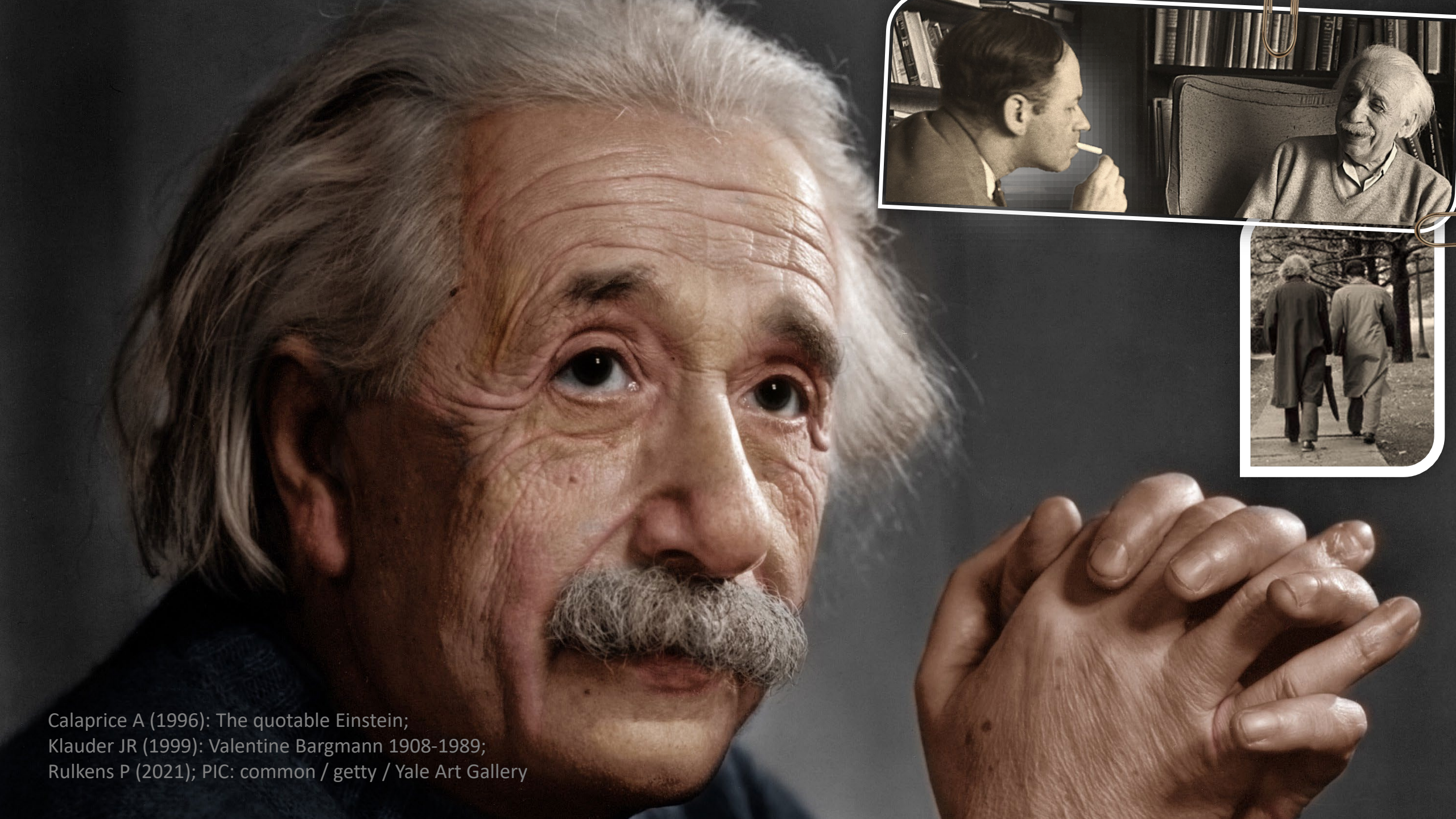


Bellerby
Globemakers,
London



Digital Healthcare 2021-2023

REVIEW



Calaprice A (1996): The quotable Einstein;
Klauder JR (1999): Valentine Bargmann 1908-1989;
Rulkens P (2021); PIC: common / getty / Yale Art Gallery

SWISS MEDTECH DAYS

Digital Healthcare 2021-2023

REVIEW

challenges

1

SWISS
MEDTECH
DAY

swiss
medtech

2

SWISS
MEDTECH
DAY

politics

3

SWISS
MEDTECH
DAY

guest
markets

4

SWISS
MEDTECH
DAY

deep
dives

5

SWISS
MEDTECH
DAY

platforms

6

SWISS
MEDTECH
DAY

summary

7

SWISS
MEDTECH
DAY

MEDICAL PROGRESS

REF: Rosling H et al (2019); Fleisch E et al (2021); Aburto J (2020)

life expectancy doubled

1920: 43 yrs. vs. 2020: 72 yrs.

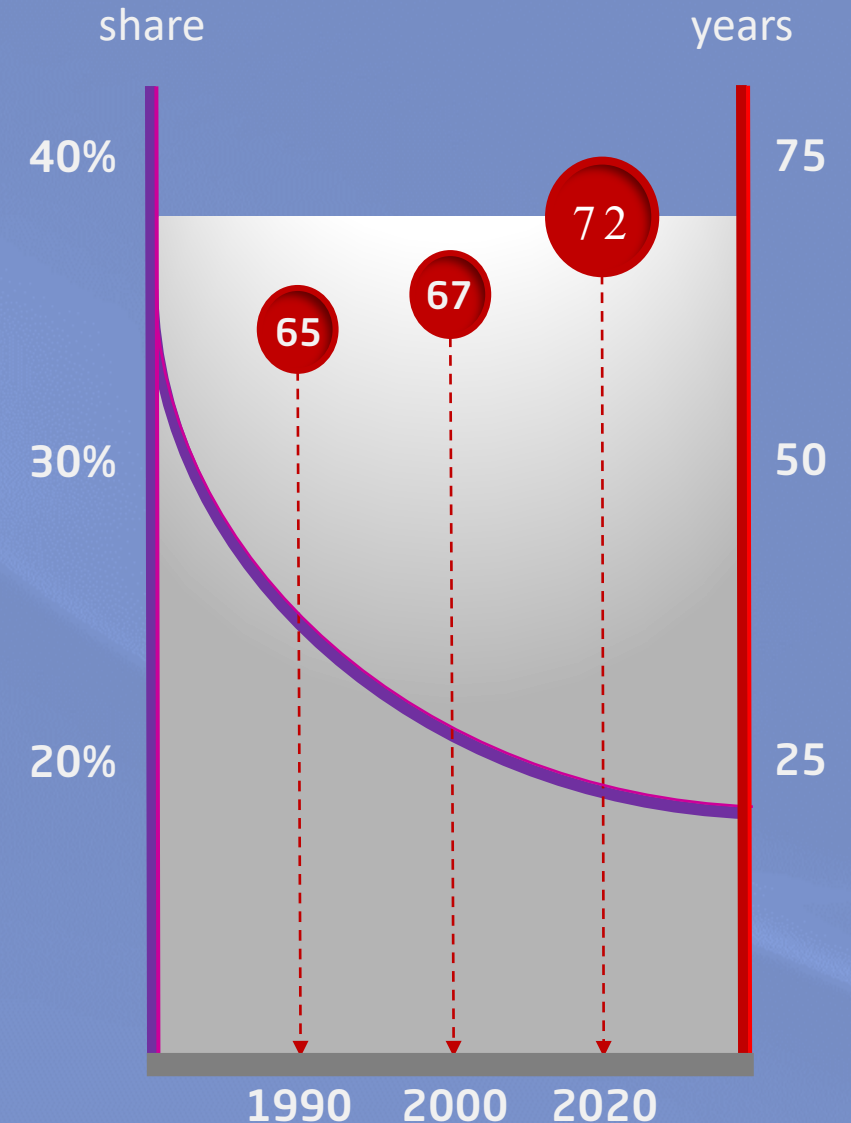
antibiotics & vaccines

infectious diseases

other factors

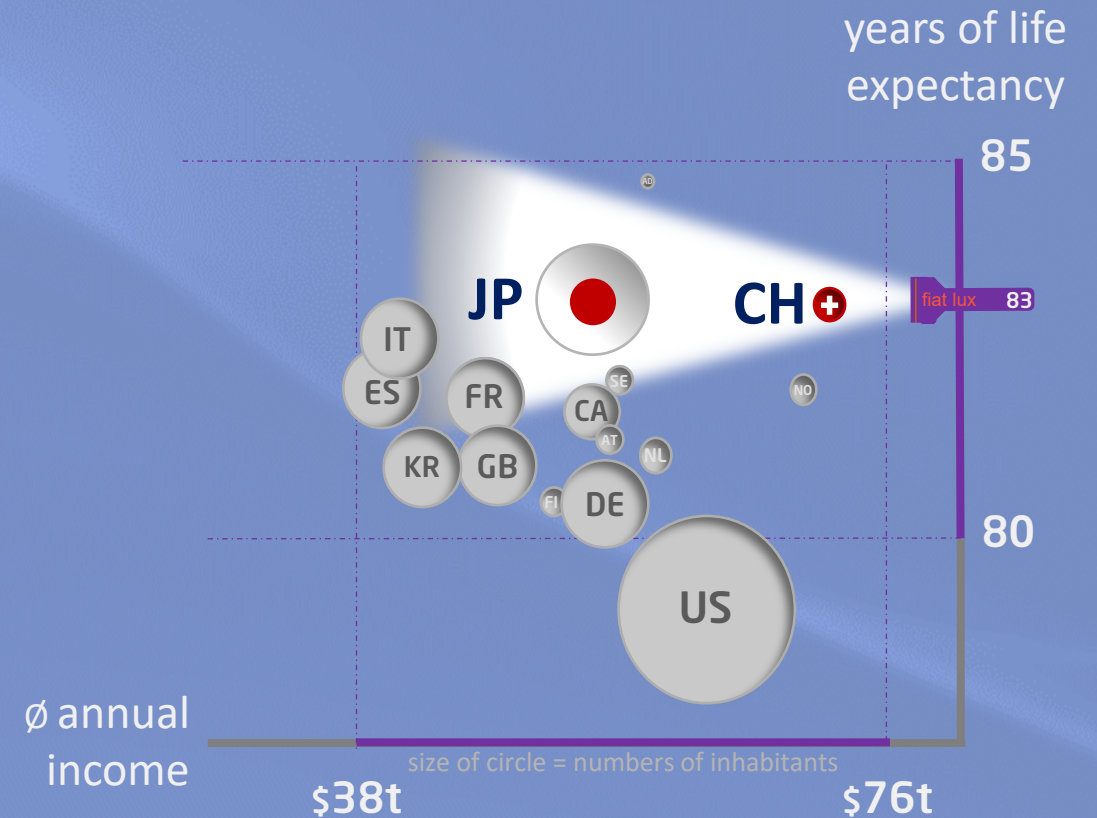
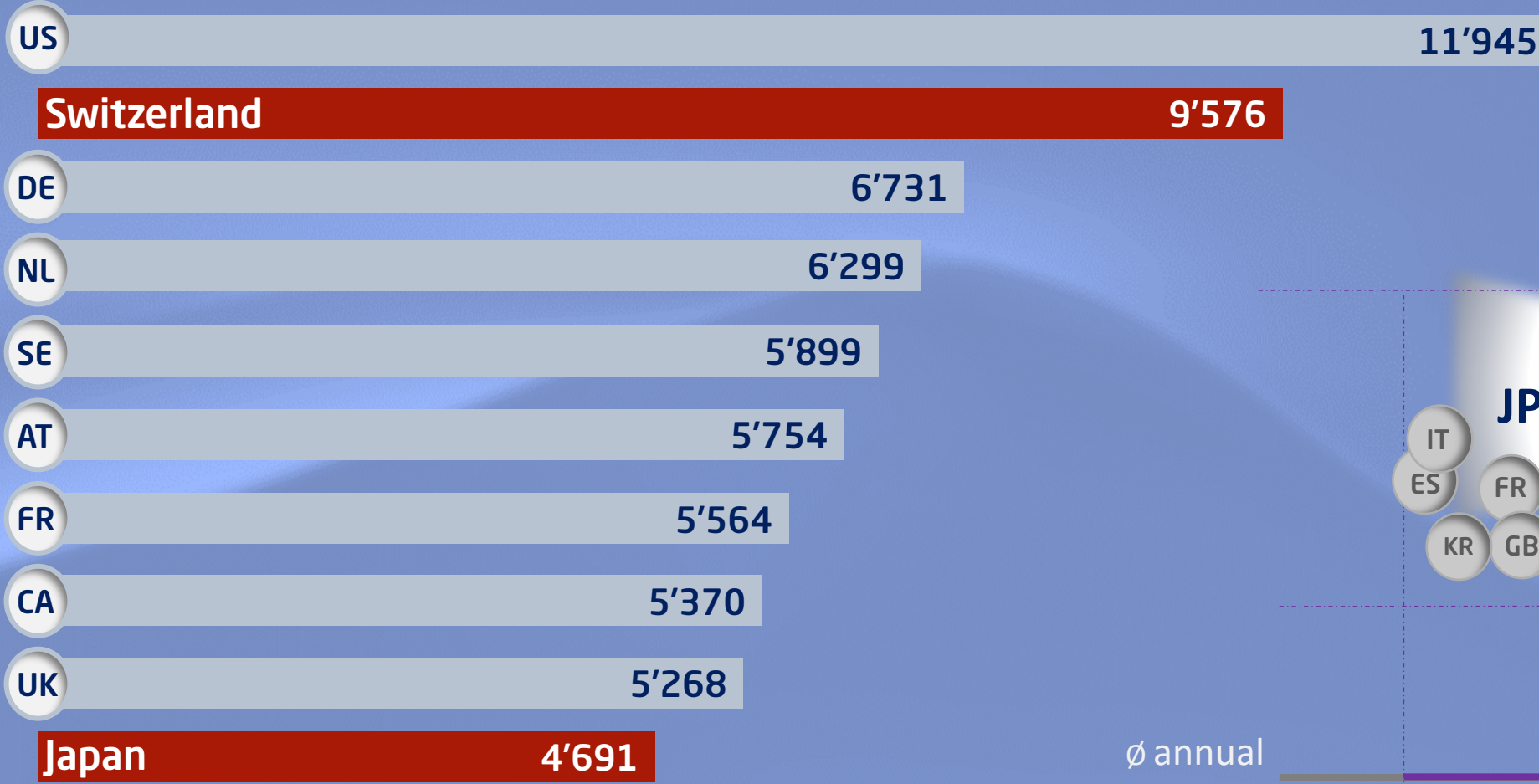
growing prosperity; improved nutrition;
better hygiene; etc.

● Deaths due to Infectious Diseases ● Life Expectancy in Years



HEALTH SPENDING 2020 p/y/\$

REF: WHO (2022); EU National Health Expenditure (2021); Eidg. Amt f. Statistik (2021); Gapminder (2020)



CHALLENGES

REF: WHO (2022); Benzian H (2021); Listl U (2021); OECD Health Papers (2021)

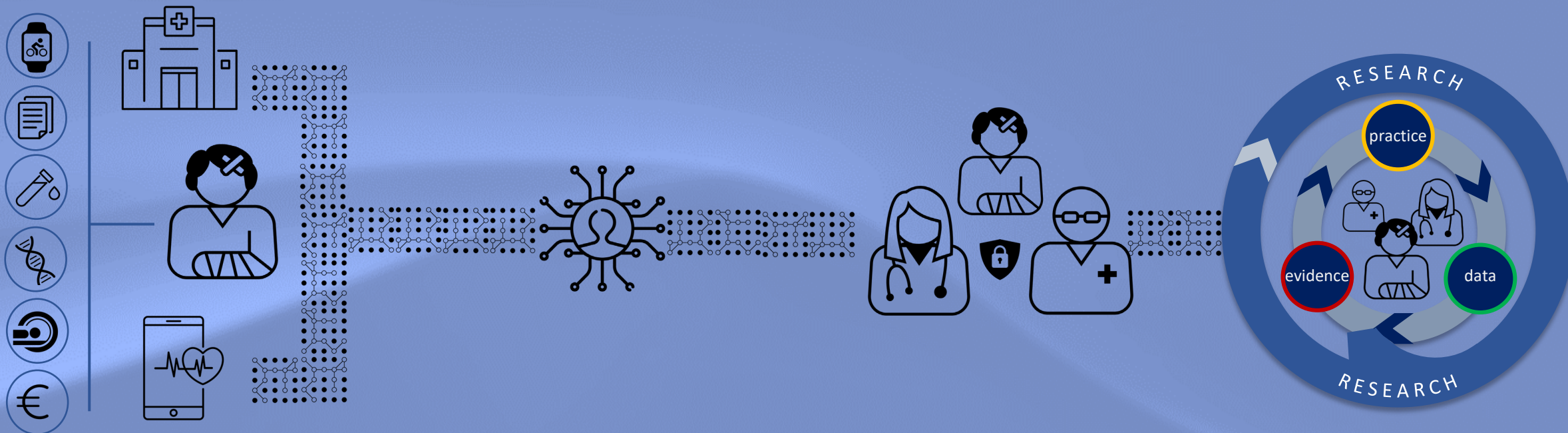
- ▶ **millions of chronically sick people**
non-communicable diseases (NCDs)
- ▶ **change of demographics**
every 7th person is <60 years old (2022)
- ▶ **minimal spending on prevention**
OECD members <3% of healthcare budgets



DIGITAL HEALTHCARE

Swiss Medtech Days 21-23

SWISS
MEDTECH
DAY
2023



data are
strategic
assets

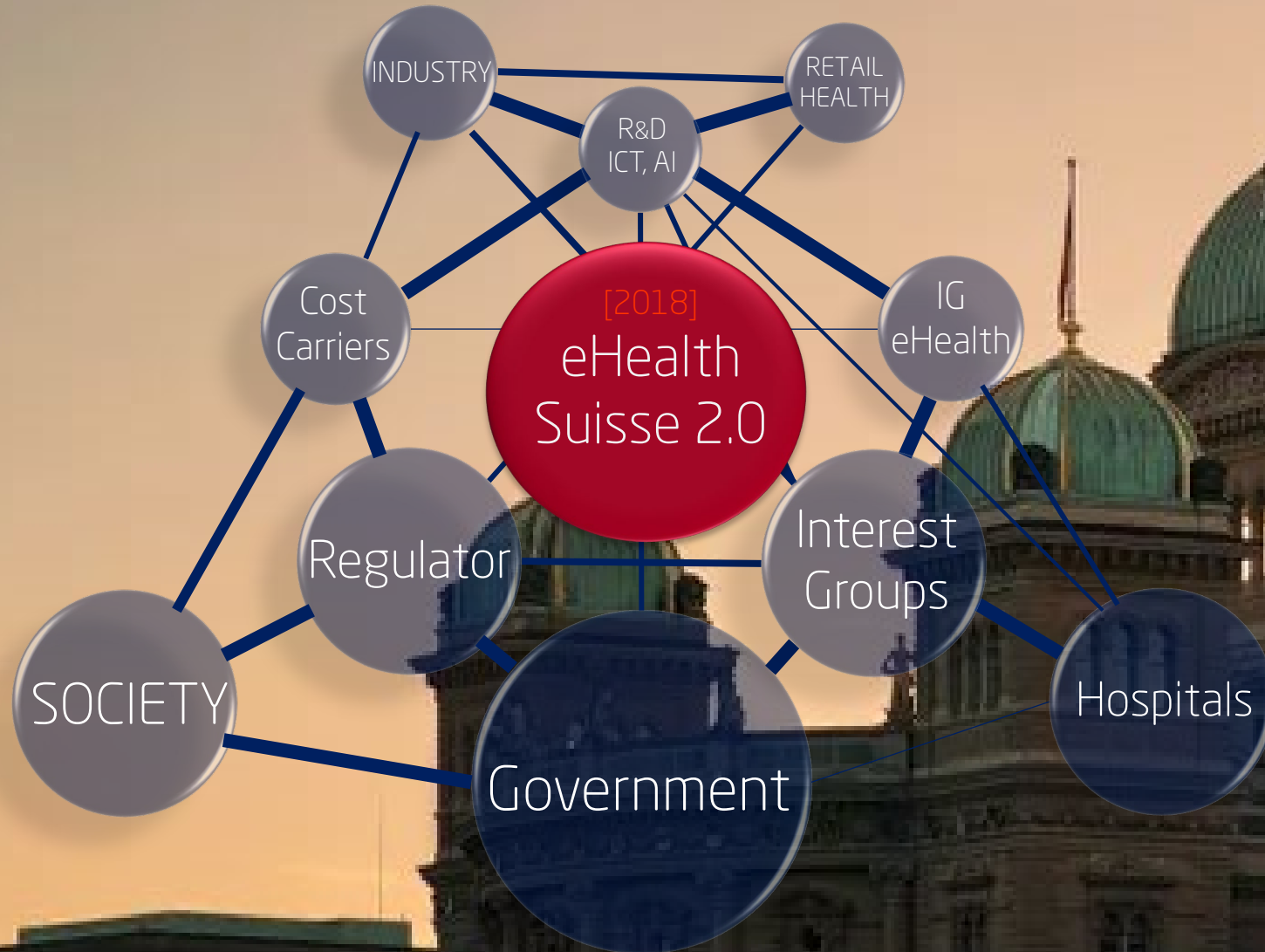
foster
data-driven
decisions

connect
patients & care
teams

learning
healthcare
system

POLITICS

Digitalization in Swiss Healthcare



eHealth Strategy

parliamentary initiative 22.3015

parliamentary initiative 21.4374

parliamentary initiative 21.4373

swiss data alliance

parliamentary initiative 22.3859

parliamentary initiative 22.3015

parliamentary initiative 22.3163

parliamentary initiative 21.3957

parliamentary initiative 22.4022

parliamentary initiative 22.4097

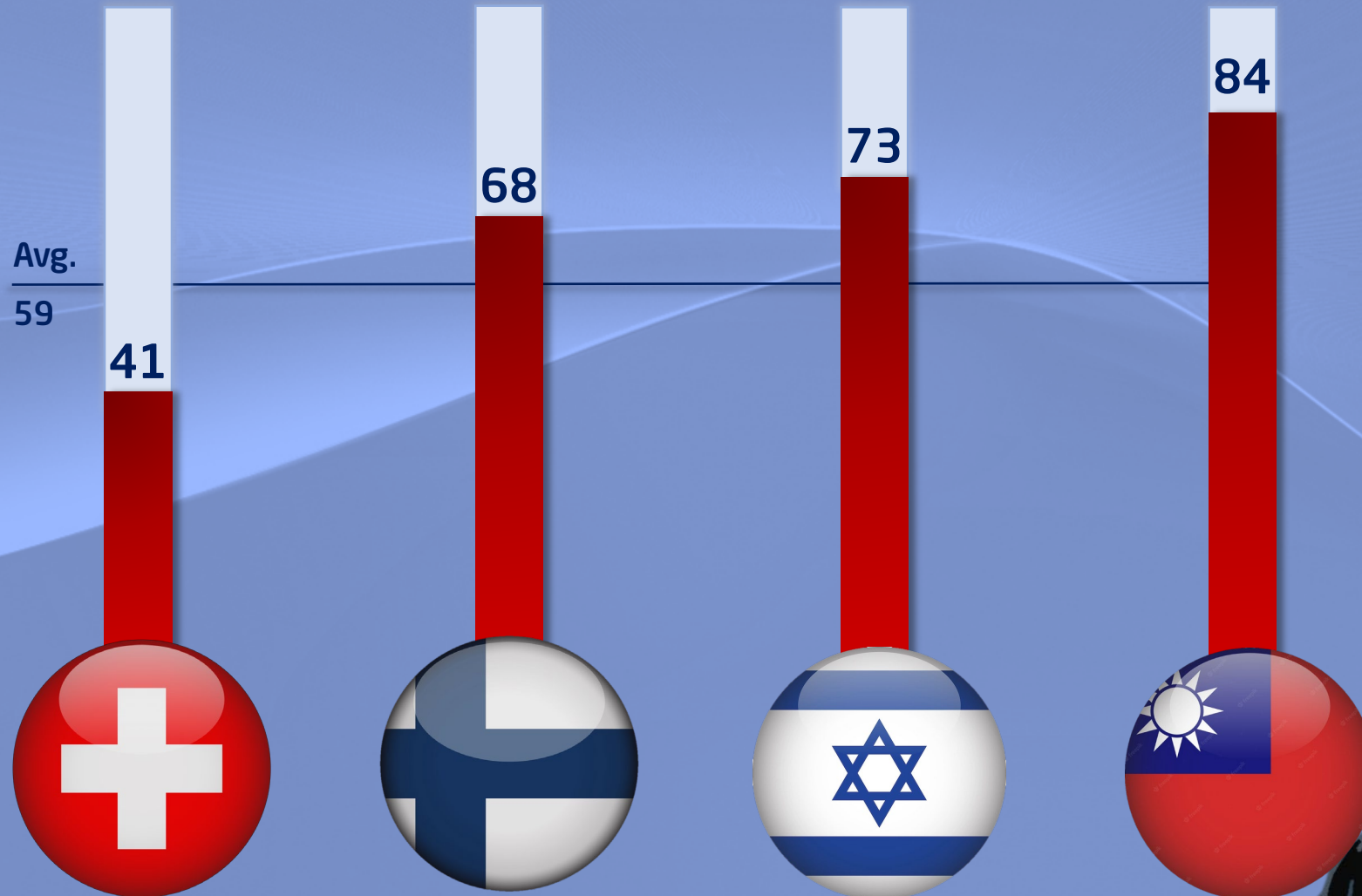
cantonal initiatives BS / BL

parliamentary initiative 22.3890

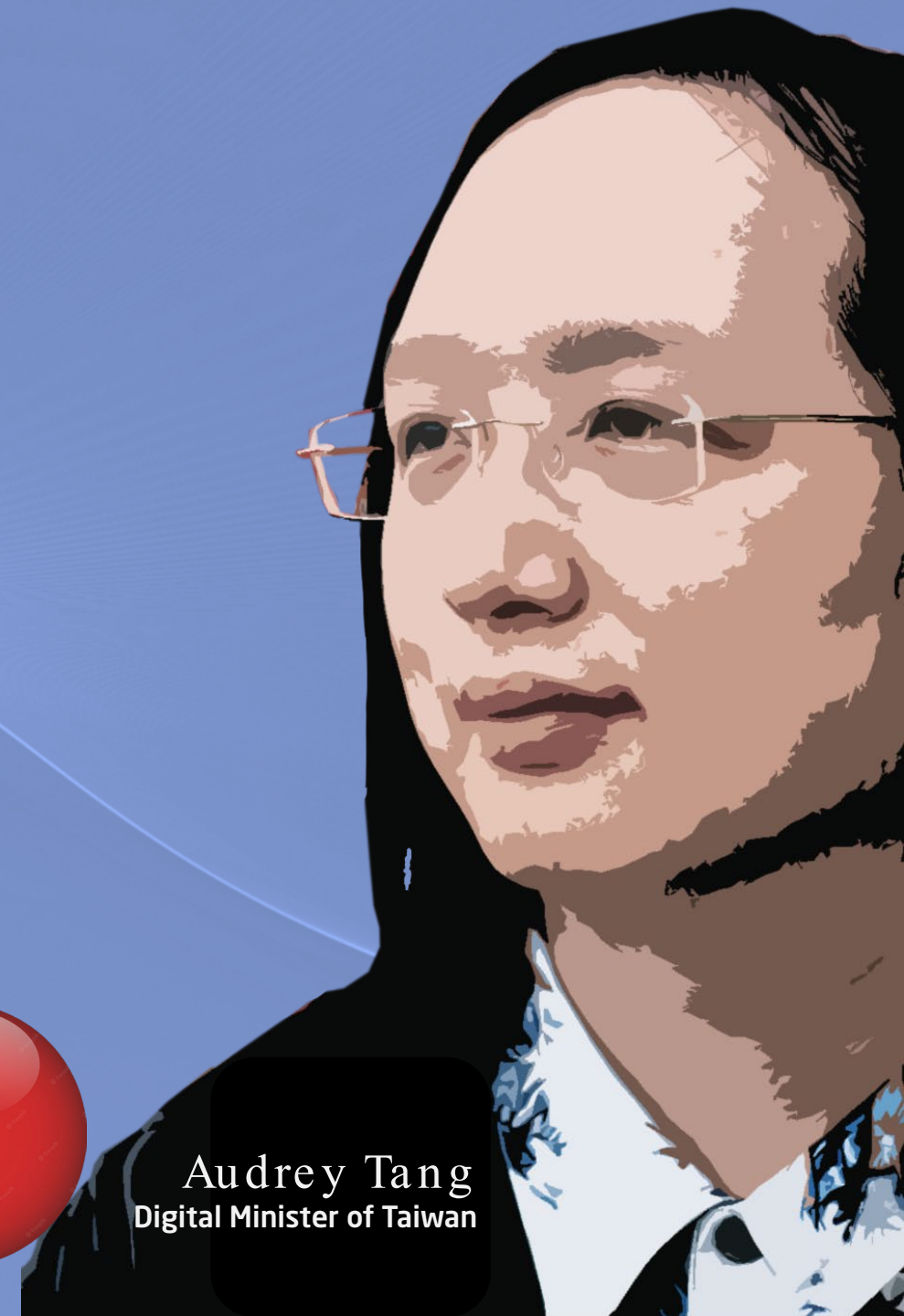
Strategy Digital Switzerland

GUEST MARKETS

DIGITAL HEALTH INDEX: IQVIA (2022); Numbeo (2021); Lopez-Jimenez U (2023)



Audrey Tang
Digital Minister of Taiwan





DEEP DIVES

REF: AMERICAN CANCER SOCIETY (2019)

PIC: David Jay (2012): The Scar Project

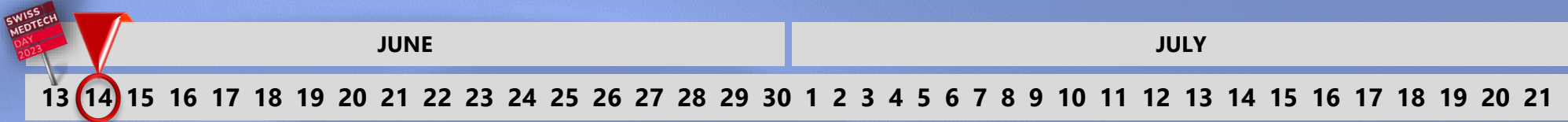
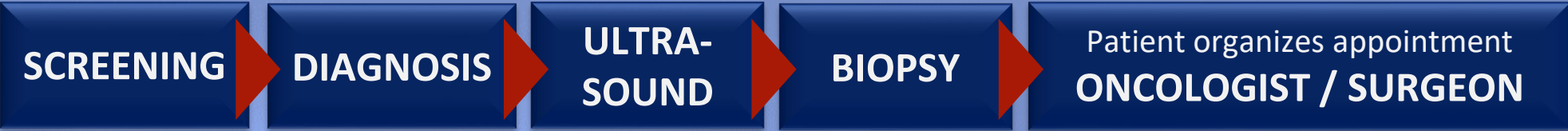
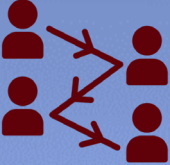


90 percent
5-year survival rate, if diagnosed early

every **14** seconds
a women is diagnosed with breast cancer

1 in **8** women
will get breast cancer

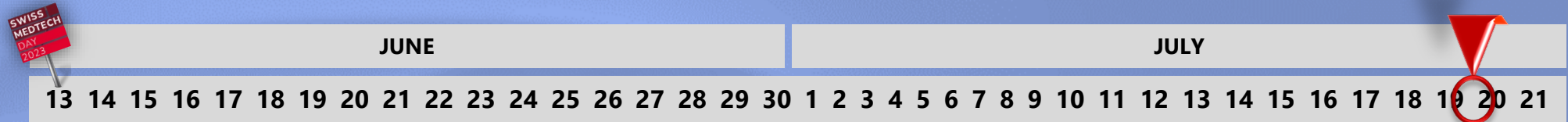
TYPICAL SCREENING MAMMOGRAPHY WORKFLOW



Delaying treatment from two weeks to more than six weeks can lower the 5-yr. survival rate of breast cancer patients by as much as 14%.
Caplan L et al (2018); Bravo CR (2019); Rivera-Franco WI et al (2018); Cattadori F et al (2020); Mc Gee SA et al (2013)

59%

TYPICAL SCREENING MAMMOGRAPHY WORKFLOW



Delaying treatment from two weeks to more than six weeks can lower the 5-yr. survival rate of breast cancer patients by as much as 14%.

Caplan L et al (2018); Bravo CR (2019); Rivera-Franco WI et al (2018); Cattadori F et al (2020); Mc Gee SA et al (2013)

59%

IMPROVED WORKFLOW

REF: Sedgwick E J, et al (2018; 2021)

Rajpurkar P; Lungren M (2023)

patient-friendly
technology

ensure
staff-acceptance

standardize
protocols

optimize image
interpretation

Your personal schedule for
June 14, 9:00 am
with Dr Kendra Porter, MD



call toll free 1-800-800-8888

or write to kendra@WHC-Dallas.org



PREPARATION

INFORMATION

PROCESS

FAQ

MAP

Bridging human and artificial
intelligence to advance
medical diagnostics



PIC: Sophie Harris-Taylor

TYPICAL PATIENT JOURNEY

REF: Meta Optima Inc., InnoLab (2020)

SKIN DISORDER



NEW PATIENT JOURNEY

PIC: Jay C Gary

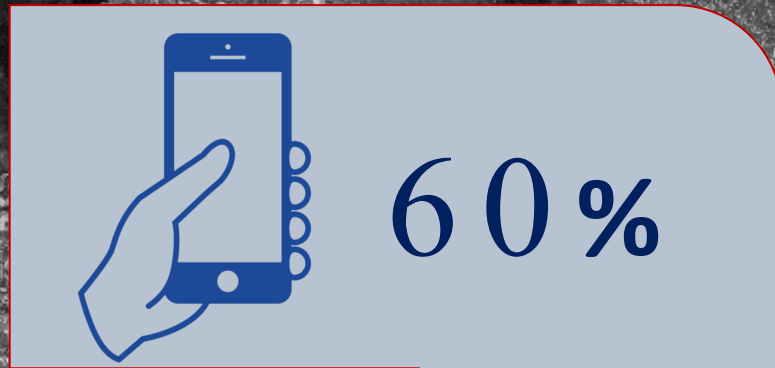
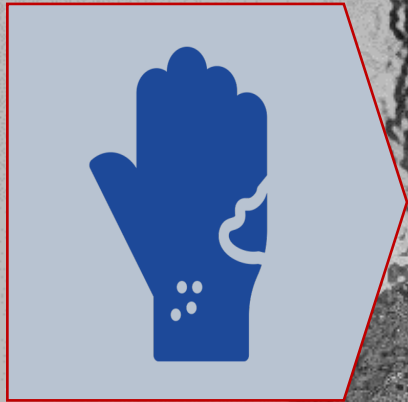
SKIN DISORDER



NEW PATIENT JOURNEY

PIC: Jay C Gary

SKIN DISORDER





30%



10%



NEW PATIENT JOURNEY

PIC: Jay C Gary

SKIN DISORDER





PLATFORMS

REF: Choueiri P et al (2020): Future of health. FOCUS (9) RB

level of integration

platform



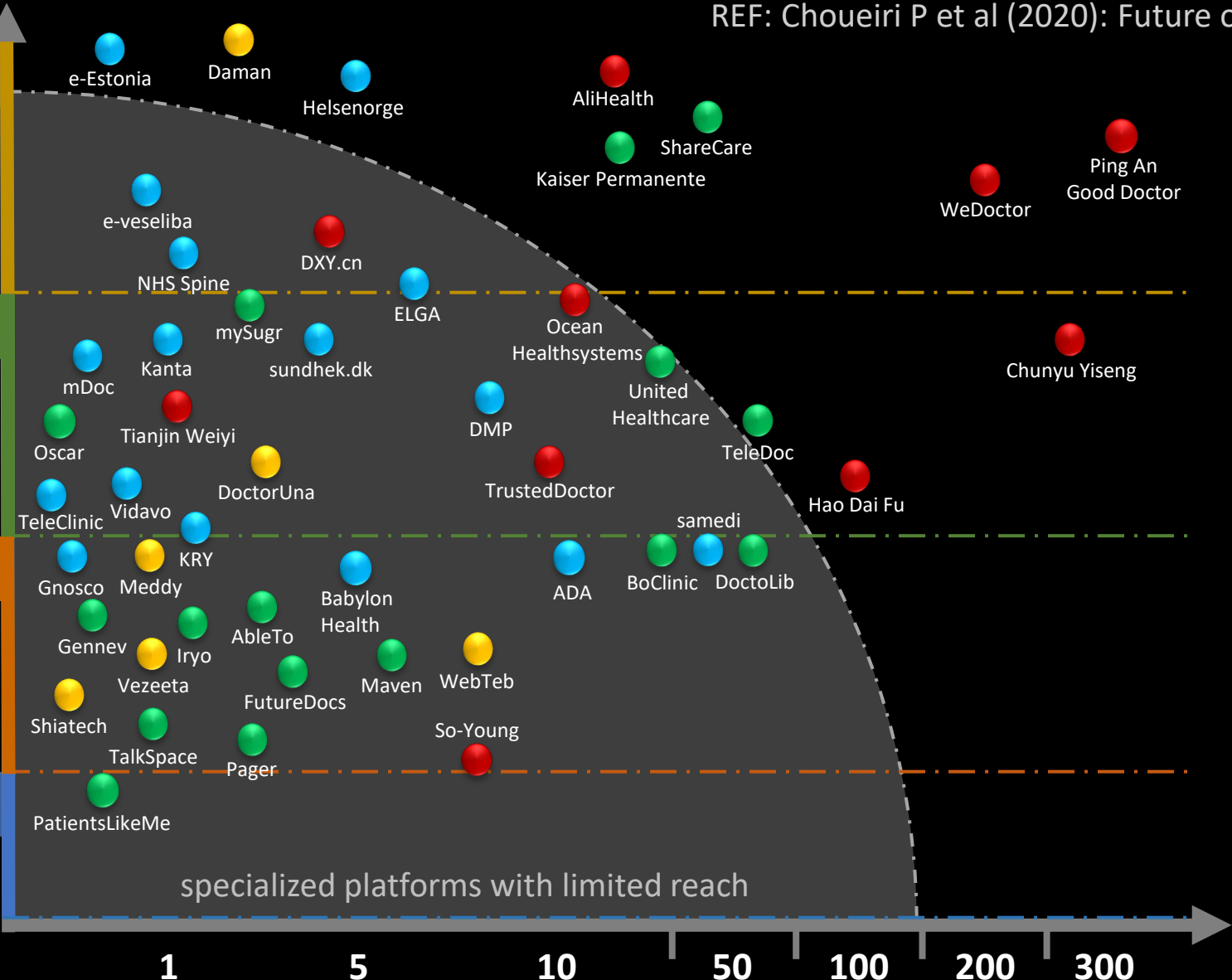
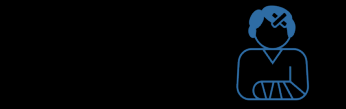
connecting 3



connecting 2



personal use



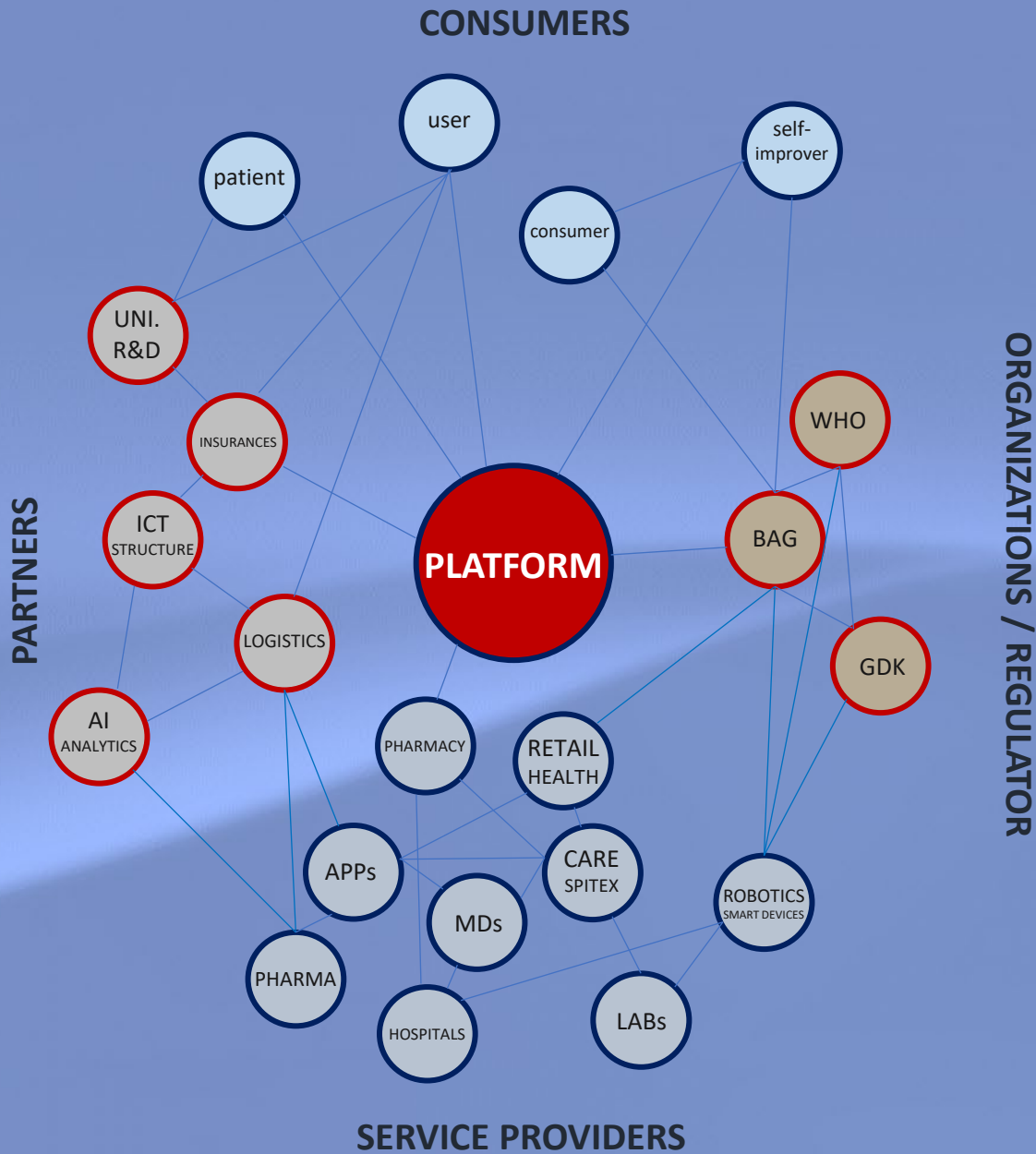
- USA
- EUROPE
- P.R.CHINA
- MIDDLE EAST

mio
of connected participants

1 5 10 50 100 200 300

PLATFORMS

Model for an independent platform enabling the trust-worthy exchange of data between different parties



REF: Frick K, et al (2020): NEXT HEALTH. Einfacher durch das Ökosystem der Gesundheit. GDI, CH-Rüschlikon





**there is only
one way to eat
an elephant,
a bite at a time**

Desmond Tutu

