

MEDTECH FORUM ASIA PACIFIC 2022

PATIENT FUTURES 2025

CONFERENCE HIGHLIGHTS

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WELCOME ADDRESS BY OUR CHAIRMAN

APACMed had the honour of having John Collings, Chairman of the Board, APACMed and President, Asia Pacific, Stryker, kick off our 8th Asia Pacific MedTech Forum.

In his welcome address to audiences from around the world, John highlighted APACMed's commitment to advance standards of care and strengthen the healthcare systems we serve; and reflected on the tremendous impact of our work with our partners.

What's next in our fast evolving MedTech landscape? "Patient centricity and the role of patients in our work is evolving," John commented as he elaborated on our Forum theme - Patient Futures 2025, where we focused on patient centricity in the region. While MedTech advancements have brought us closer to patients, the path ahead is not always straightforward. "What is clear, is that if we are truly defining clinical success, at a new level, patient activation and patient data is needed in a big way".

In closing his speech, John encouraged delegates to actively partake in dialogues at the Forum as we forge forward to achieve our collective vision of patient centricity in Asia Pacific.

“ Together, we can drive long lasting positive change that will shape the MedTech environment and move us further toward our mission. ”

John Collings, Chairman of the Board, APACMed and President, Asia Pacific, Stryker



MESSAGE FROM OUR CEO

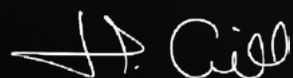
It was wonderful to see everyone back in person, following the COVID period, for the 8th edition of the Asia Pacific MedTech Forum. More than 1,000 delegates convened around the theme of “Patient Futures 2025”, confirming APACMed’s role in fostering public-private dialogue across industry, government, care providers, tech start-ups and, of course, patient groups. The energy in the room was palpable!

Despite representing 60% of the world’s population, some 1.6 billion people in the region still lack access to even the most basic healthcare. Expert speakers and delegates discussed the need to see patient-centric care models, sustainable ones, become a reality. In addition, a hot topic at the Forum revolved around patient literacy and activation across the continuum, beyond just focusing on patient satisfaction in siloed care settings. This applies to both virtual and traditional settings, as well as the notion of trust as a critical enabler.

The MedTech industry is positioned to take a leading role on these efforts, including by bridging the pathways to provide lifesaving technologies and services to those in need, and beyond in terms of corporate contributions to national development goals. At APACMed, we have been busy building our membership base in the region, establishing local offices in key geographies like China and India, rolling out an e-learning hub for capability enhancement, and serving as a platform for conversations on topics like regulatory agility, remote care management, and value-based market access. More to come, certainly.

With the Asia-Pacific MedTech Forum 2022 now behind us, we look toward 2023 for even more engagement and dialogue. Thanks as always for your support, and please do reach out with any questions or suggestions for the APACMed Secretariat.

Sincerely,



HARJIT GILL

Chief Executive Officer, APACMed



FORUM AT A GLANCE

The Asia Pacific MedTech Forum 2022, along the theme of “Patient Futures: 2025” was strategically designed around two major segments – a plenary morning of use case sharing, followed by an afternoon dialogue on integration of use case concepts for transformative patient care.

The use case sharing covered a few dimensions important to the Forum theme – patient-centric care models, trust, financial security and empowerment. Speakers represented global and regional experts, ranging from industry executives to tech evangelists, care providers, payers and patient group representatives. These multistakeholder perspectives moreover discussed what works, and what doesn't, in integrated care becoming a reality. Even the WHO leadership team dropped in to provide a patient-centric vision to march toward.

Aside from the plenary program, the Forum featured an event hall with technology booths (for corporates and start-ups), a stage to connect investors to innovation companies, and expert summit tracks in areas such as Digital Health, Regulatory Affairs, Public Policy and Market Access. There were as well ample networking space and time, which proved to be a big hit after the COVID hiatus.

1,300+
Attendees

82
Speakers

16
Hours

38
Sessions





FORUM THEME & REFLECTIONS

The notion of “Health Futures 2025” was introduced at the APACMed MedTech Forum 2021 (during the height of the pandemic), and we continued with this vision in 2022 to check our progress, albeit with a more explicit focus on the role of the patient. While Asia Pacific represents some 60% of the world’s population, there are more than 1.6 billion people in the region who lack access to even the most basic healthcare, many of whom have fallen further into poverty as a result of the pandemic.

Moreover, patient activation is seen as a critical enabler, having been shown to improve outcomes and to lower the cost of healthcare by as much as 30%. The often-mentioned “patient-centred care” must recognize the reality that disease management is a job for the patients too, in terms of following up on referrals, complying with treatment regimens and collecting reimbursement. It is estimated that patients with chronic illness, for example, spend as much as two hours per day managing their condition! Studies show that for patients to feel motivated to be active, critical

ingredients include trust, open communication and an operationally effective environment. Yet, in the Asia Pacific, healthcare literacy in some countries is as low as 20%.

There is opportunity for the MedTech industry to do more, including by collaborating together and with other stakeholders to help manage and measure patients throughout the continuum across care settings (including virtual and at home), while also recognizing that the promises of technology (hardware and software alike) must increasingly be tailored toward the unique needs of different patient personas. The MedTech industry is therefore critical for broader smart national objectives that drive economic and population productivity. Such as in Singapore, where MedTech contributes to 9,000 jobs with an output valued at SGD 15 billion.

In this section, we highlight four major thematic takeaways from the discussions at MedTech Forum 2022.

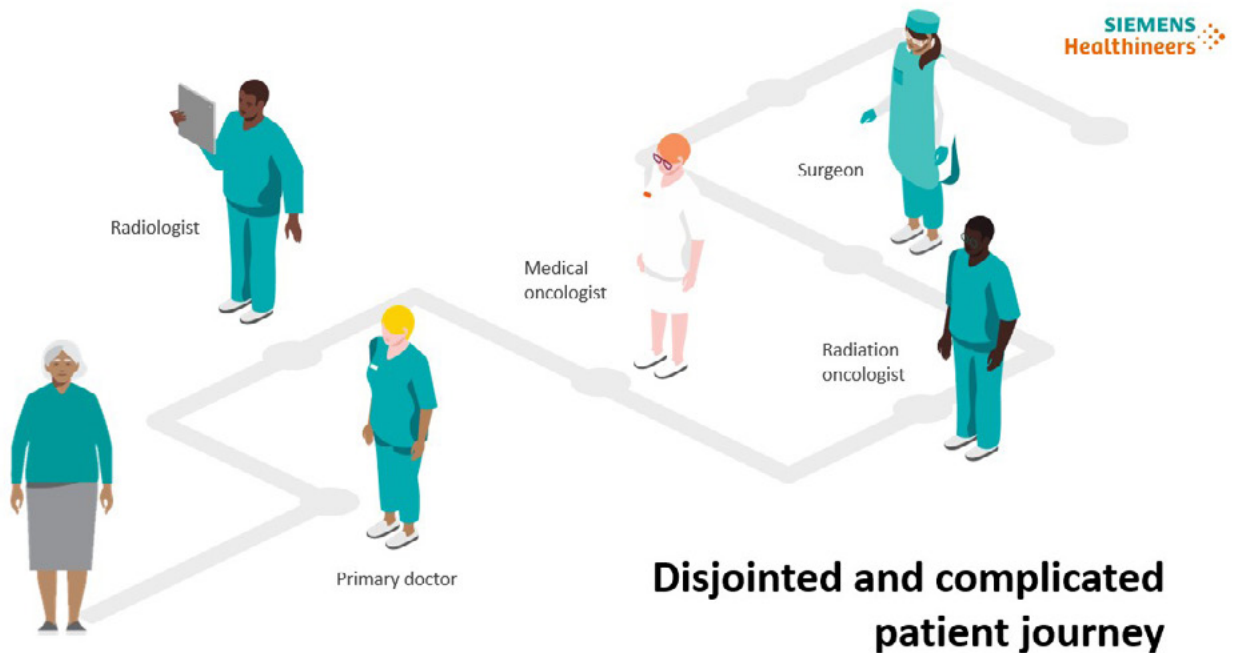


Image credit: Elisabeth Staudinger, Siemens Healthineers

1. Patient-centric care models are steadily coming to fruition

The terminology around “patient centricity” was introduced in the 1980s through the increasing proliferation of technologies which allowed for care to be delivered in other settings than only the hospital. Fast forward to 2022, and patient centricity seems to have become a daily conversation, from further decentralization of care models, to advancements in digital tools like remote care management, as well as the rise in the patient voice.

One key role played by the MedTech industry in driving progress on this topic revolves around the strategy of connected care. MedTech companies are working better internally, amongst each other, and with external parties (public and private sector) to link together essential progress and services across the value chain, including use of digital technologies, to optimize the patient experience. The use case provided by Becton Dickinson

dove into connected medication management, which is comprised of the connected laboratory (e.g. faster diagnoses) and the connected pharmacy (e.g. reducing medication errors), leading to connected patient care that is safe and efficient.

Another insightful discussion held at the Forum brought the conversation of patient centricity to a personal level. “Patient Mei”, a 67-year-old lung cancer patient living in a remote village, became the buzz of the Forum following the presentation by Siemens Healthineers. The rise of chronic diseases in the Asia Pacific is palpable, yet diagnoses are occurring far too late, followed by disjointed patient care journeys and coupled with low digital maturity in healthcare. But there is also great promise, through the rollout of digital networks, patient activation and an empowered healthcare workforce.

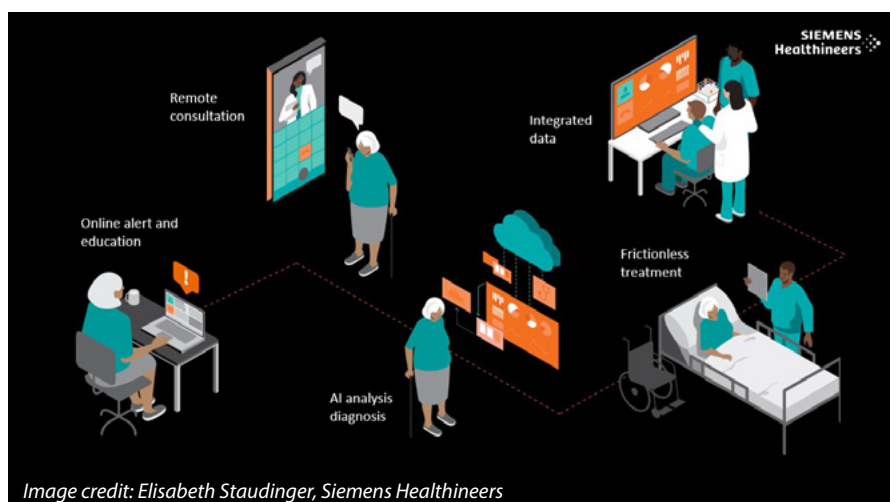


Image credit: Elisabeth Staudinger, Siemens Healthineers

2. With advanced medical technologies comes hypersensitivity about trust

As we saw during the 2021 Forum, the pandemic has led to an explosion of technology adoption which seek to enable the patient-centric care model strategy. In some cases, particularly in areas like remote care management, use of such platforms has increased by more than 150% over pre-pandemic times.

At the 2022 Forum, we had the opportunity to witness leading-edge thinking in MedTech innovation, ranging from augmented reality via a smart contact lens through to a live demonstration of the first healthcare city in the metaverse. In addition, corporate and start-up booths on display throughout the Forum gave participants an immersive experience into the latest disruptions. Finalists of the inaugural Investor Day, moreover, featured technologies that simplify surgical procedures for children's ear infections, 3D modelling of orthopedic interventions, and a remote vitals monitoring platform through the mobile phone.

That said, there do remain lingering concerns around security, data privacy, and more generally the trust required for medical technology adoption to achieve its intended purpose with patients. In hearing from the clinician and patient perspectives during the Forum, the resounding feedback is that we must continue to drive progress on innovations in patient care while being sure to sense check ourselves along the way to retain utmost safety.



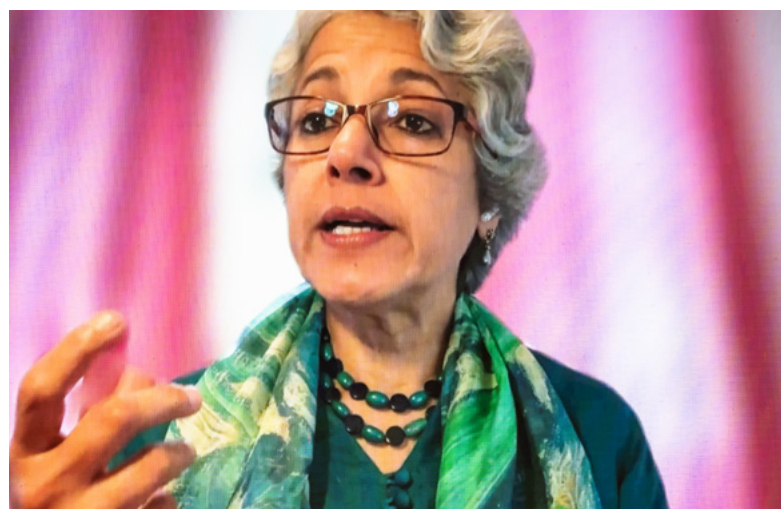
3. Even with the best intentions, financial security and access dictate terms

We heard from various speakers who represent initiatives in areas like international development funding for digital health, novel private insurance schemes to keep pace with patient centricity, as well as disease-specific ambitions for greater financial security on major disease burden topics like liver cancer and diabetes. We also heard directly from WHO global leadership about reflections from the pandemic and priorities ahead.

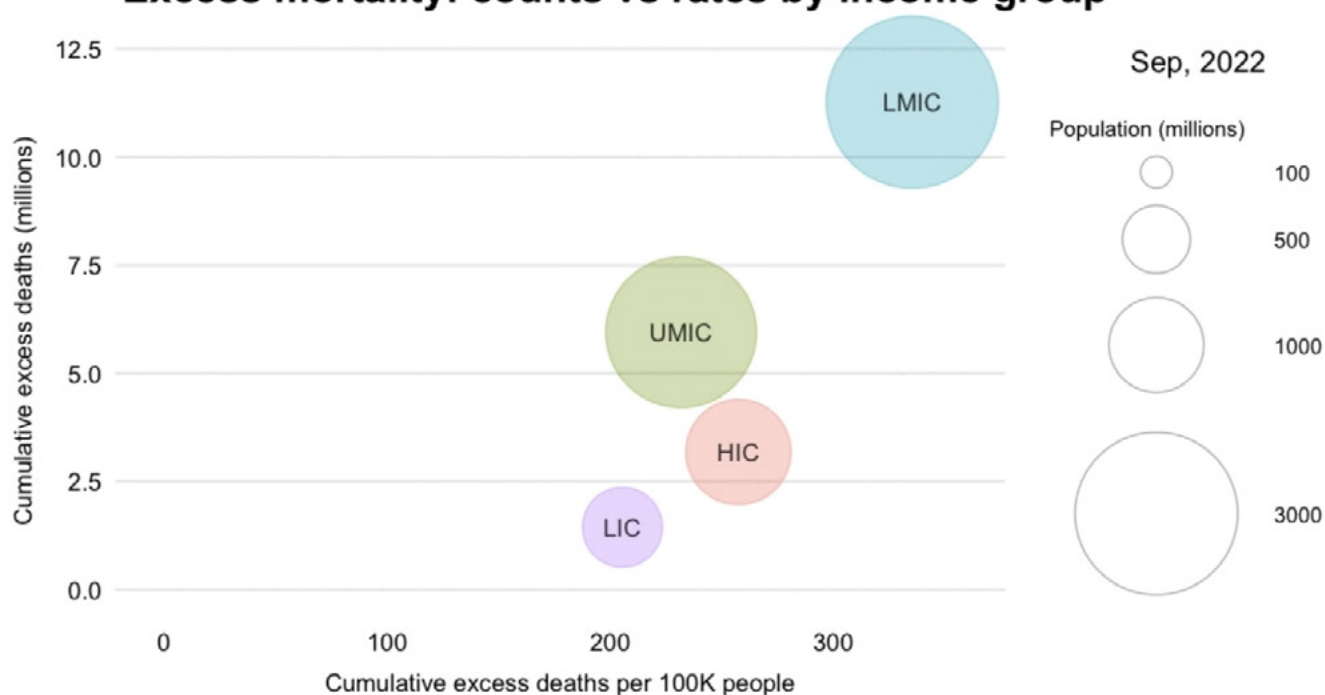
While there is much hype around the potential of technology, the financial discussion tends to be sobering. Reflecting on the COVID-19 pandemic, for example, exerts a reality that was beyond clinical and economic, into broader social inequities. At the same time, there is much to be excited about in the form of revamped health systems, stronger governance and financing models, stronger intentions behind R&D and reinforcement of the role of science.

In terms of market access, interestingly, participant polling results showed greatest focus in the ASEAN region, followed (in order) by India, China, Japan, with Korea and Australia

not far behind. Tying back to the investor side of the discussion, polls showed that participants are excited to use the MedTech Forum as an opportunity to continue to see the latest medical technologies in action and to collaborate amongst like-minded colleagues on the same.



Excess mortality: counts vs rates by income group



Source: Schellekens (2022); Economist; WPP. Updated: 2022-09-14. Latest: pandem-ic.com.

Note: Acronyms: high (HIC), upper-middle (UMIC), lower-middle (LMIC) & low income (LIC) countries. Mid-point estimates of cumulative excess deaths by The Economist. Time progresses at 14-day intervals.

Image credit Dr Soumya Swaminathan, World Health Organization

4. Patient empowerment and literacy are critical elements that tend to be overlooked

Rounding out the discussion of patient centricity, technology and access, were several dialogues on the concept of empowerment. While healthcare literacy in Asia Pacific tends to be lower than elsewhere around the world, there is opportunity to leverage patient activation on the back of the pandemic. Various patient groups and representatives, from a diverse set of geographies and disease priorities, joined the 2022 Forum to have their voices heard. Sometimes we may take for granted just how important empowerment can be.

Medtronic gave a presentation about their efforts in the digital linking of implantable MedTech (e.g. for cardiovascular and diabetes conditions) to mobile apps, allowing patients a greater role in monitoring their wellbeing. Terumo spoke about the physical redesign of care facilities, such as in outpatient clinics and radial healing centers. The point being that the combination of online and offline factors are what maximize empowerment of patient experience.

All-in-all, the APACMed MedTech Forum 2022 proved to be a well-rounded dialogue across public and private sector on the theme of Patient Futures. When asked about topics they would like to hear more about, participant polling results showed an overwhelming interest in innovation. In addition, while there is a lingering global recession which may dampen growth expectations, participants polled said that their outlook for innovation remains stabilized with a continued focus ahead. Stay tuned for more on the theme of innovation as we start to plan for the APACMed MedTech Forum 2023!

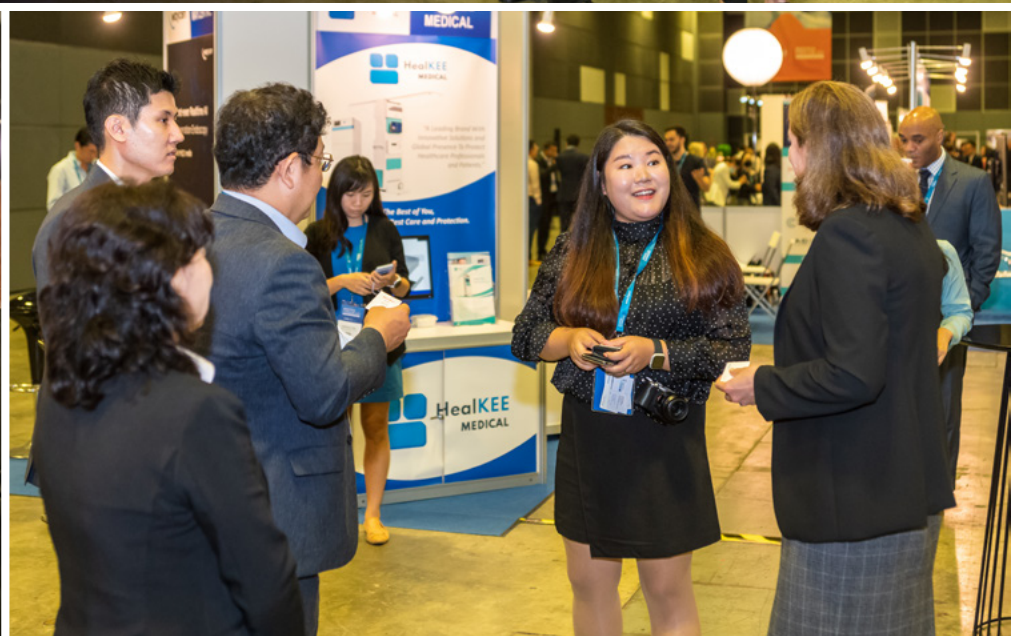


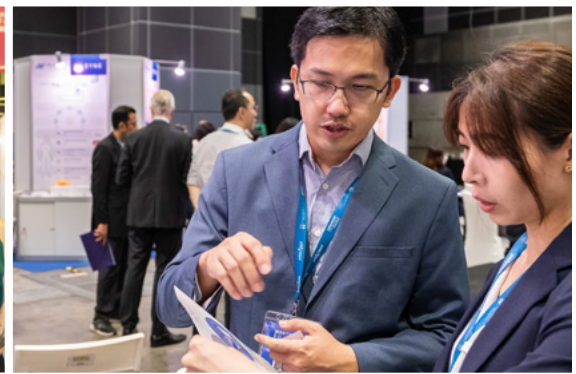
Image credit: Elizabeth (Liz) Carnabuci, Medtronic



RETURN TO LIVE NETWORKING

Space and time for networking was a key planning feature of the Asia Pacific MedTech Forum 2022, especially after a mostly virtual event format over the prior years. Networking was achieved through a multifaceted approach of Forum breaks, technology booths (for corporates as well as start-ups), the Investor Day stage, and a social reception.







ACKNOWLEDGEMENTS



Harjit Gill, Chief Executive Officer of APACMed



APACMed Secretariat

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THANK YOU

& WE HOPE TO SEE YOU NEXT YEAR

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