



Conferência
Telemedicina

Onde estamos e para onde vamos

4 de Dezembro de 2006
Faculdade de medicina de Lisboa

eHealth: Crossing the Chasm and Entering the Tornado

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avienda



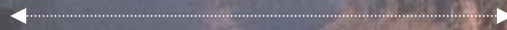




The Early Market



**'Techies' and
'Visionaries'**



The Chasm

**The gulf between the two
distinct market-places for
health IT**

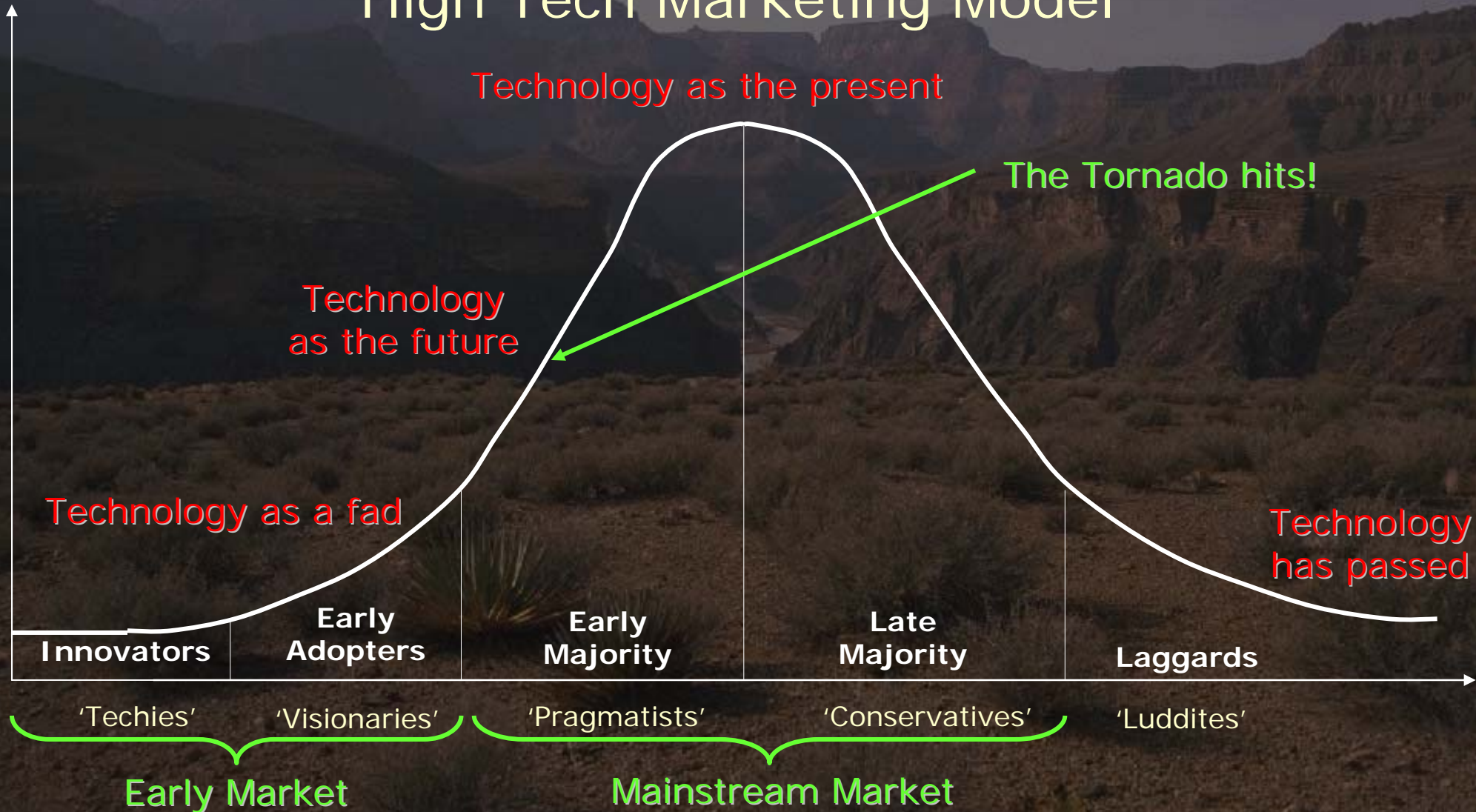
**'Pragmatists' and
'Conservatives'**



**The Mainstream
Market**

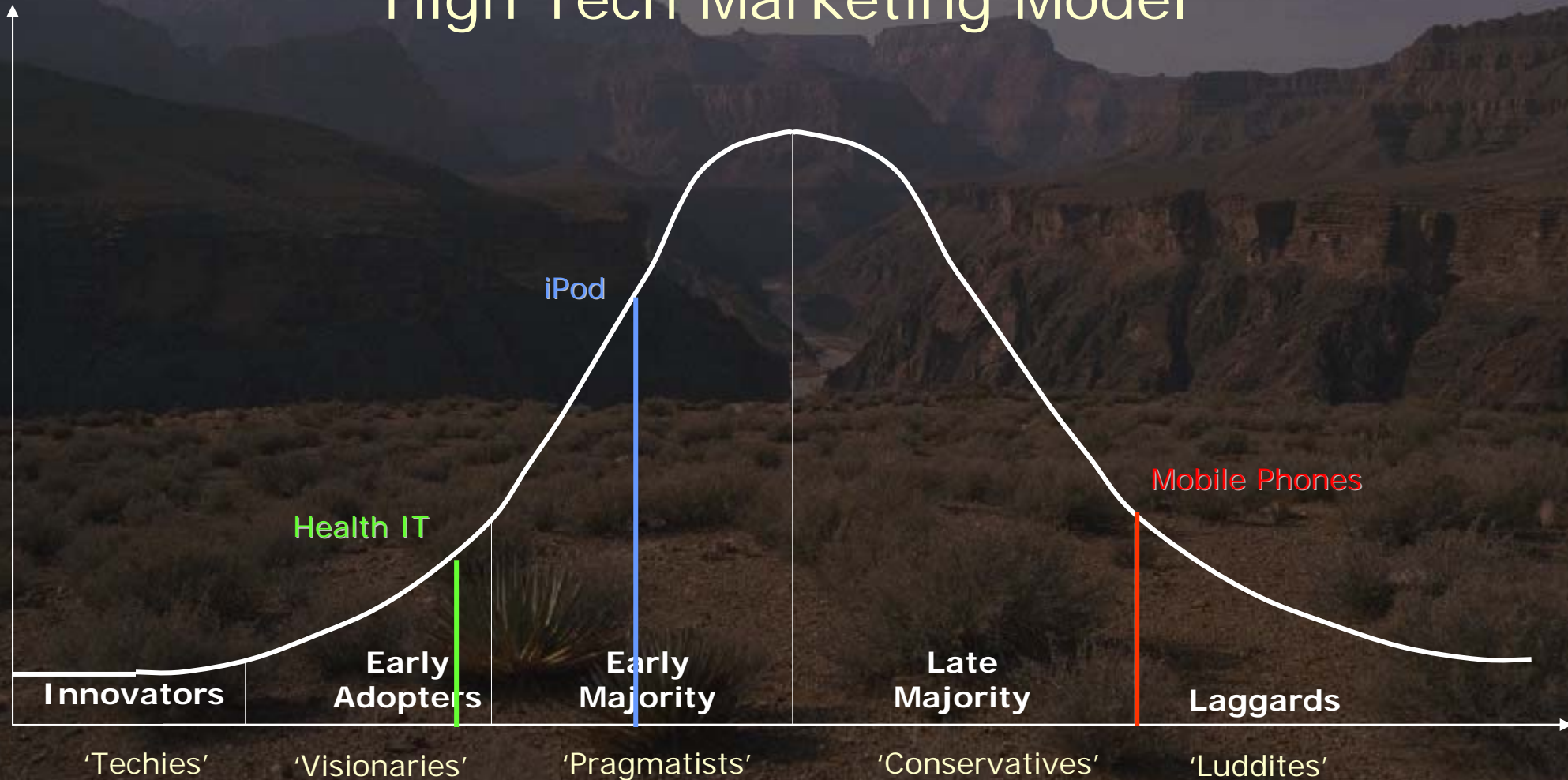
The Technology Adoption Life Cycle

"High Tech Marketing Model"



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“High Tech Marketing Model”



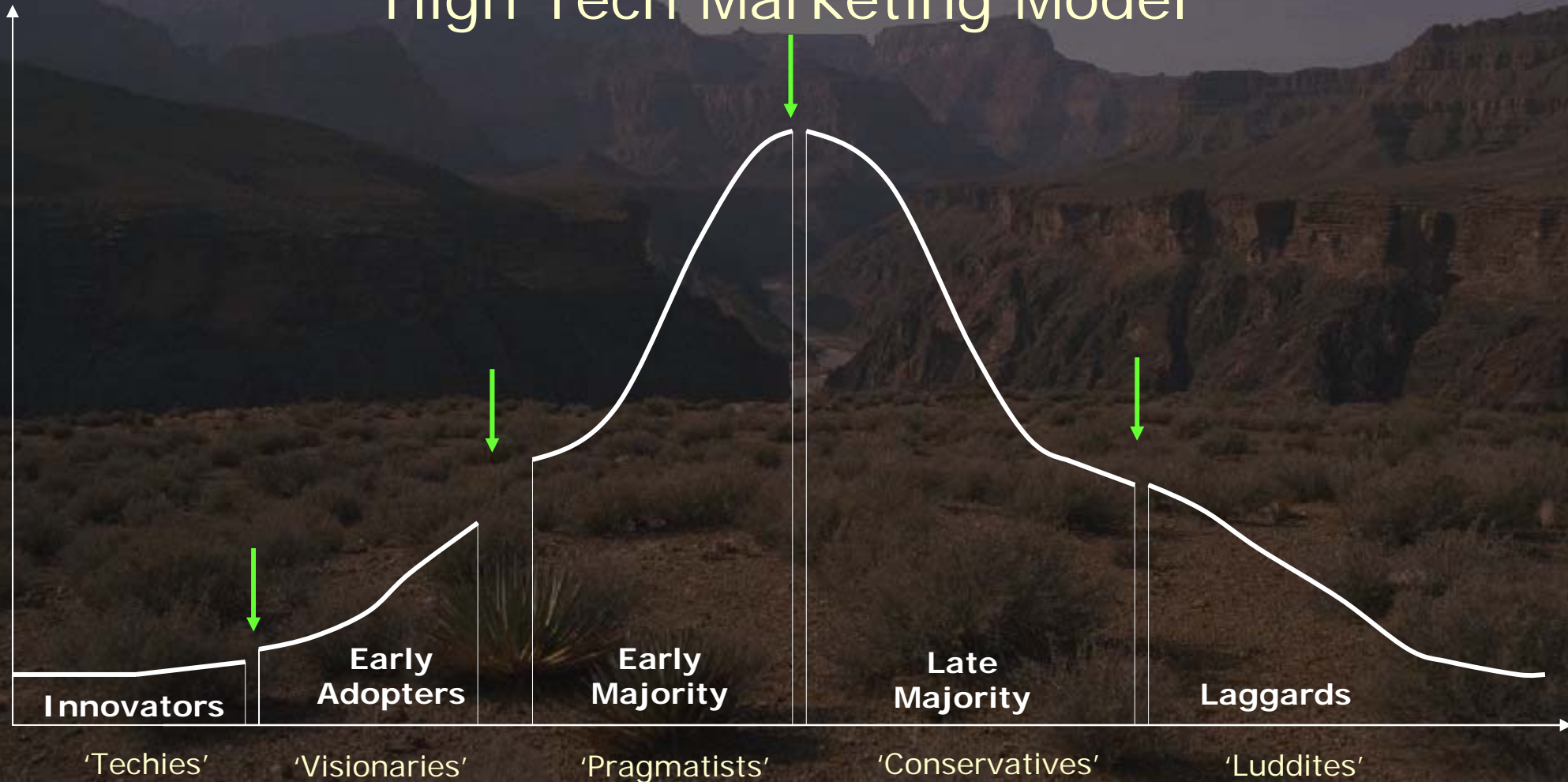
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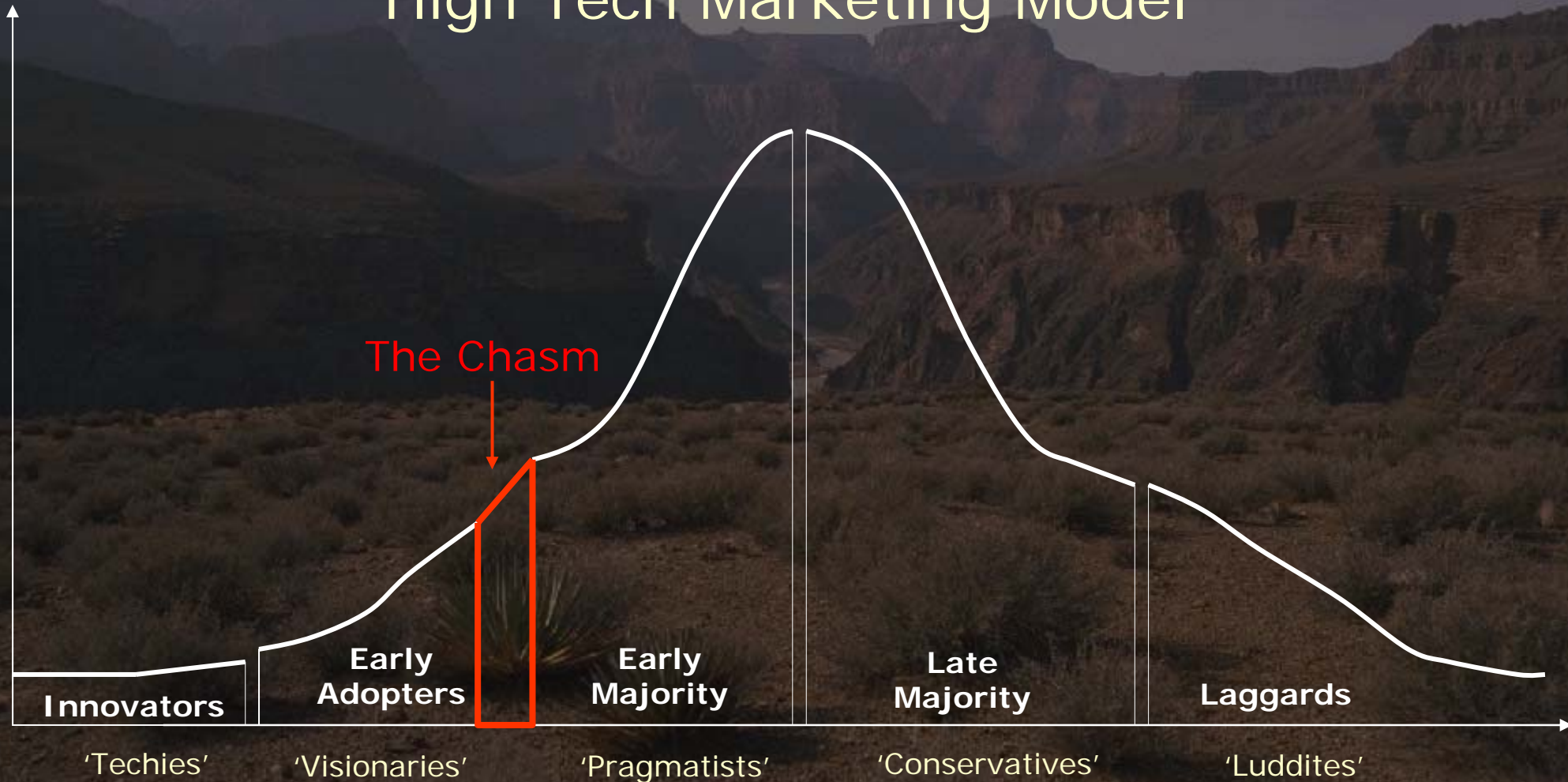
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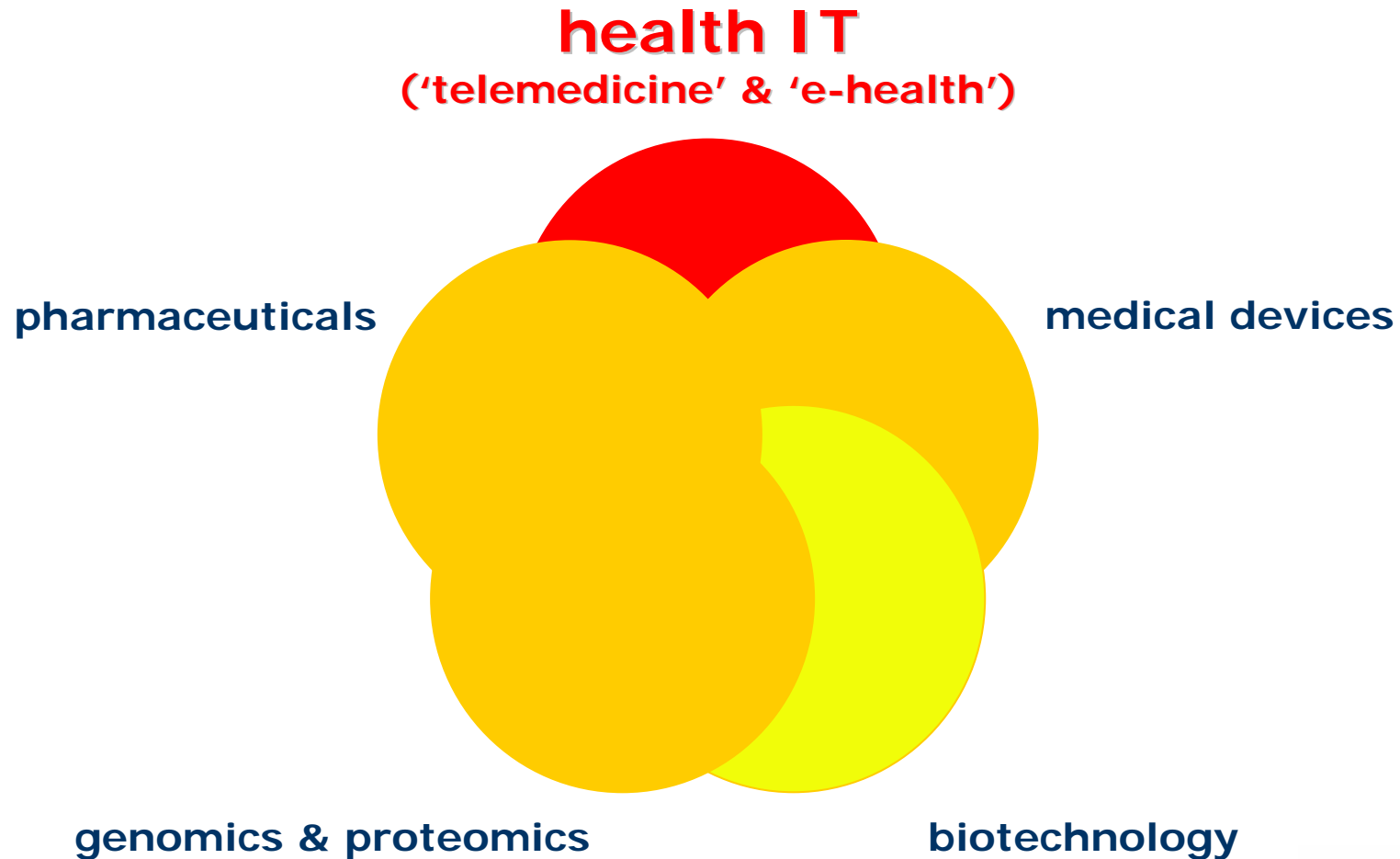


The Technology Adoption Life Cycle

"High Tech Marketing Model"



health IT: the fastest growing sector of healthcare innovation



Source: Burns LR (ed) *The Business of Healthcare Innovation* Cambridge University Press, 2005

health IT: the fastest growing sector of healthcare innovation

- healthcare IT is a **\$100 billion global business**, comparable in scale to a Latin American economy, and is predicted to grow at a near double digit rate for at least the next decade (*Source: Gartner*)
- annual market for telemedicine products and services in US is estimated to be around **\$400 million, growing by 15-20%** per year (*Source: US Department of Commerce*)
- European healthcare IT outsourcing market is presently worth \$396.4 million and major IT initiatives in European member States will enable **this market to almost double in size organically over the next four years**, to be worth \$697.7 million by 2010 (*Source: Frost & Sullivan*)
- **the overall US healthcare IT market is growing at compound annual growth rate (CAGR) of 7.4%, 8.1% in Canada and 7.9% in Europe** – driven by the adoption of electronic health records and clinical information systems and the need to automate claims processing, customer service and diagnostics (*Source: Datamonitor*)

health IT: the fastest growing sector of healthcare innovation

Principle market drivers are:

- **rising demand for health and social services**, due to an aging population and higher income and educational levels. By 2051, close to 41% of US population will be older than 65 years
- **increasing expectations from citizens** who want equal access, regardless of location, to the best care available
- **shortages of health professionals** in some regions and over-supply in others
- rapidly rising **burden of long-term conditions** on health and social care services
- **managing huge amounts of health information and making it available** securely, accessibly and in a timely manner at the point of need
- providing the best possible health and social care under **limited budgetary conditions**

health IT in the UK: an €11 billion market

- **diagnostic service providers** – including providers of distant services in radiology, pathology, cardiology and endoscopy: UK Department of Health has procured £1 billion (€1.5 billion) of diagnostic services from private sector this year under a 5 year programme
- **home monitoring** – attempts to kick-start growth in managed care of long-term conditions (eg, diabetes, COPD, CHD, asthma, palliative care) outside of hospitals under an £80 million (€119 million) programme
- **clinical information systems / electronic health records** – significant, multi-billion dollar programmes in US, Canada, Australia: in UK £6.3 billion (€9.3 billion) being spent in 10 year programme to create broadband infrastructure and clinical applications – UK Armed Forces are spending £100 million (€148 million) on health IT over the next 10 years, connecting hospitals and battlefields

health IT enterprises are growing rapidly

- **MedAire**
 - est 1986, Arizona-based, traded on ASX and FSE
 - market leader in aviation / maritime telemedicine
 - global business with 'annuity style' income
 - strong organic growth
 - expanding in Asia
 - HY06 – US\$15 million revenue
 - Profitable - US\$0.76 million (5.0%)
 - Market Cap – US\$ 21.3 million

- **NightHawk Radiology Services**
 - named one of US's fastest growing companies by Inc. Magazine
 - market leader in teleradiology, publicly traded
 - 1,272% growth since 2002
 - US\$25 million private equity investment in 2004 (Summit Partners)
 - HY06 – US\$42.9 million revenue
 - Operating Income – US\$12.5 million (30%)

health IT enterprises are growing rapidly

- **SHL Telemedicine**
 - est. 1991 to provide telecardiology solutions
 - FY05 – US\$91.5 million revenue
 - HY06 – US\$44 million revenue
 - Operating Income – US\$20.6 million (47%)
 - telemedicine segment highly profitable
- **Carelink (ioko365)**
 - most successful privately held technology provider in the UK
 - provides host data centres to NHS
 - growth of 200% a year since 1996
 - FY05 – revenue of £20 million (US\$40 million)

essential steps in crossing the chasm

- **government commitment and support**
- **involvement of large companies**
- **infrastructure and interoperability**
- **IT-enabled, *not* IT-led**
- **solutions to pressing everyday problems**

our clients



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