

# eHealth week

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## Digital Healthcare: Essentials seen from the Payer's Perspective

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10–12 May 2017 MALTA

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## OBSERVATION # 1

### UNIQUE ELEMENTS OF DIGITAL HEALTHCARE PRODUCTS SETTING THEM APART FROM TRADITIONAL PROVISION BENEFITS

They have other properties including strategies of how to deal with them

- Rapid technical developments = products change in technology /quality very quickly
- Function (App gives recommendation)
- Non-traditional varied world of providers (SME or Startups)

Health Funds have to adapt internal structures

- to build up digitized service qualification
- establish processes and procedures for digital healthcare solutions

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## OBSERVATION # 2

### A MUST FOR SUCCESSFUL SUPPLIERS: AWARENESS OF REGULATORY REQUIREMENTS AND CLIENTS NEEDS

Know the regulatory framework for successful market access

- Regulation and Directives at European level
- Rules settled by regulatory authorities at national level
- Preferences laid out by the individual health insurance fund

The interest of the Health Funds focused on evaluation and proof of benefit

- Medical benefit: risk/benefit assessment before market access
- Demonstrate added value for patients and an economic benefit for paying institution

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## OBSERVATION # 3

### HOW TO REIMBURSE NEW DIGITIZED BENEFITS

#### New business models on reimbursement of new digitized benefits

- Conclude selective contracts with healthcare insurance funds
  - Pilot projects for regional areas
  - Public-Private-Partnership: SHI invest in venture capital
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- Competition and patients' choice of German SHI facilitate innovation
  - New digitized benefits highlighted by German SHI's as a unique selling point (USP) of innovation

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## OBSERVATION # 4

### HEALTH DATA STILL NOT WELL CONNECTED TO SUPPORT PATIENTS

Adapt data protection rules in accordance to new demands |

- Payer's could already make use of more health data right now than they are legally allowed to
- Patients shall retain the sovereignty of their data

Payer's could combine data and create new services

- Electronic Health Records to avoid parallel treatment, may create transparency
- Useful for management of care and treatment chronic diseases |

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## VISION OF THE FUTURE

### #PAYERS PLAY A NEW ROLE IN HEALTH DIGITIZATION

Statutory Health Insurances as a “pivotal point” for patients’ digital self management

- SHI have medical data of patients
- German insured have trust in their statutory health insurance

Payers ought to be involved right from the beginning

- to take into account a fast-moving environment
- to accelerate benefit assessment and reimbursement
- to better meet patients needs and preferences

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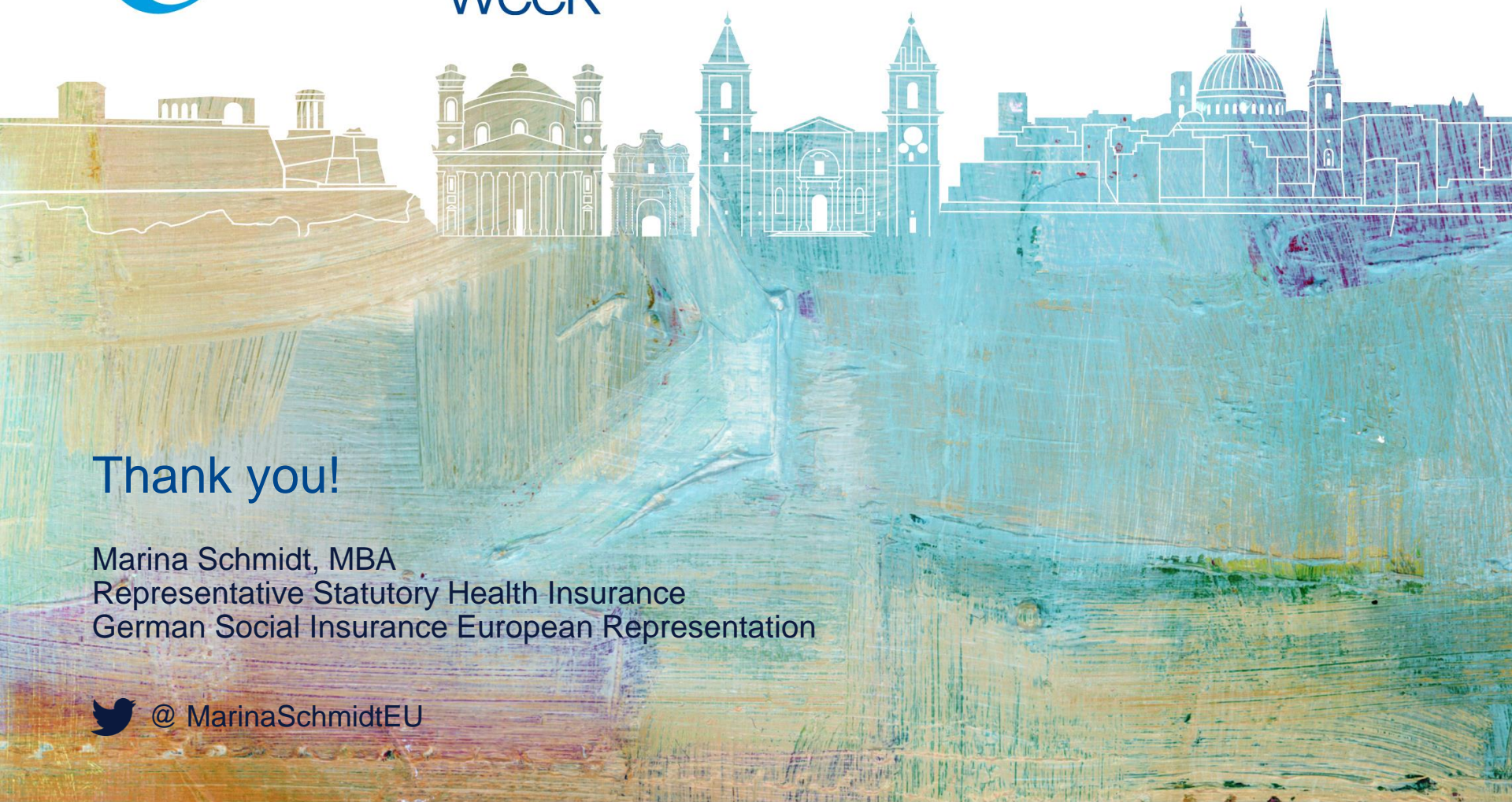


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Thank you!

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