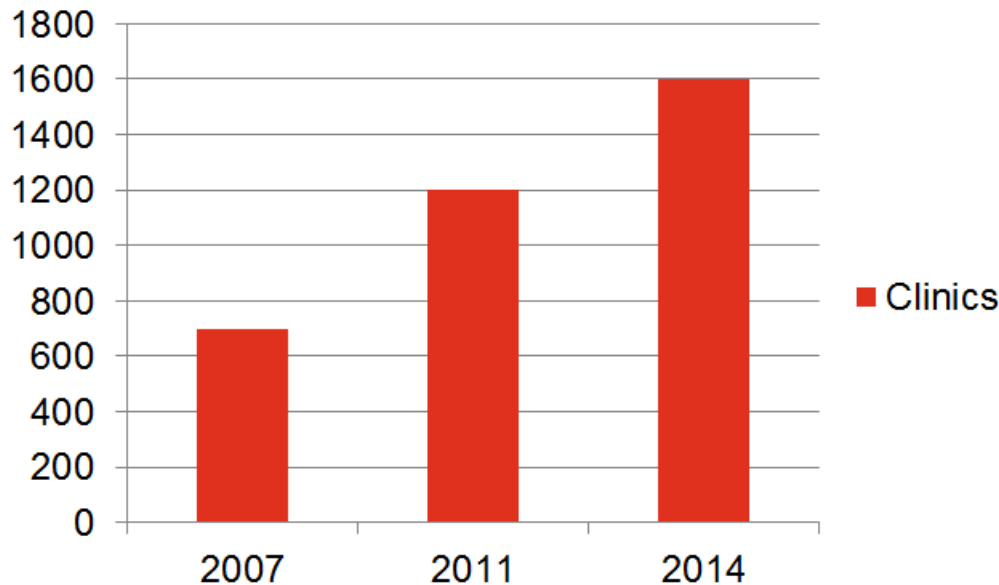
New entrants are leveraging innovation to create new models to deliver health

\$6.5 billion was invested across 450+ deals in digital health in 2014



In America, Retail-based clinics hit the consumer sweet spots – convenient and affordable

Growth of US retail-based clinics



Source: Convenient Care Association

In Canada primary care is moving into (retail) pharmacies

9,000 points of care / Broader Pharmacy's Plan for Improving Access to Affordable Healthcare

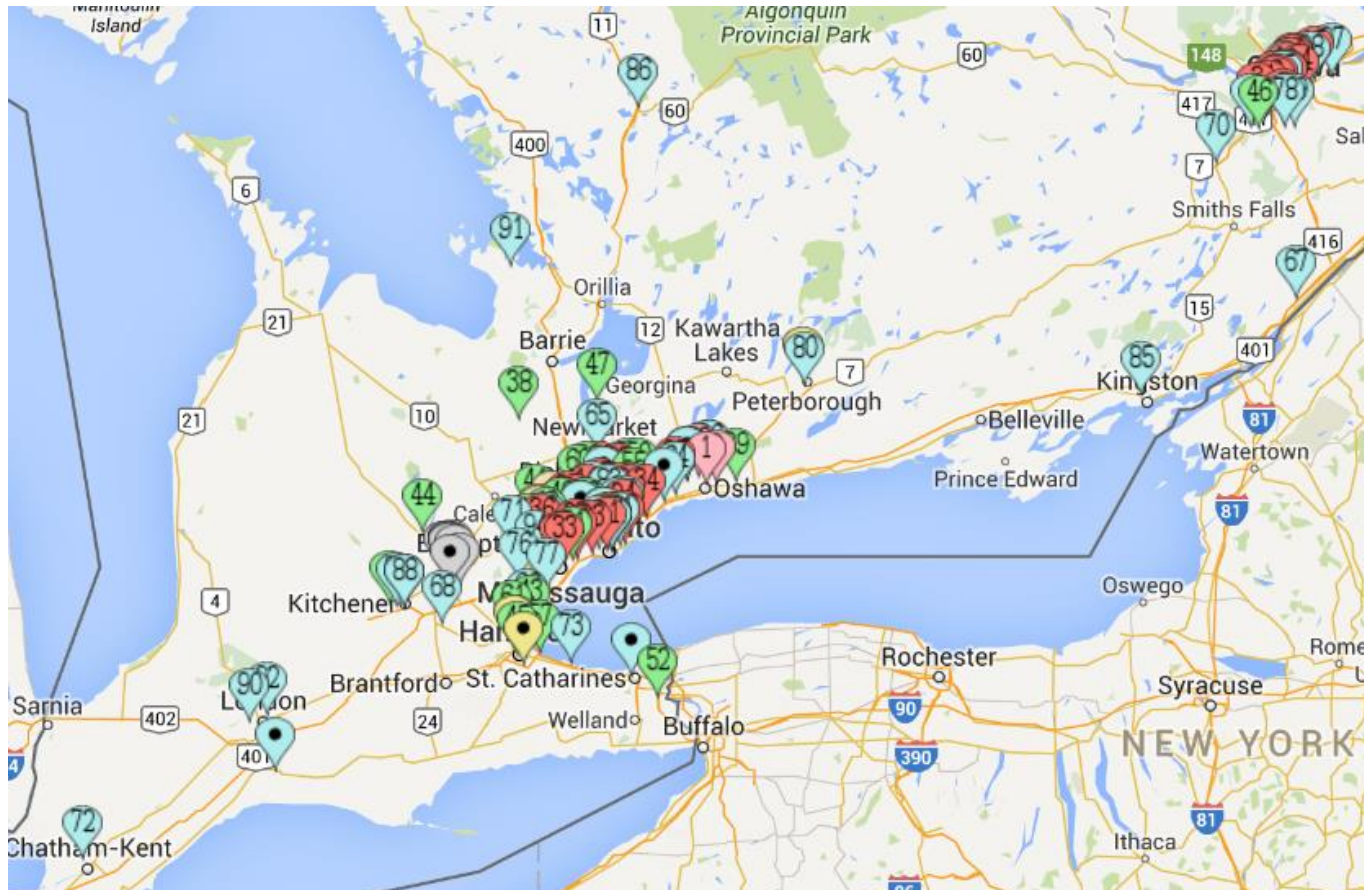
Aims at reducing care wait times by ***shifting 17 million physician visits to pharmacists***

The broader pharmacy community will be able to deliver a ***wider array of primary and chronic care services***



Large Primary Care Groups are emerging...

Pressures on GPs, alongside system reforms, have led to the rise of Primary Care groups



-  Appletree Medical Group – 220 Primary Care Providers
-  Oshawa Clinic – 127 Primary Care Providers
-  Jack Nathan Health – 52 Canadian Clinics
-  Primacy Clinic – 140 Canadian Clinics
-  Guelph Family Health Team – 137 Primary Care Providers
-  Wise Elephant Family Health Team – 25 Primary Care Providers
-  McMaster Family Health Team – 31,000 patients
-  The Peterborough Clinic – 127 Primary Care Providers
-  Women's College Hospital Family Practice Health Centre – 50 Primary Care Providers

Virtual Health Care: Advanced systems such as Kaiser and Denmark are already well advanced. We have been through similar shifts before...

Inpatient Care

Outpatient Care

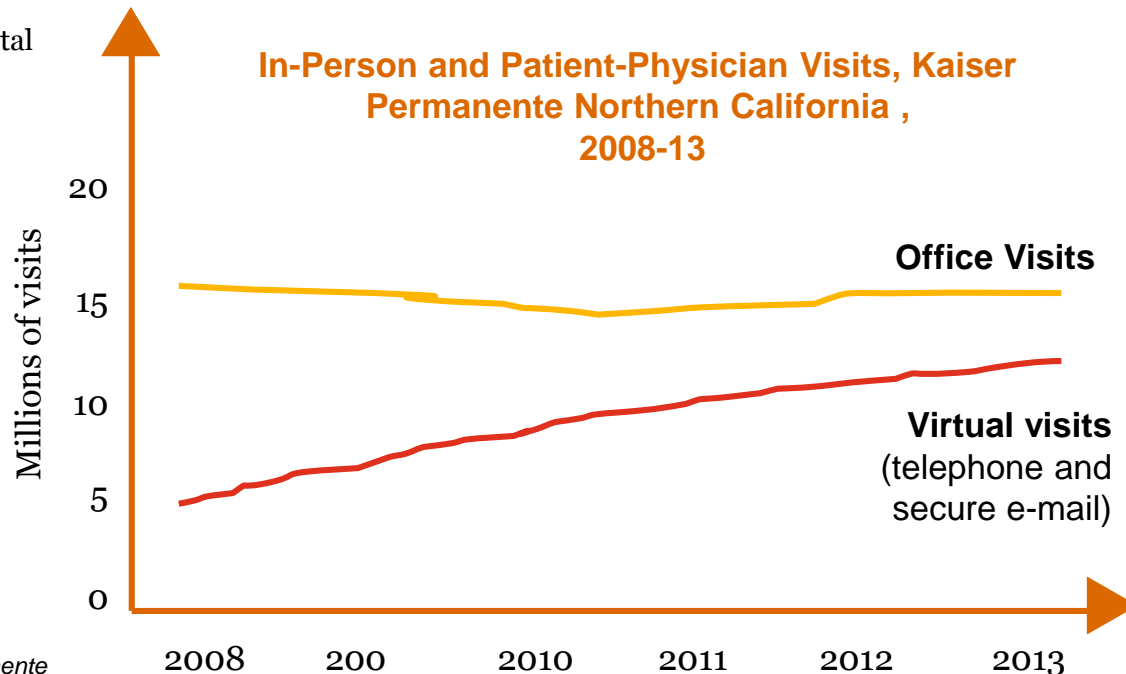
Virtual Care

1992...

More people leave hospital after procedure than remain overnight

202X?...

More virtual visits than physical visits

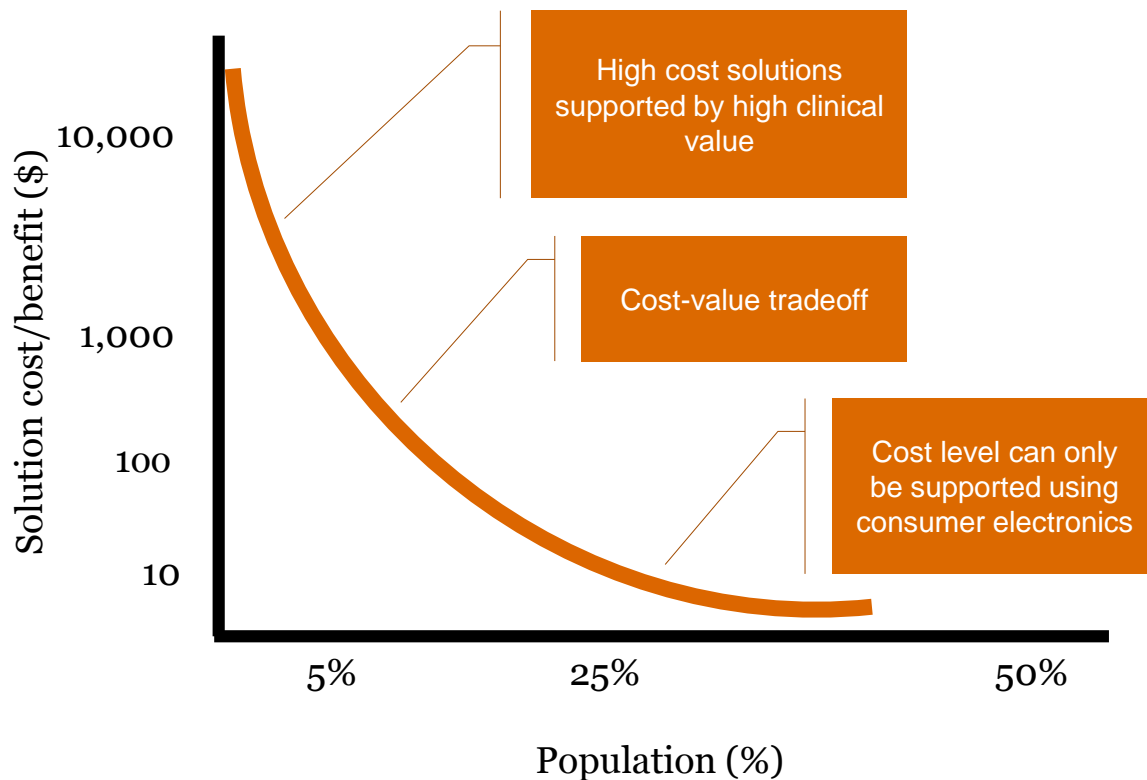


Source: Kaiser Permanente

What's transforming global healthcare? •

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Virtual Care is a disruptive innovation. Scaling using consumer electronics drops costs...



79%

of patients report that they would definitely, or are likely to, use email services with their doctor



83%

of patients report that they would definitely, or are likely to, use online prescription refill services

What's transforming global healthcare? •

Copyright PwC 2015
Source: Making Care Mobile (PwC Canada Report) - 2013

*PwC Canada Survey (more than 2400 Canadians interviewed)

The rise of DIY healthcare



Technology companies are *building intuitive mobile medical devices and apps*

Consumers are *taking charge* of more of their own care.

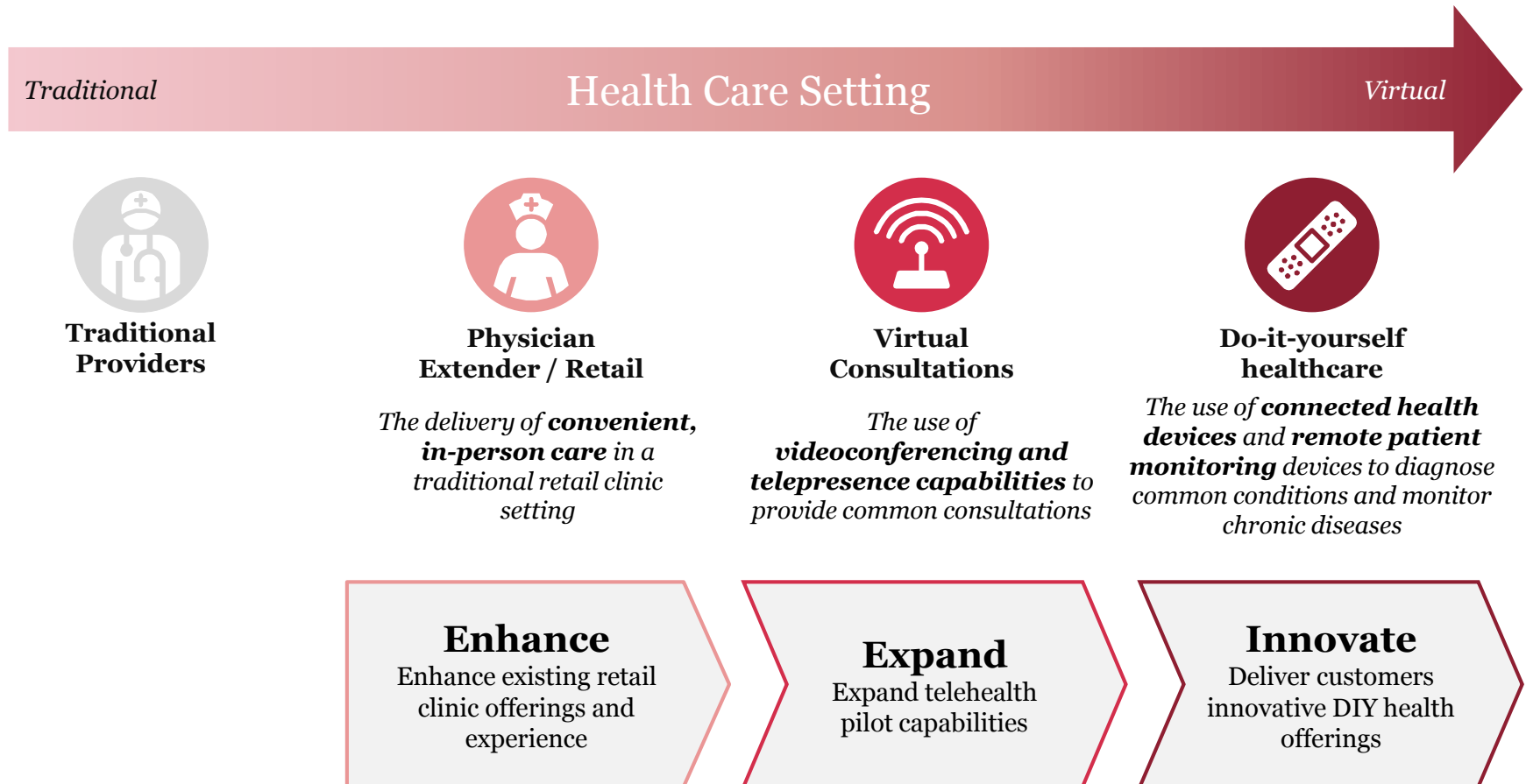


MDs *already prescribe* nutrition and weight loss *mobile health apps*

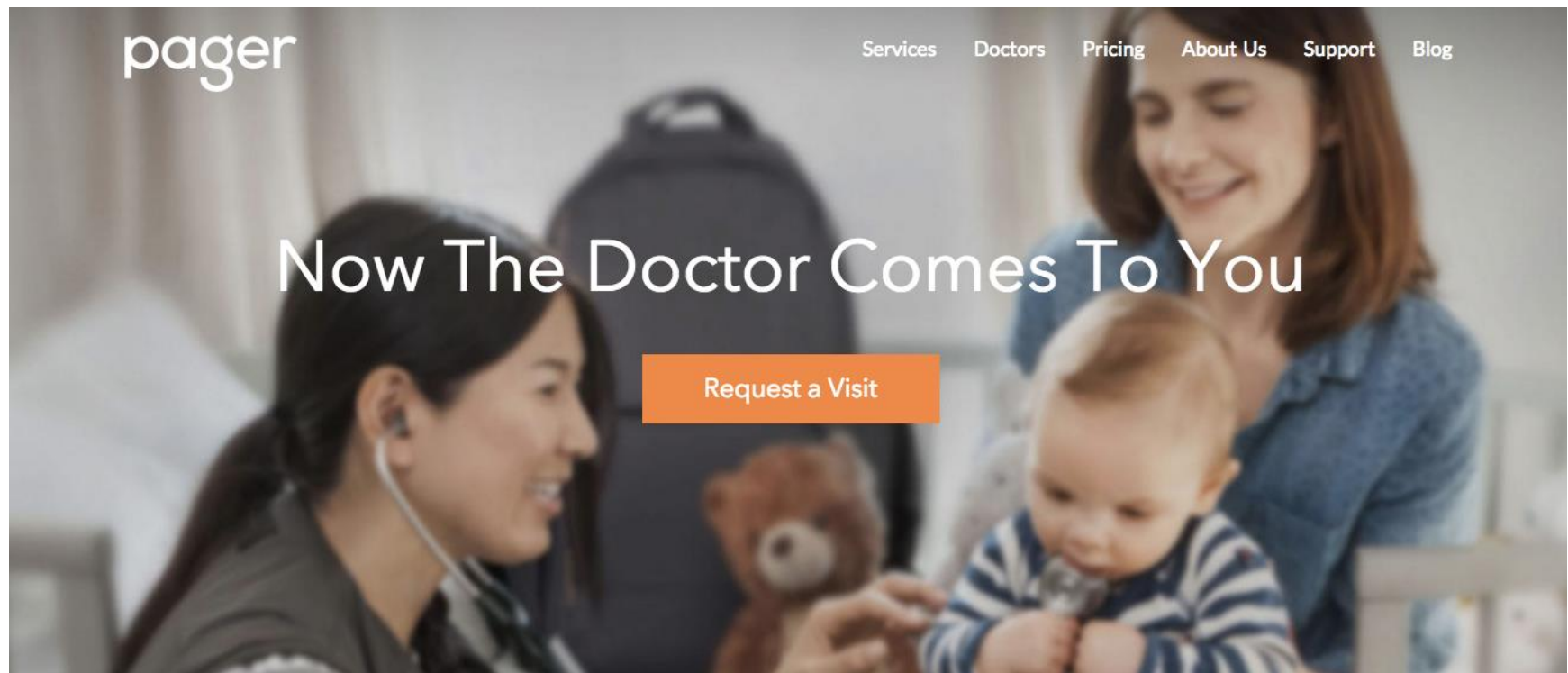
How will we incorporate these data into our health system?

Healthcare is decentralizing from institutions back to consumers as a result...

These tools can be used to effectively upskill providers, enable virtual consultations, or even empower effective self-care



Before the war, 40% of medical visits were in the home



Pager, which was developed by Uber co-founder Oscar Salazar, markets itself as allowing patients to “skip the frustration of the waiting room and see a doctor in your home, office or hotel in less than two hours”

Case Study: Global emergence of apps formulary



Apps Formulary

AliveCor	Cardiac
Withings	Blood Pressure
bant	Diabetes
Pain Squad	Pain Mgmt
MyIBD	Crohn's Disease

NHS choices health apps library

Share Search







Conditions - Healthy living - Health information - Social care - Developers - About

Safe and trusted apps to help you manage your health

Welcome to the Health Apps Library

- Discover apps to help you manage your health
- Reviewed by the NHS to ensure they are clinically safe
- Rated by you and the health care community

Latest apps

 <p>Care4Today™ .. Decision aids Not yet rated Free Apple Android</p>	 <p>SymTrac™ Condition tracker Not yet rated Free Apple</p>	 <p>Mole Monitor Cancer Not yet rated Paid Apple</p>	 <p>NHS NNE CCG Health information Not yet rated Free Apple Android</p>	 <p>NHS Hartlepool.. General Not yet rated Free Apple Android</p>	 <p>NHS South Seft.. General Not yet rated Free Apple Android</p>
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Feedback

Your name

Your email

*Email only required if you would like a response

I'd like to

Developer area

If you are an App Developer, you may want to read through our developer

Source: PwC Canada – “Making Care Mobile”, 2014

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Slide 21

An #AppsFormulary process and standards for selection and regulation of apps will be required...

Criteria for evaluation include:

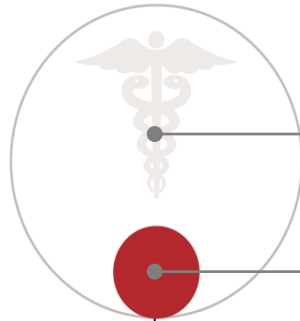
- Operability
- Privacy & Security
- User Data Safeguards
- Functional Validation
- Clinical Efficacy



<http://www.pwc.com/ca/en/healthcare/virtual-health-making-care-mobile-canada.jhtm>

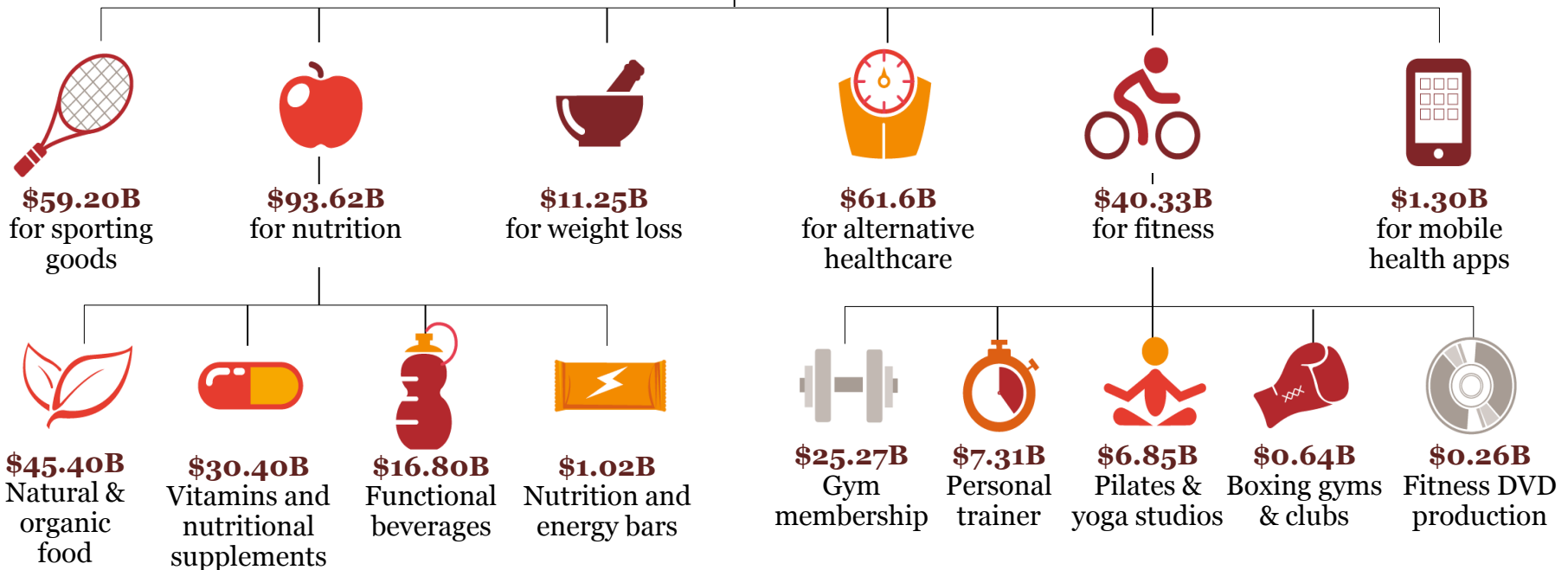
Americans spent \$267B on wellness in 2012

US total healthcare cost **\$3T**



US Healthcare system
\$2.8T

Wellness market
\$267B



Source: PwC Health Research Institute, April 2014, "Healthcare's New Entrants: Who will be the industry's Amazon.com?"

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We asked consumers:

Do you own a wearable device and do you wear it everyday?

21%

of US
consumers
currently
own a
wearable
technology
product

By the end of 2014, wearable companies shipped **7.6 million units** within the US, up **200%** from 2013.

■ **2%**
no longer
use it

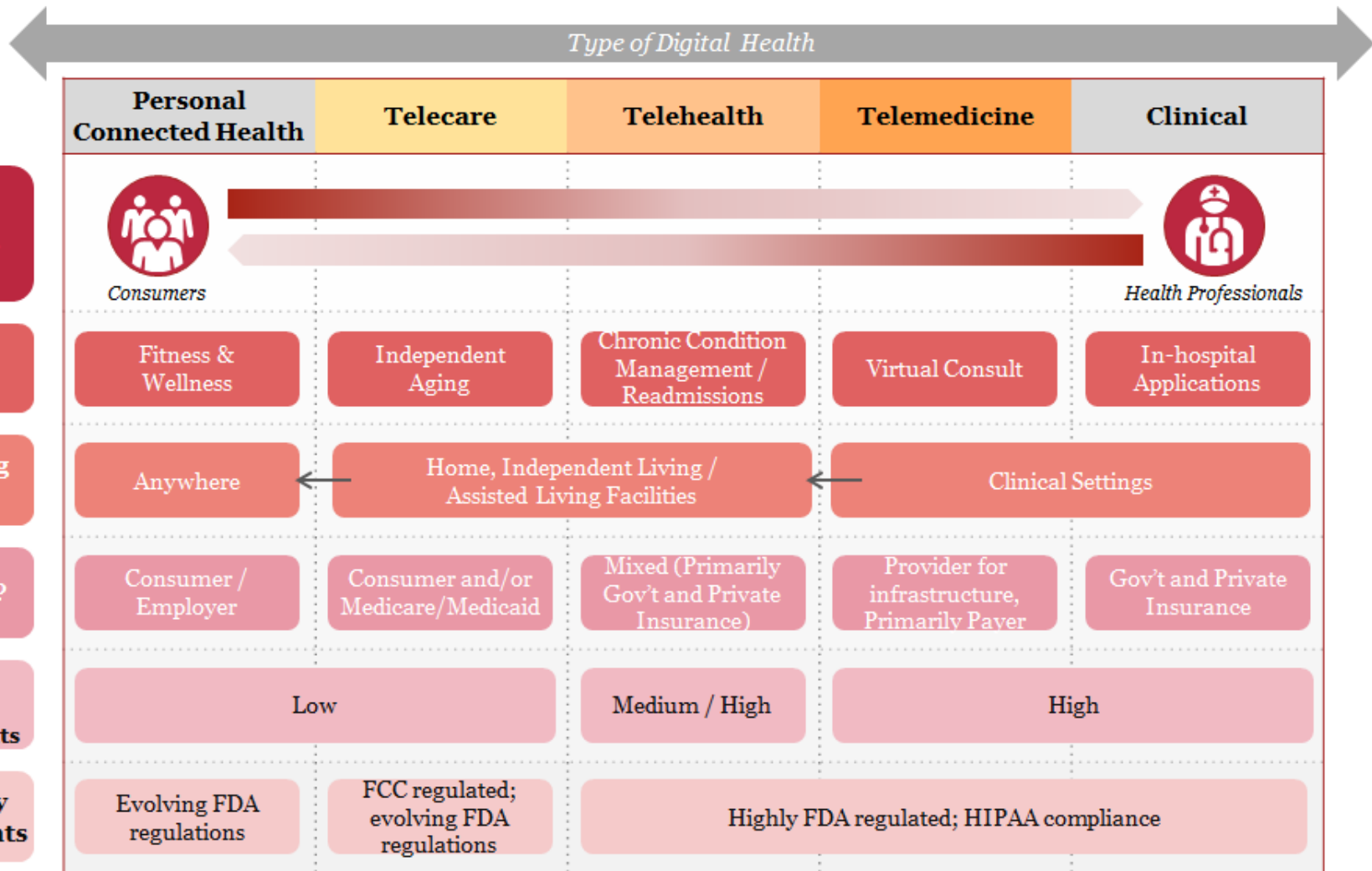
■ **2%**
wear it a few
times a month

■ **7%**
wear it a few
times a week

■ **10%**
wear it
everyday

Source: HRI/CIS Wearables consumer survey 2014

The spectrum of digital health continues to evolve



Thank you

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