CONNECTING CONSUMERS TO THEIR DIGITAL HEALTH

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

Adrian Perillo, GM Consumer, Telstra Health
T: @axp
Telstra Health’s profile

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.

- Formed in 2013
- 800+ staff
- Australia’s largest eHealth company
- Partnering with the sector
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 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

- 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

- **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

- **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.

**CLEAR DESIRE**
for a digital service to resolve healthcare tensions

- Clear demand and gap for greater efficiency, transparency and streamlined approach to health care in the market

- Concepts resonate extremely well across multiple segments

- Digital solutions are seen as a natural progression towards a more effective healthcare system
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 reservations amongst GPs around relinquishing control and patients accessing (or changing) information.

Some concerns centre around additional administration, effort and consultation time.

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