



# CONNECTING CONSUMERS TO THEIR DIGITAL HEALTH

*Perspectives on Consumers Opportunities in the Digital Healthcare  
revolution.*

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T: @axp



# Telstra Health's profile



Formed in  
2013



800+  
staff



Australia's largest  
eHealth company



Partnering with  
the sector

## A trusted digital health partner

Telstra Health was established in 2013 as a standalone business unit of Australia's largest telecommunication and technology company.

Since that time we've acquired, invested or partnered with 18 companies to offer digital health solutions to segments across the health system.

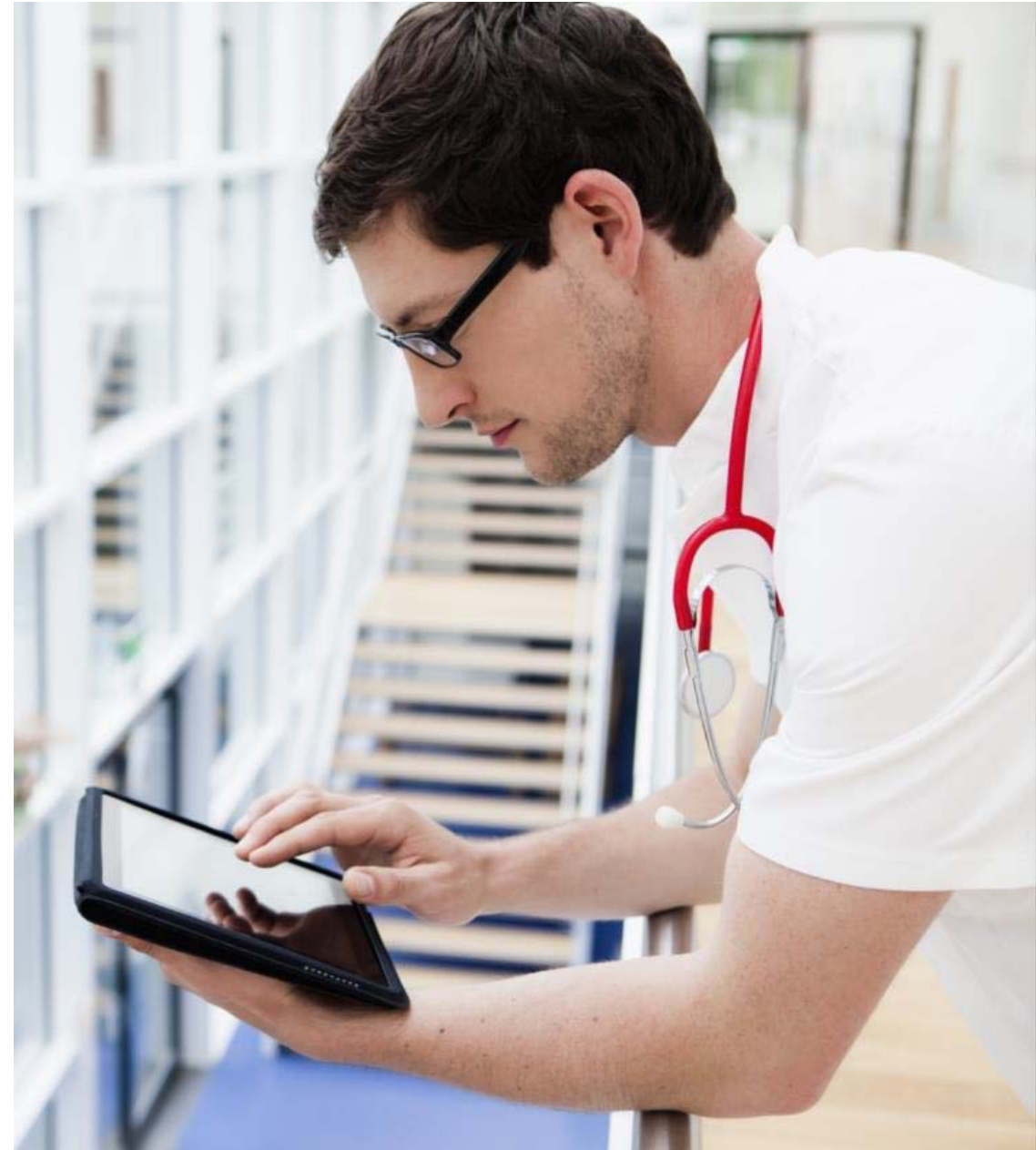
In addition to the standalone products we deliver, we're also integrating our capabilities in innovative ways to create entirely new solutions to help meet the health needs of the future.

# Supporting delivery of healthcare priorities

We want to make healthcare easier for you through the use of technology.

We do this by supporting health services and consumers achieve better health outcomes through the delivery of three priorities:

1. Use technology to improve quality and efficiency of traditional health services
2. Develop new integrated models of care delivery, including telehealth and registries
3. Empower patients to take control of their health and wellbeing



# Consumers at the Centre of their Care



## Increasing Costs

- Increasing costs for traditional Funders, but also Consumers
- Health spending in Australia is projected to exceed by **\$200bn by 2020**
- Increasing emphasis on consumer directed control such as Consumer-directed care for aged care and under the National Disability Insurance Scheme

# Consumers at the Centre of their Care



**Increasing  
Costs**



**Access  
to MyHR**

- Open data environment creates unprecedented opportunity to promote digital health
- Over **4m** records live in Australia due to world leading opt-out trial – is this the tipping point?

# Consumers at the Centre of their Care



**Increasing  
Costs**



**Access  
to MyHR**



**Rise of  
Devices &  
Wearables**

- **49%** of respondents to a PwC survey own at least one device. And 36% own more than one.
- “Tech giants, including Apple, Google, and Samsung, are investing significant resources into developing devices that will help bridge the gap between fitness tracking and actual medical care.”

# Consumers at the Centre of their Care



**Increasing  
Costs**



**Access  
to MyHR**



**Rise of  
Devices &  
Wearables**



**Rise of the  
Digital  
Health  
Consumer**

- **73%** of Australians have said they want to access health services online.
- Only **6%** found an online health source they trust
- **62%** of Australians regularly use online banking.
- **61%** of Australians made an online purchase in the past year.
- After housing, health has the fastest growing share of household spending

# Giving Your Health Information Meaning

## DATA

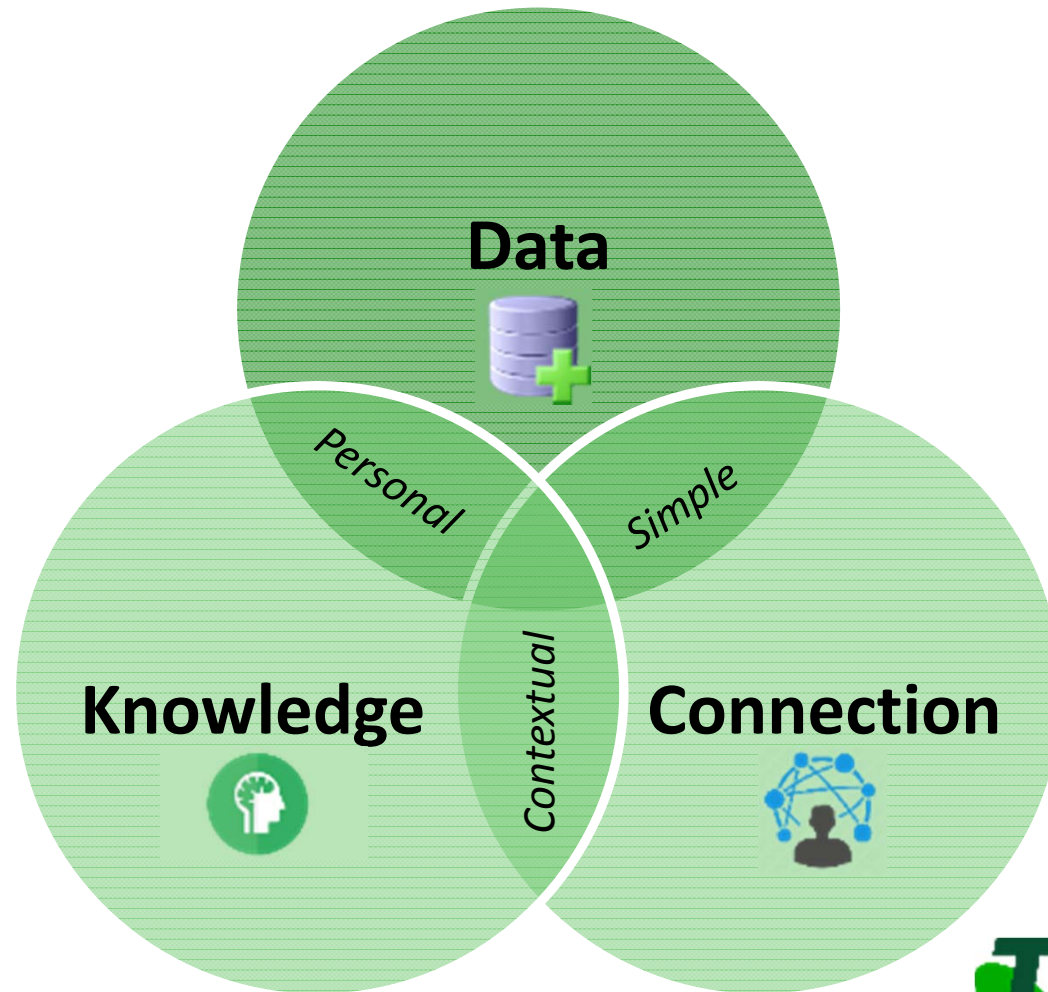
Claim ownership over your information and combine it with content and other health providers to do useful and amazing things. Prevention programs, smart nudges, data sharing.

## KNOWLEDGE

Equip yourself with access to useful, multimedia rich information aimed to inform and change behaviors. Research conditions, discover treatment options and compare services

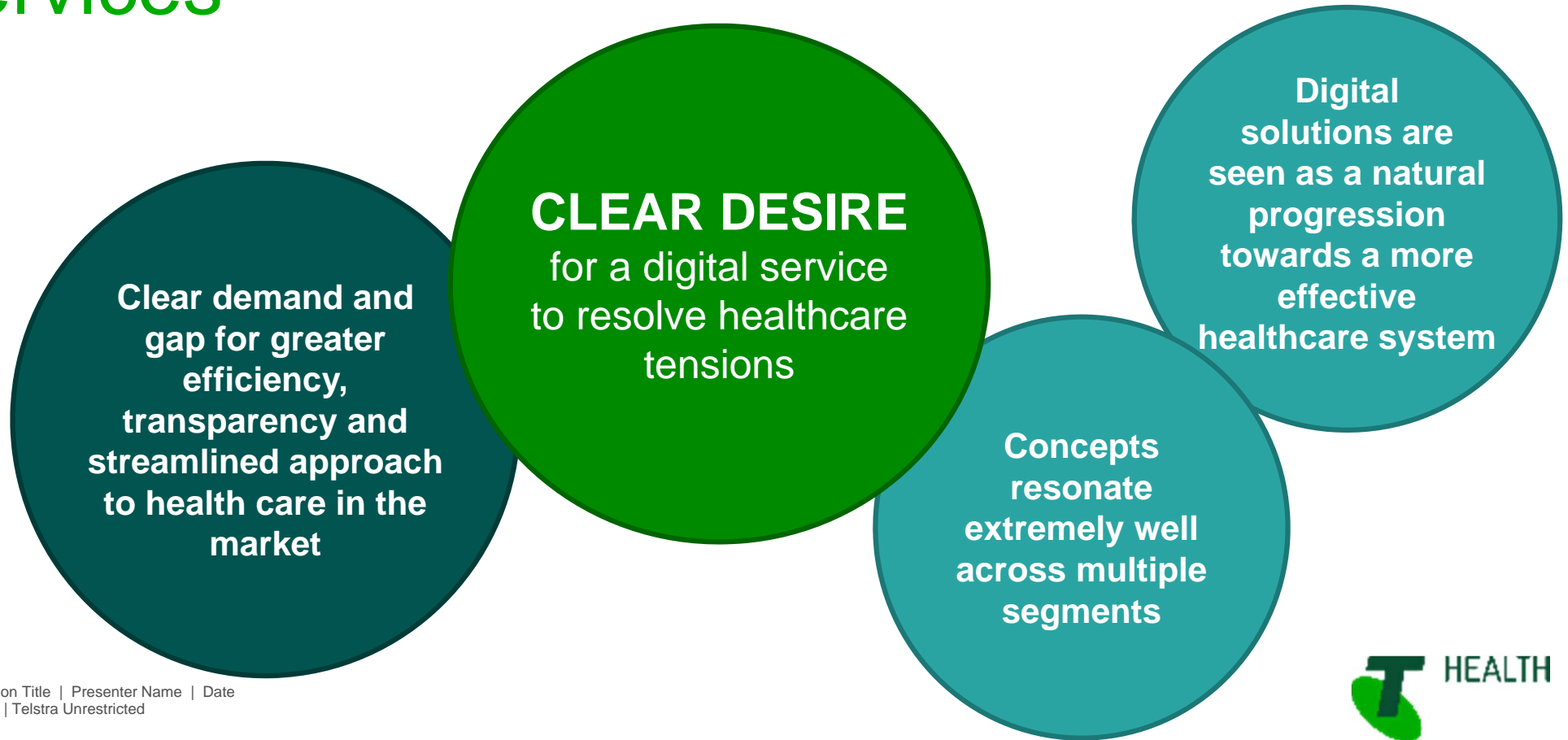
## CONNECTION

Seamlessly transact with your health professionals, spanning geographies and technologies.





# We spoke to over 100 Consumers who outlined a clear need for digital health services



# We spoke to over 30 GPs who understood the imperative, but had some reservations

Understood solutions will ultimately deliver improved patient care and health outcomes

Some concerns centre around additional administration, effort and consultation time

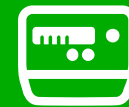
Some reservations amongst GPs around relinquishing control and patients accessing (or changing) information

Clear need to ensure ease of use and technical efficiency so minimal effort is required by GPs

# Care Plan Connect



Your GP created Care Plan in the palm of your hand



Track your vitals via integrated wearables



Contextual content based on your goals, aimed to drive behaviours



Seamlessly integrated to GP desktop



## MyCareManager



Home monitoring service via health devices e.g. glucometer and video



Access to eHealth portal for patients and carers



Alerts and reminders for actions or out-of-range reading



Monitor medication adherence and wound management

THANK YOU

