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# *The future of Health in the Digital World*

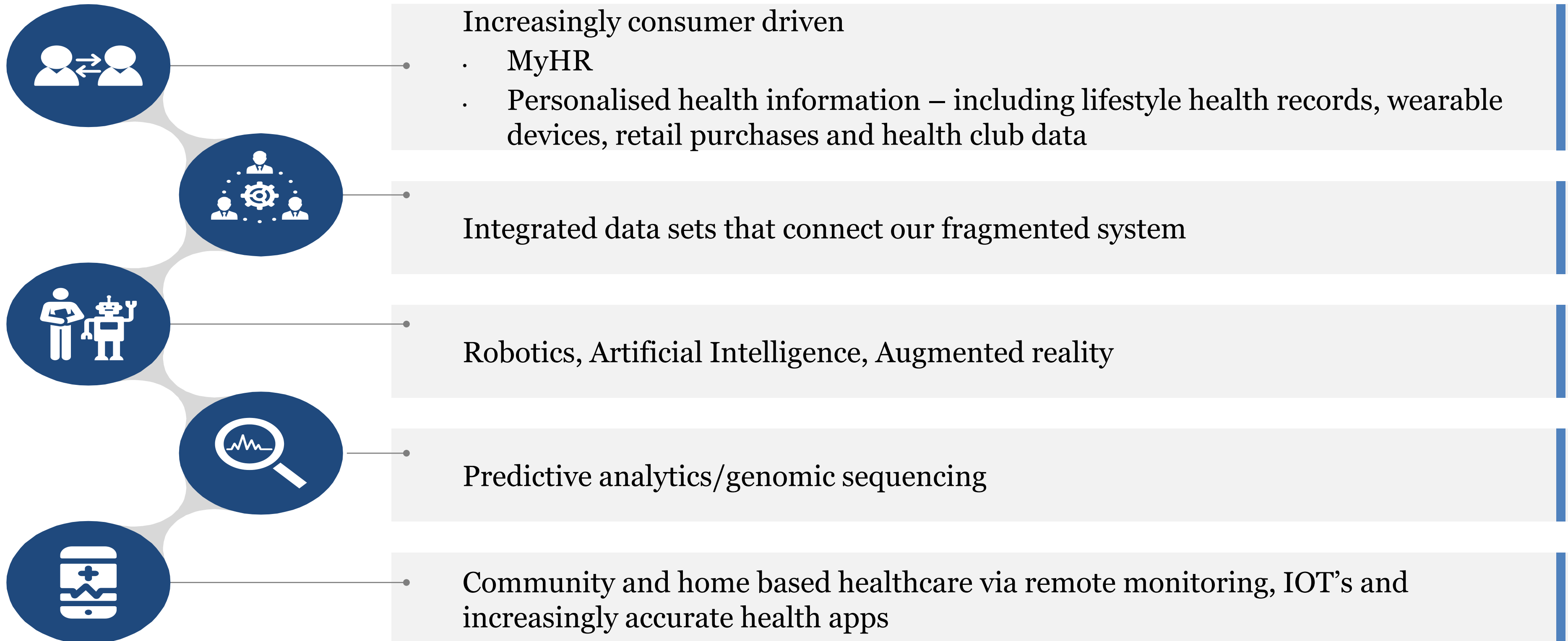
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3 May, 2019  
Melbourne

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# Future of Digital Health



# Main obstacles to successful growth in digital health in Australia



Cost



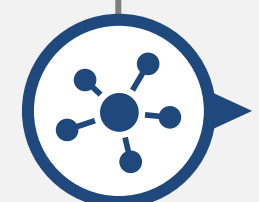
Short term versus long term benefits



Political will



Leadership



Interoperability

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# Patients are demanding more value, convenience, and personal experiences in health...



**82%**

are open to new, non-traditional ways of getting medical attention

**74%**

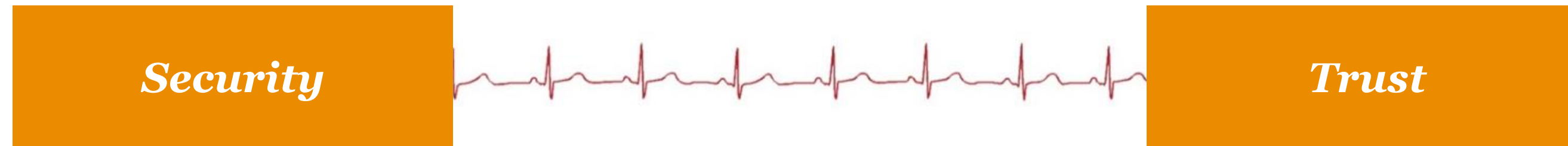
are open to virtual doctor visit

**43%**

want to shop for healthcare

Source: PwC Health Research Institute, April 2014, "Healthcare's New Entrants: Who will be the industry's Amazon.com?", PwC's Customer Experience Survey, Cisco Connected Customer Experience Report

# From security to trust



*“When using medical devices or healthcare mobile apps, I most value...”*

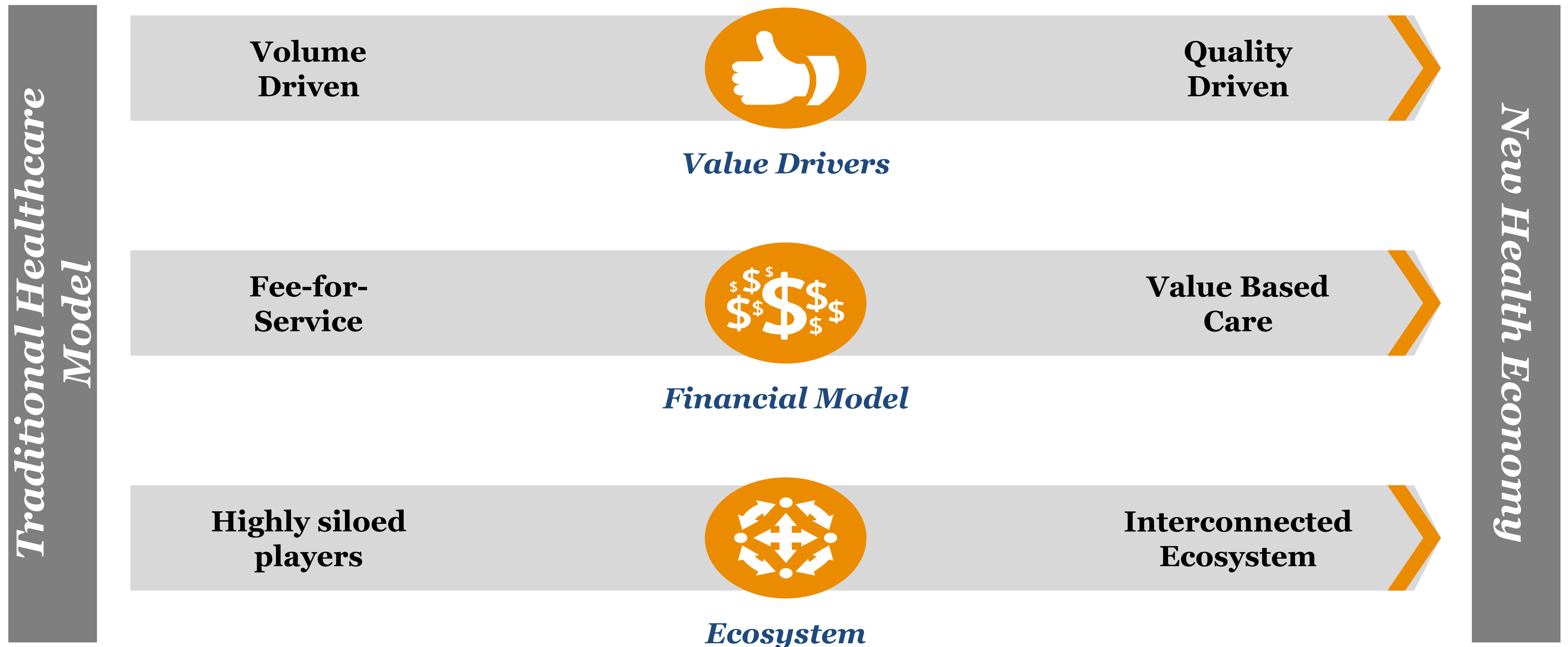


...functionality and  
ease of use



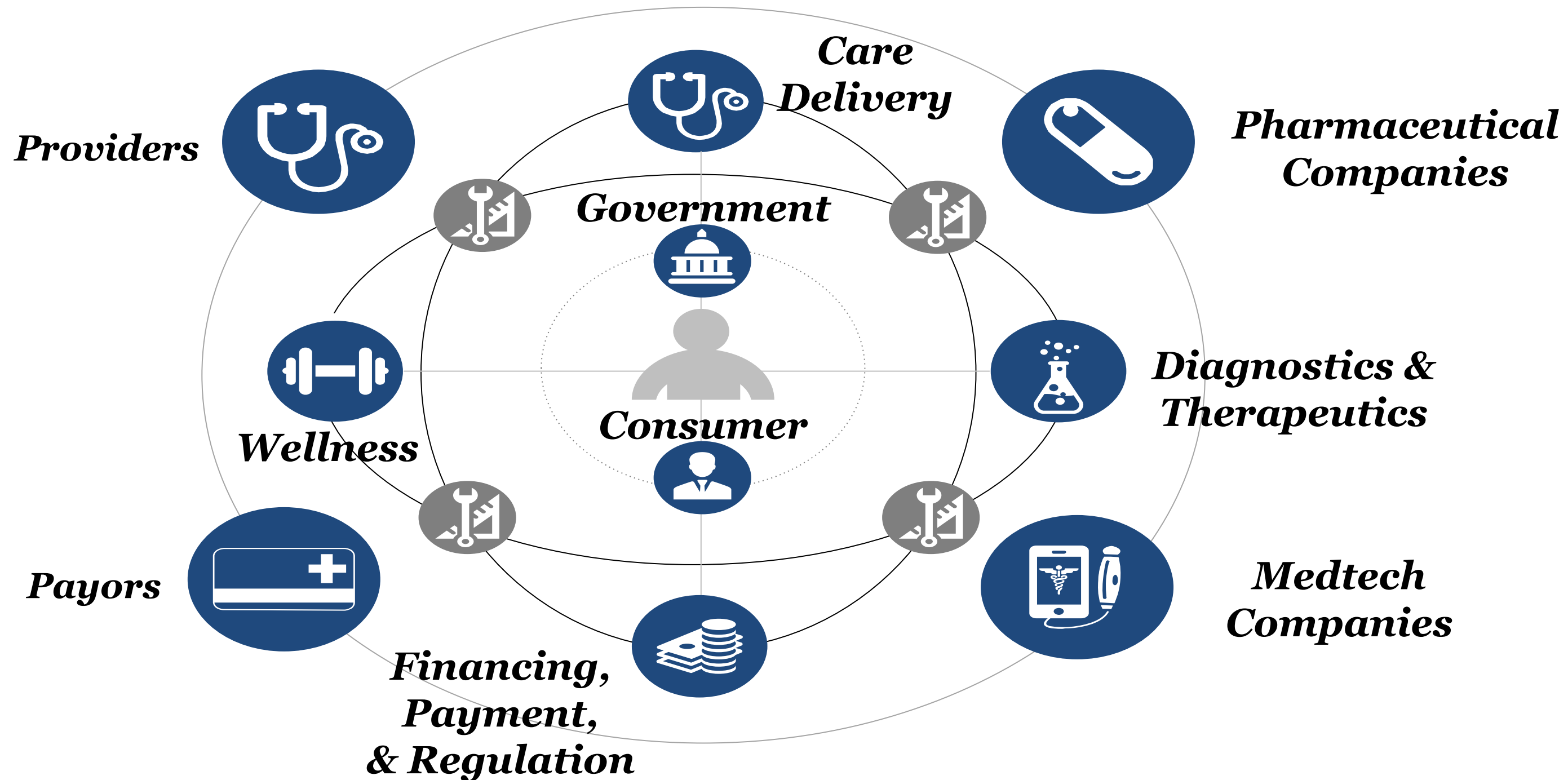
...knowing my  
health data is  
secure

# An increasing focus on the consumer will transform the traditional healthcare delivery model



# Success in the New Health Economy requires that all players collaborate to create value

*Organizations must work with one another if they hope to achieve better healthcare outcomes at lower costs*

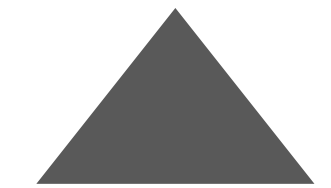
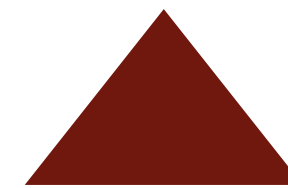
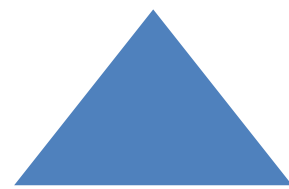
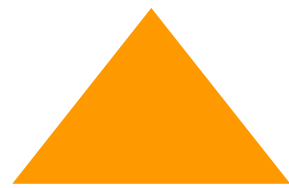


Accessibility  
Affordability A+ Care

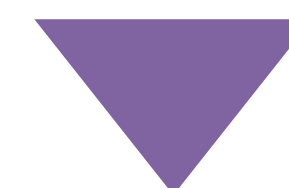
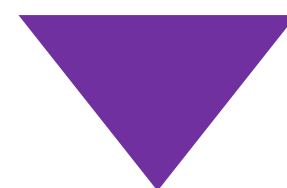
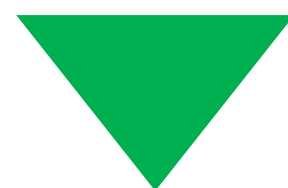
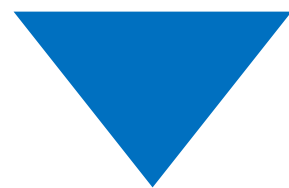
Interoperability  
Integration

New entrants

Security (Cyber)  
Safety



# New Health Economy



People  
Privacy

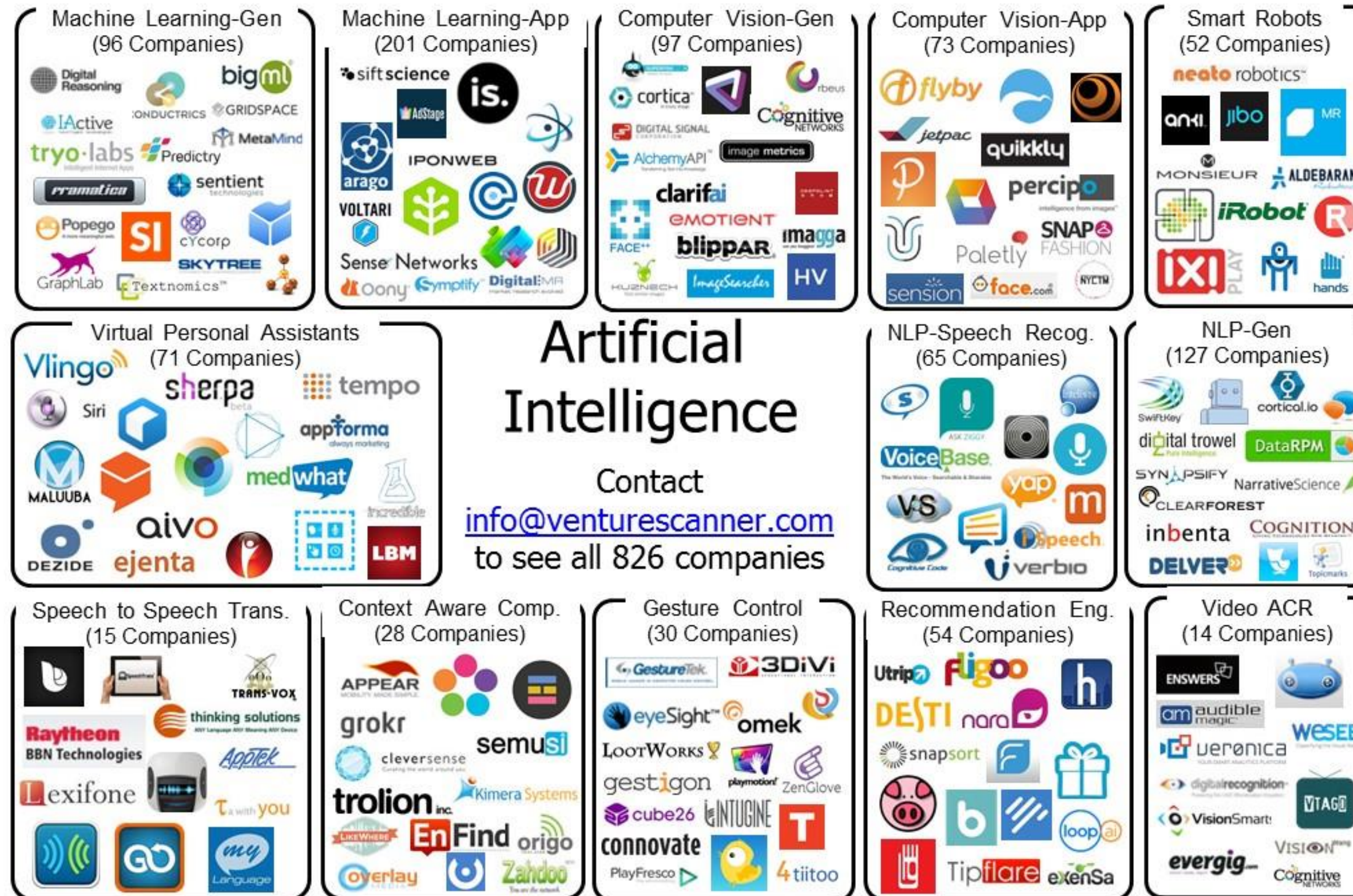
Technology  
Transformation

Engagement Experience  
Expertise

Transparency  
Treatment

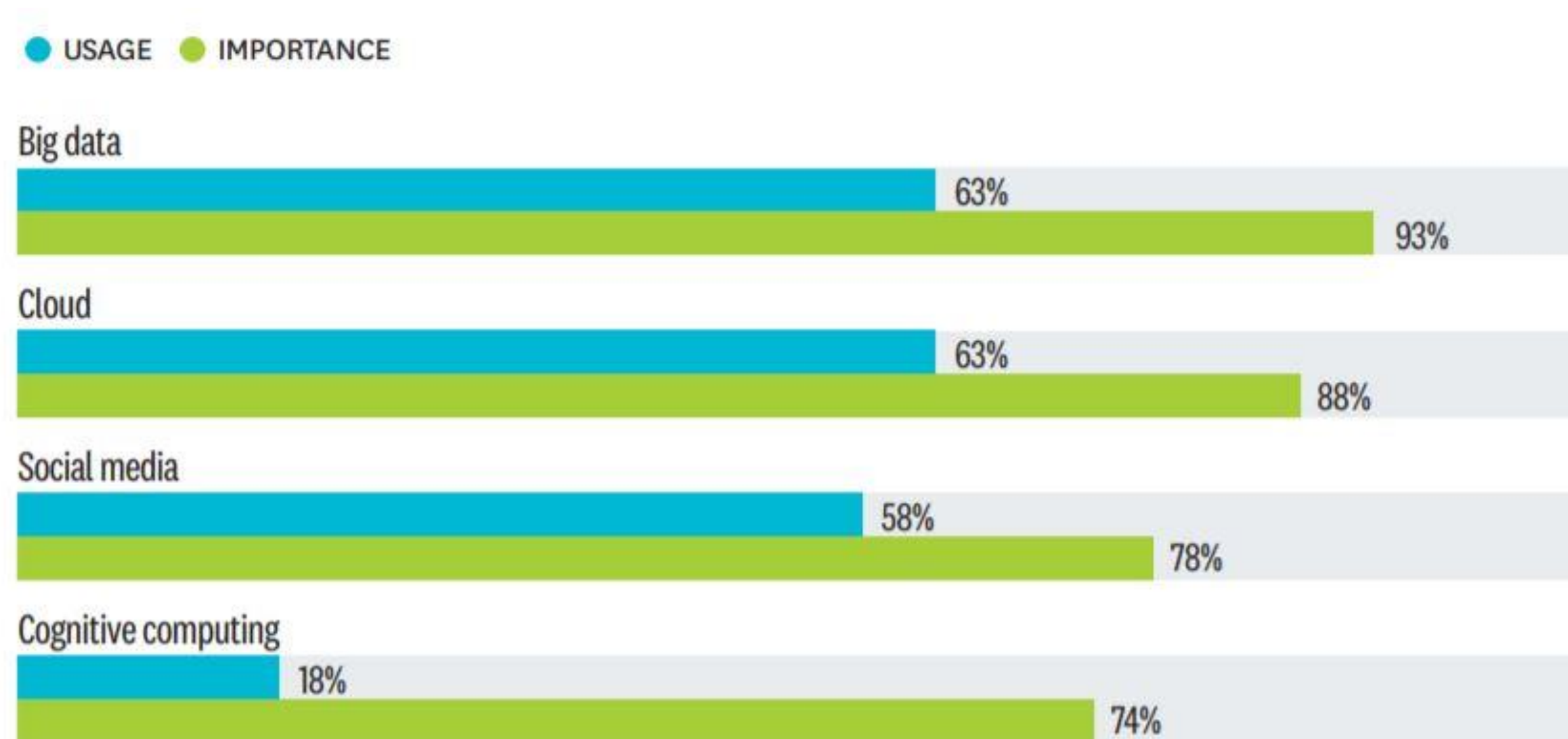


# Whether artificial intelligence (AI) will really redesign healthcare is debatable, but it certainly has started to revolutionize it



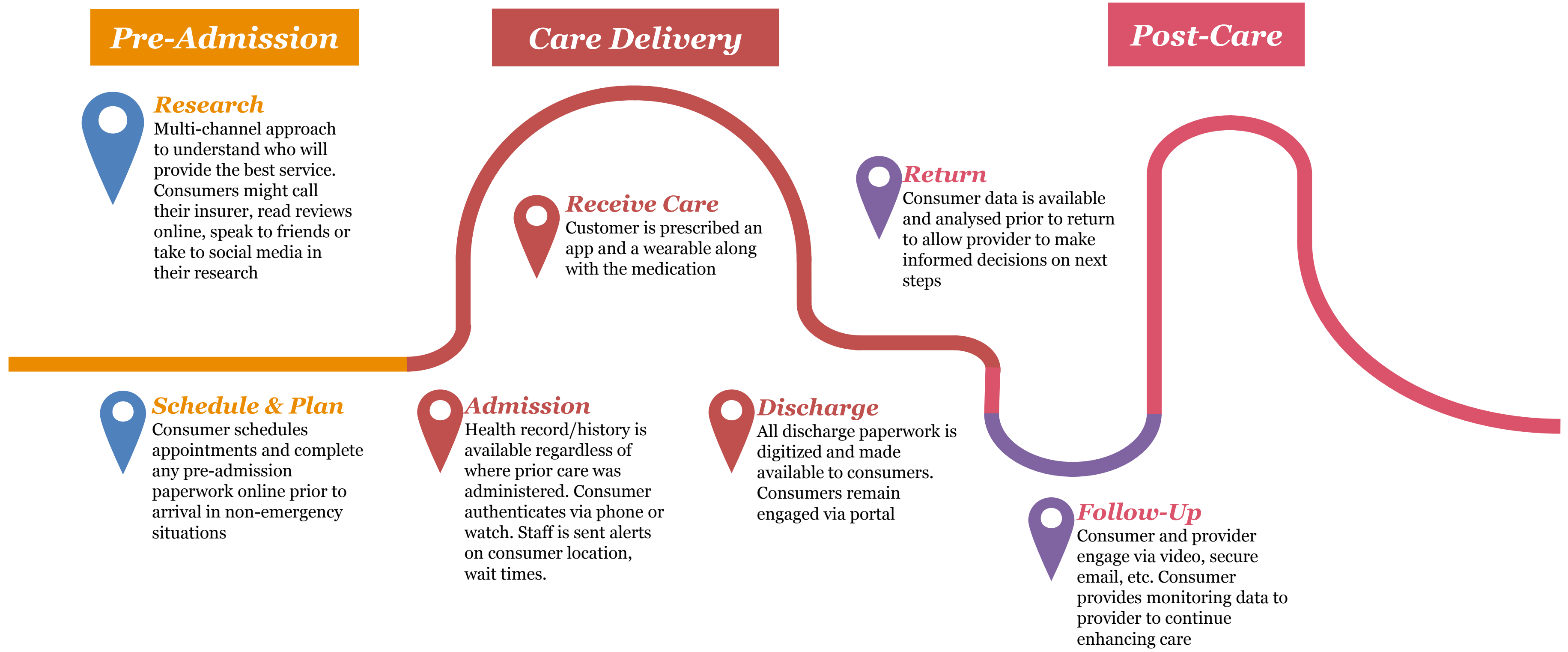
# The Technology Adoption Gap

*Which of the following technologies does your organisation employ today? How important will each be to your organisation's success in 2020?*



SOURCE: HARVARD BUSINESS REVIEW ANALYTIC SERVICES SURVEY, DECEMBER 2016, HEALTH CARE SECTOR

# From independent to integrated



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# Key themes from National Digital Health Strategy consultation



## **Support me in making the right healthcare choices, and provide me with options**

“[I want] better culturally diverse resources, health literacy and personalised support” – Healthcare Provider, Female, Qld



## **Help all the people who care for me to understand me, and together, provide safe and personalised care**

“It is vital that medical professionals have access to a holistic view of patient data to fully understand the client’s needs...”



## **Create an environment where my healthcare providers and I can use and benefit from innovative technologies**

“Our smartphones and tablets need to be an extension of access to the healthcare system and customizable to our individual needs.”



## **Preserve my trust in the healthcare system and protect my rights**

“I need to be confident that my information is securely held and that it is not going to be accessed by unknown people.”

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Thank you...



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