

**Baker
McKenzie
Wong & Leow.**

Healthcare In The Metaverse ***Are You Ready?***

26 April 2022



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Lim Ren Jun

Principal
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Introduction



Key Metaverse Traits

Boundless

Devices

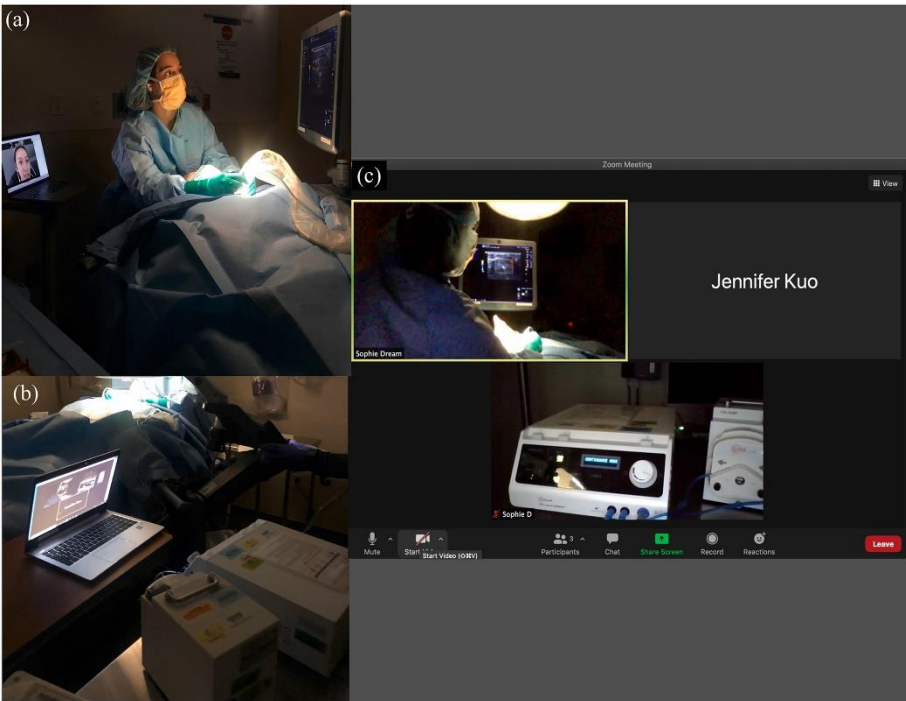
Decentralised

Immersive
Social &
Economic
Experiences

Multiple
Contributors

B2B vs. B2C

E-Proctoring



Virtual Marketing



Virtual Storefronts

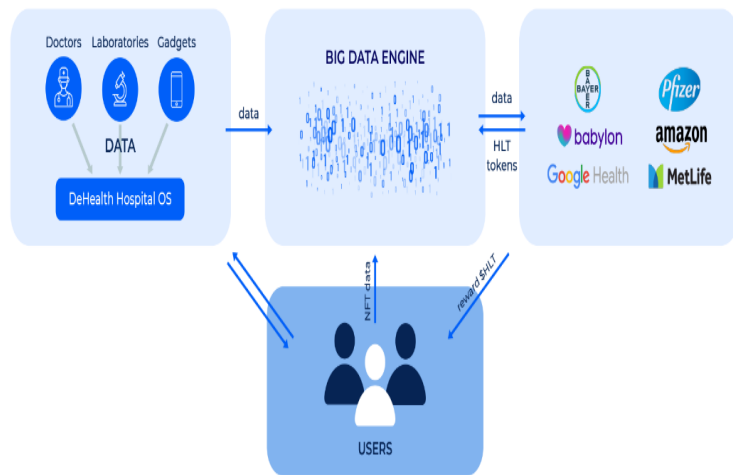


Virtual Healthcare Platforms



Virtual Healthcare Platforms

The screenshot displays the DeHealth Hospital OS interface. The top navigation bar includes 'Dashboard', 'Medical Card', and 'Patient info'. The main section is titled 'Appointment booking' and features a search bar for 'Alergist' and filters for 'Go to date' (Today), 'City or zip code', and 'Moyo Clinic'. Below this, a list of 17 doctors is shown, including Myroslav Kilok and Anna Bobyk, with their approximate prices (\$40). A calendar view on the right shows appointments for April 11, 2021, with times ranging from 10:00 am to 5:30 pm. The bottom section shows a 'Digital HealthCare Record' for Myroslav Kilok, including fields for 'General blood analysis', 'Physical Examination', and 'Medical info'.



Make your medical data valued.
Shared economy of data analytics

2

Regulation Of Devices & Apps



Regulation Of Devices & Apps

- Augmented reality devices
- Software
- Regulatory regime
 - Product licences
 - Dealer licences
 - Labelling requirements
 - Safety & quality



3

Teleconsultations & E-Proctoring



Teleconsultations

- Services-related licences *viz.* company
- Licences *viz.* physical persons
- Cross-border challenges



E-Proctoring

- Covering your contract bases
- Securing equipment
- Approved uses



E-Proctoring

- Sales representatives in clinical settings
- Technical support vs. medical treatment



4

Virtual Marketing



Virtual Billboards & Influencers



- Novel methods of advertising
- Still caught by old laws
 - Clear no-go areas
 - Key impression risks

Virtual Storefronts

- Due diligence
 - Do I need a licence?
 - What products can I sell?
- Traditional obligations continue to apply
 - Appropriate statements
 - E-labelling requirements
 - Restricting access on virtual storefront



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Personal Data & Cybersecurity



Obtaining Consent

- Data consent vs. informed consent
- Consent is usually sought by HCPs
 - Hands tied
 - Hospitals undertake to procure consent
 - Spell out purposes
 - Negotiate the form
 - Indemnity



Cybersecurity

- Securing virtual platforms and medical devices from being hacked
- Data breach protocol
- Data breach notification obligations



6

Jurisdiction



Jurisdiction

- Limitations in contractual choice of law
- Regulatory & data laws not straightforward
- Are these laws avoidable?



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Q&A



Questions

1. Click the Q&A button at bottom of screen
2. Type your question in text field
3. Click send



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Contact us



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