APAC/led DIGITAL HEALTH SYMPOSIUM 2021 Spotlight on New Care Models 4 May 2021, Tuesday

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# Welcome

Harjit Gill CEO, APACMed



#### Remote care management in action





Martec group



Abbott



Siemens Healthineers

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# Opening Address

# **Deploying Digital Health Now!**

Prof. Robert JT Morris

National University of Singapore, and Ministry of Health Office for Healthcare Transformation



# What digital health technology can and should we deploy NOW?

Where are the greatest needs?

What is amenable to digitalization?

What are best examples where others have successfully deployed?

... and what new opportunities has the pandemic presented?





# What? Where? And How?

#### Deep Phenotyping:

Combined with AI, allows prediction of outcomes. Enables better design population health programs, coaching of patients and clinical decision support

#### Genotyping:

Fundamentally useful but we are still at the early stages of genomic-based interventions.



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Schroeder's "**40/30/20/10** rule" Contributors to Premature Death (NEJM, 2007)

#### **Digital Phenotyping:**

A chance to passively monitor behaviors (with consent) and via selfempowerment, coaching or interventions, create change

## What have others focused on in AI and DS? FDA approved SaaMDs



• 38 of 64 AI-based FDA approvals are imaging

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- Most approvals are point solutions, not transformational...
- Diabetes, Hypertension, Dyslipidaemia and complications are ripe areas [CVD is 28.5% of YLLs in Singapore, 80% modifiable]
- Relatively untapped:
  - Clinical Decision Support
  - Self-help
- Neglected: Mental Disease at 17% of YLDs

Source: Benjamens, S., Dhunnoo, P. & Meskó, B. The state of artificial intelligence-based FDA-approved medical devices and algorithms: an online database. *npj Digit. Med.* 3, 118 (2020). <u>https://doi.org/10.1038/s41746-020-00324-0</u>



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# Home Monitoring for Hypertension now scaling nationally across Singapore



Simple to use BP machine Readings automatically transmitted Reduces polyclinic visits

Back-end analytics prioritizing patient intervention Care team's jobstack designed with and by them Based on national clinical practice guidelines

Support from care team



# With a Chatbot for Reminders

## and Coaching











## **AI Predictive Patient Education Tool**

## LDL = 3.5 mmol/L





# **AI Predictive Patient Education Tool**

## LDL = 3.1 mmol/L





# **AI Predictive Patient Education Tool**

## LDL = 2.5 mmol/L





## Mental Health in the Community

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Hello Io! How can we help you today?

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## Key Takeaways



#### We have the data and can use it to get:

Better self-empowerment by the patient, Better insights by the clinician

Better investments in public health

Enough Data to power AI and Data Science

Chronic diseases and their complications increasingly dominate. We must:

"Shift left" – hospital-to-clinic, clinic-to-home "Shift down" - to lower acuity care settings Ageing will accelerate the mandate New business models and incentives are the biggest levers

#### Never waste a good crisis:

The pandemic accelerated telehealth and home monitoring and reminded us about mental health If COVID-19 isn't a lesson, whatever will be?



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# Deploying Digital Health Now!

**Thank You** 

Prof. Robert JT Morris, National University of Singapore, and Ministry of Health Office for Healthcare Transformation

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# Expert Views: Insights on Remote Care Models in Germany

# Overview of reimbursement system for Digital Health Apps in Germany

Monetization of digital health application ("DiGA") in Germany introduced in 2020

**5** rules on the paths to

#### reimbursement



Solutions certified as **DiGA** 



**Pricing** for Year 1 "set" by DiGA vendor. Evaluation after 12 months



Reimbursement eligible if **prescribed by doctors** 

Reimbursement for low-risk apps<sup>1</sup> (Class I or IIa) is possible under DVG<sup>2</sup>



#### Value Case

DiGAs have to demonstrate the "value" of their solution

Not at the level of a clinical study



#### **Ideal Outcome**

Inclusion in DiGA-directory and be reimbursed from public health system

Fast track profile

- Class I or IIa under the MDD/MDR<sup>3</sup>
- Used by patients or jointly by a patient and a physician, dentist, or psychotherapist

1. High-risk apps cannot become a DIGA, but they can negotiate with individual health insurers to include their solution in their benefit catalogue on a voluntary bases

2. DVG: Digital Care Act = Regulation on the Eligibility of Digital Health Applications for Reimbursement by the State Health Schemes

3. Medical Device Regulation will replace the EU's current Medical Device Directive and the EU's Directive on active implantable medical devices

# There are now 12 DiGAs listed, representing small portion of digital health

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Status: April 2021

#### **Overview of DiGAs listed in the directory**



- Applications have been submitted to the BfArM<sup>1</sup> for review since the DiGA application portal was launched
- **14** Apps have already been included in the directory for digital health applications (DiGA)<sup>2</sup>

kalmeda	Supports patients suffering from chronic tinnitus	somnio	Supports patients with sleeping disorders (insomnia)
velibra	Helps with anxiety and panic disorders	Vivira	Supports exercise therapies, e.g. for joint pain
zanadio	Supports permanent weight loss	ele√ida	Supports patients suffering from multiple sclerosis and fatigue
Invirto	Helps patients with anxiety attacks	🕅-sense	Helps patients suffering from migraine
Selfapŷ	Supports patients suffering from depression	Rehappy J	Supports stroke follow-up therapy
deprexis	Supports patients suffering from depression	miika	Alleviates psychological consequences of cancer

1. Federal Institute for Drugs and Medical Devices

2. 2 more apps have been added: Cankado (Breast Cancer) and Mindable (Mental Health)

#### Initial pricing led to criticism from public health system

#### Price range for 1 Year DiGA usage: EUR 428 – 2.290

DiGA prices are a "fee for service" for a period of 90 days. Reimbursement from public payor independent of actual usage



Challenges and concerns exist in digital health adoption and reimbursement in Germany





Challenges of adoption of digital health solutions

**60%** 

see validation of medical benefits as major challenge

fear high effort to **60%** prescribe a solution

of digital solutions 90% lack visibility by practitioners



Main bottleneck of reimbursement

<30% retention rate of some digital health solutions<sup>1</sup>

desire **promotion** 50% by public payors

>50%

underwriting lacks solid medical verification and data validation

#### Implications

Certification is only the first step

DiGAs require support from the traditional stakeholders in the health system

- AMCs: benefit validation
- Payors: promotion
- Physicians: prescribing

Cost and effort for Marketing & Branding underestimated

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# Panel Discussion I:

# Imagining the future of Remote Care in China

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# Panel Discussion II: Paving the path forward for MedTech in Asia

#### Scope

- APACMed collected 14 case studies, from 13 companies, of remote care management (RCM) programs integrated in the healthcare system
- 10 programs are already implemented in APAC (7 in Australia)

- Chronic diseases (11): diabetes, sleep apnoea, chronic pain, movement disorders, chronic heart failure, cancer, kidney disease, etc.
- Surgical journey (1)
- Radiology image analysis (1)
- Orthodontic treatments (1)

#### Focus areas



#### **Monetization status**

- Only 4 programs are (partially) reimbursed by local governments and 2 programs monetized by private health insurers
- 2 programs are free for use
- Other care programs are neither reimbursed nor monetized

 7 companies made available the impact of RCM programs on health outcomes and costs

Impact

#### **Use cases**

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# align

Invisalign Virtual Solutions

## Baxter

Mcare Monitor

Sharesource remote patient management - peritoneal dialysis

## **()**, HEALTHBEATS<sup>™</sup>



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HealthBeats™ **Remote Vitals** Monitoring platform



Velys Digital Surgery

**PHILIPS** 



MeCare

**ResMed** 



AirView patient management system



Roche t Health Companie Powered by PatchAi

My Health Point of Care Innovative Technologies Trial (PoCiTT)



ost-acute telemedical care or patients with heart failu

HerzConnect care program





Abbott and **Omada Health** platform



NeuroSphere



CareMonitor



MTHEALTH **MyHealth** CELINI

# Medtronic



Carelink

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# **Closing Remarks**

Georgia Swan APACMed

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# THANK YOU