

HEALTH DATA
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SUMMARY REPORT

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The Power & Promise of Health Data

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Knowledge Partner



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01 Introduction

The future of healthcare will be underpinned by insights and outcomes derived from data, and the benefits of an interconnected healthcare ecosystem cannot be understated. Health data is needed to achieve a more sustainable, efficient, and equitable ecosystem, which is a top priority for governments in the Asia-Pacific region.

For health data to deliver on its maximum value potential, the ambition requires trust and partnerships between public and private sector. Recognising this, APACMed and MTAA joined forces to bring industry, regulatory, and patient representatives to tackle the crucial challenges and opportunities in health data governance, exploring how collaboration between government and industry can unlock the full potential of health data for patients across Australia.

02 Opening Remarks



Mr Andrew Spong
Australian Capital
Territory Chairman,
KPMG

The opening remarks opened the event by highlighting the immense value of health data within Australia's healthcare ecosystem, emphasising the critical role it plays in shaping the future of healthcare delivery. Australia's National Digital Health Strategy (2023-2028) was discussed, with its goal of creating a connected, person-centred digital health system. The medtech industry is a crucial partner in supporting and driving this strategy.

Integration of health data across private and public sectors can unlock new insights, improve patient outcomes and enhance healthcare delivery, which are critical for value-based healthcare. Federal governments can foster these partnerships by creating an environment that encourages collaboration, innovation, and trust. These remarks set the stage for the subsequent panel discussions, delving into these themes in greater detail.

03 KEYNOTE ADDRESS

The Power & Promise of Health Data



Mr Nick Hull
Director, Access
Economics,
Deloitte

The keynote address provided a comprehensive overview of the critical role of data within the Australian healthcare system, emphasising the significant opportunities for improvement in data utilisation to enhance patient outcomes and healthcare delivery.

An immense volume of data is collected within the healthcare system, far surpassing other sectors such as the Australian Tax Office's collection of tax records. Despite this, much of the data remains underutilised, particularly within platforms like My Health Record. There is an opportunity to maximise data's potential.

The effective use of data can predict patient outcomes, enable remote patient monitoring which helps reduce hospital admissions and train clinicians to increase diagnostic accuracy, enhancing the quality of care. This drives economic productivity gains and reduces healthcare inequalities.

Challenges such as public trust in the use of Artificial Intelligence (AI) in healthcare, data security, and the need for skilled practitioners in data analysis were acknowledged as areas requiring attention but collectively the medtech industry can work with government and other stakeholders to focus on priority areas where data has the most significant impact and unlock the data dividend for Australia's healthcare system.

04 PANEL DISCUSSION 1

Value of Health Data

Moderator



Mr Andrew Witshire
Healthcare Policy Lead,
APAC, Amazon Web
Services



**Ms Annette
Schmiede**
CEO, DHCRC



Ms Cathy Ryan
Director
Health Funding & Patient
Services, Cabrini Health
Group



**Ms Farhana
Nakhoda**
GM & SVP
Health Catalyst, APAC



**Mr Harry
Iles-Mann**
Consumer
Representative



Key Definitions:

“Health data is typically personal information that relates to the health status of an individual, including but not limited to doctor referrals and prescriptions, medical acts and examination reports, laboratory tests, and medical imaging. Data is generated by interactions with healthcare facilities as well as medical devices and digital applications. Health data is frequently considered highly sensitive.”



Panel Overview:

The panel discussion on the “Value of Health Data” brought together leaders from academia, industry, and government to explore the potential of health data in transforming healthcare. The discussion emphasised the importance of unlocking the value of health data to drive better patient outcomes, improve healthcare delivery, and foster innovation in the healthcare sector.



Defining the Value of Health Data:

The value of health data is subjective and must be defined by what is valuable to consumers and communities. Engaging with these stakeholders is essential to developing a holistic value statement that reflects the true benefits of health data.

Hospitals and healthcare providers must prioritise value-based healthcare, which emphasises patient outcomes and experiences. However, good health outcomes do not always equate to a positive patient experience, highlighting the need for a balance between quantitative and qualitative measures.



Digital Transformation in Healthcare:

Digital technologies are key to the future of healthcare, with a strong emphasis on the need for digitalisation efforts to have an immediate and positive impact on hospital operations. However, the slow pace of digitalisation, with many records still in paper form, continues to hinder progress.

There is a critical need to overcome barriers to interoperability, which currently limits the effective use of health data across different systems and organisations. This lack of integration leads to inefficiencies, such as duplication of tests and increased costs.



Collaborative Efforts and Breaking Silos:

The panel highlighted the importance of collaboration across academia, industry, and government to effectively implement research and support the growth of digital health solutions.

Breaking down the siloed structure of healthcare is essential to unlock the full potential of health data. Practical challenges, including trust, privacy concerns, legal and regulatory barriers, and interstate data sharing, must be addressed to facilitate this collaboration.



Unlocking the Potential of Health Data:

The discussion explored how to unlock the value of health data through technology that capitalizes on data linkages and the richness of available devices. Predictive data analytics were identified as a powerful tool to drive targeted treatments, manage resource allocation, and identify disparities for targeted interventions.

Opportunities lie ahead in using health data to personalize patient care, improve health outcomes, and manage chronic conditions such as those affecting the elderly.

For example, Singapore's HealthierSG initiative focuses on preventive care and improving population health through regular screening and vaccinations. In the management of pneumonia, vaccination alongside diagnostic data collected from Singapore hospitals was crucial in designing better treatment practices leading to improved recovery outcomes.



Call to Action:

There was a strong call to action for participants to support initiatives aimed at unlocking the value of health data. This includes encouraging partnerships with MedTech companies, integrating data beyond the hospital, and sharing learnings across organisations to avoid starting from scratch with each project.

The need for a robust data governance framework was underscored, along with the importance of learning from other countries and industries to avoid common pitfalls.

Fortifying Health Data

Moderator



Ms Mandi Jacobson
Partner,
Hogan Lovells



Mr Paul Chua
Cybersecurity Officer,
Greater Asia,
Becton Dickinson



Ms Emma Hossack
CEO, Medical Software
Industry Association
(MSIA)



Mr Delvin Chein
Partner, Information
and Communications
Technology & Digital Law,
Mills Oakley



Dr Isobel Frean
Director, Digital
Health Integration,
DHCRC/HL7 Australia

Panel Overview:

The panel on “Fortifying Health Data” delved into the critical aspects of securing and managing healthcare data, particularly in a rapidly evolving technological landscape. The panellists called for ongoing collaboration between industry and government and a consumer-centric focus to truly fortify health data in the digital age.

Security and Privacy in Governance

Embedding security and privacy into the culture of healthcare organisations is essential. This requires a shift towards frameworks that are collaborative and industry-aligned, fostering a proactive rather than reactive approach to data security.

Principles for Effective Governance Frameworks

Governance frameworks should be driven by innovation and stability, ensuring they are adaptable to future technological changes while remaining transparent and gaining community acceptance. While frameworks may not be future proof, they should still provide relevant guidance.

Industry and Government Collaboration

The rapid implementation of telehealth during the Covid-19 pandemic was highlighted as a successful example of collaboration, demonstrating how quick technological upgrades can be achieved when industries and government work together.

Consumer-Centric Approaches

A shift from provider-centric to consumer-centric models was advocated, with a strong emphasis on empowering consumers by providing them with access to their own health data. This shift is seen as crucial for building trust and enabling more personalised care.



Standards and Interoperability

Promoting harmonised standards for data is critical to ensuring that healthcare data is reusable, transparent, and consistent across different systems in Australia. This will help in harmonising data access and usage, particularly for research purposes.



Regulation and Flexibility

The panel highlighted the need for regulations that guide and support technological development without hindering innovation. A dynamic approach to regulation as opposed to over-regulation was recommended, allowing for flexibility and adaptability as technology advances.



Security Culture and Privacy

A robust security culture within organizations was seen as a foundation for managing privacy concerns. The panel acknowledged that while the definition of privacy may vary between organisations, the overarching principle should be security by design.



The Role of Technology in Data Security

The potential use of blockchain technology for securing health data was discussed, although concerns about cost and who would bear these expenses were raised. The current health solutions, which often include audit trails, were seen as a possible way to track data usage effectively.



Transparency and Ethics

Transparency emerged as a critical factor in building trust, particularly when dealing with big data. The panel agreed that clear and transparent communication about how data is used is essential for gaining public trust. Ethical considerations, especially in the use of new technologies, were also underscored.



Challenges and Opportunities

The panel recognised the high-risk nature of healthcare data and the challenges posed by legacy systems and state-based legislation. However, they also saw opportunities in the usage of data, such as tracing patient journeys, remote care, and predictive healthcare. Digital health can bring opportunities in remote communities with telehealth cited as an example.

Leveraging Real World Data /Real World Evidence For Regulatory Decision-Making

Moderator



Mr George Faithfull

Director, George Faithfull Advisory



Mr Mahesh Datar

Senior Manager,
Regulatory Affairs,
Medtronic



Dr Simon Singer

Principal, Medical
Adviser, Medical
Devices Authorisation,
TGA



Ms Heather Colvin

Director, Evidence &
Outcomes Policy, Global
Regulatory Affairs Policy,
J&J Medtech



Professor Wendy Brown

Head, Monash University
Department of Surgery,
Director, Oesophago-
Gastric-Bariatric Unit

Key Definitions:



Real-world data relates to data on patient health, patient experience and delivery of care. This data is collected outside of a highly controlled clinical trial. Some examples of real-world data sources include electronic health records, administrative hospital data claims, and patient registries (either at the national or international level, or from manufacturers that have their own registries). Another emerging source of particular importance to Value Based Healthcare (VBHC) is patient-generated health data through wearables, sensors and connected devices. This offers the opportunity to think of different, new and novel data sources to help answer research questions and demonstrate the value of devices across the product lifecycle.”

Panel Overview:



The panel on “Leveraging Real World Data/Real World Evidence (RWD/RWE) for Regulatory Decision-Making” focused on the critical role of RWD and RWE in shaping healthcare regulations and the challenges associated with their effective use. Panellists emphasised the importance of establishing proper frameworks for the collection, interpretation, and utilisation of data, the need for transparency and trust in the regulatory process and potential of RWE to complement clinical evidence.

The Power of Collective Measurement



The principle of “what is measured is what is paid for and done” was highlighted as a driving force behind the successful use of RWD. Immunisation records were cited as a prime example of how measurement can influence behaviour and outcomes, demonstrating the potential of RWD to drive change when used effectively.



The Need for Consensus Development

Building consensus among diverse stakeholders was emphasised as a necessary, albeit complicated and messy, process to create solutions that benefit all parties involved. The discussions must capture the variety of needs across stakeholders, including patients, healthcare providers, and payers.



Intentional and Purposeful Data Collection

The panel stressed the importance of collecting RWD with clear intent and purpose. When done correctly, RWD can offer significant benefits to both patients and payers. However, the transition from RWD to Real World Evidence (RWE) is crucial for making the data reliable and usable for regulatory bodies.



The Role of Regulators

Regulators play a pivotal role in utilising the regulatory framework to make informed decisions based on data provided by manufacturers. The panel discussed the use of registry data, which is vital in capturing real-world performance, particularly when clinical trials alone may not be sufficient to predict broader scale issues.



Barriers to Regulatory Decision-Making

Major barriers for regulators include the need for harmonisation across different regulatory bodies and the challenges posed by varying legislative frameworks between countries. The Therapeutic Goods Administration (TGA) of Australia was noted for its active engagement with industry, striving to bridge these gaps.



Divergent Understanding of RWE

The panel acknowledged that there is a wide variation in how different stakeholders understand and interpret RWE. This divergence can complicate the process of utilising RWD effectively, underscoring the need for clear guidelines and harmonised approaches.



Usage of Registries and Ethical Considerations

While recognising the need to safeguard individual privacy, the Australia Privacy Act 1988 and the Australian Privacy Principles were mentioned as a limiting factor in connecting data across different registries, which poses a challenge for obtaining comprehensive insights. Balancing the need for data integration with compliance to these regulations requires careful consideration and often necessitates advanced technological solutions, governance frameworks, and collaboration between stakeholders to ensure both privacy and the utility of health data.



Harmonisation of Regulations

Differences in legislation between countries present significant challenges to the harmonisation of regulations. Efforts to harmonise these frameworks are necessary to ensure that patient outcomes are consistently prioritised across different jurisdictions.



Reporting Within Healthcare Systems

The panel noted that reporting within healthcare systems is becoming increasingly tied to regulation. This shift underscores the growing importance of RWD and RWE in shaping not only regulatory decisions but also the overall direction of healthcare practices.

07 PANEL DISCUSSION 4

Looking into the Future

Moderator



Mr Warren Bingham

Global Vice President,
Aria Research



Dr David Hansen

CEO and Research
Director, Australian
e-Health Research
Centre, CSIRO



Ms Kim Smyth

GM Investment,
ANDHealth



Ms Madeline O'Donoghue

Communications and
Government Affairs
Lead, Pathology
Technology Australia



Mr Mike Lau

Chief Data & Analytics
Officer, ADHA

Key Definitions:

Genomics

Genomics is the study of the complete set of DNA (the genome) within an organism, including all of its genes. This field involves analysing the structure, function, evolution, and mapping of genomes to understand how an organism's genetic material influences its development, functioning, and susceptibility to diseases. In healthcare, genomics plays a crucial role in personalised medicine, allowing for the development of targeted therapies and treatments based on an individual's genetic profile. By leveraging genomic data, researchers and clinicians can better predict, diagnose, and treat diseases, offering a more precise and effective approach to healthcare.

Generative AI (GenAI)

Generative AI (GenAI) refers to a class of artificial intelligence systems capable of generating new content, ideas, or solutions based on the data they have been trained on. Unlike traditional AI, which is often focused on classification and prediction, GenAI can create text, images, audio, and other forms of content that mimic human creativity. In the context of healthcare, GenAI has the potential to revolutionise areas such as drug discovery, diagnostics, and personalised treatment plans by generating insights and solutions that may not be immediately apparent to human experts. By extending human knowledge and creativity, GenAI is poised to be a transformative force in the future of medicine and beyond.



Panel Overview

The panel discussion on “Looking into the Future” explored the rapidly evolving landscape of technology, particularly focusing on Artificial Intelligence (AI) and Generative AI (GenAI), and how these innovations will impact various aspects of society and industry over the next five years. Below are the key insights shared by the panellists:



Navigating Skills and Supervision in AI

As AI becomes more prevalent, there is a need to address the potential loss of certain human abilities. The panel emphasised the importance of developing the necessary skillsets to supervise AI advancements and ensure that technology serves to augment rather than diminish human capabilities in the healthcare sector.



The Impact of AI and GenAI

Over the next five years, AI and GenAI are expected to be the most impactful technological advancements. GenAI, in particular, is driving significant changes in how we approach problems and solutions, encouraging deeper self-discovery and innovation.



The Importance of Storytelling in Data

Data collection and usage must be accompanied by effective storytelling to resonate with relevant stakeholders. Understanding the actual patient journey and aligning it with data is crucial for making data meaningful and impactful. The panel also discussed the importance of building trust and transparency without making assumptions, particularly in value exchanges that need to be immediate and specific, rather than abstract.



Balancing Risk and Opportunity

The panel acknowledged that while risks are often well-documented, the benefits are not always equally captured. Incorporating a robust framework for risk assessment in decision-making processes is necessary to ensure balanced and informed choices. Australia, for instance, has the potential to lead in areas like informed consent, especially in data usage.



Opportunities in Efficiency and Investment

Efficiency gains from technology can create bandwidth that can be reinvested. The next five years were described as an exciting period where the distribution of the future will be uneven, presenting both opportunities and challenges. The panel emphasised the need for ongoing investment in health data literacy, something that was missed during the Covid-19 pandemic.



Generational and Legacy Challenges

The transition from legacy data to new data presents challenges. A case in point, clinicians experienced burnout due to mandatory data collection requirements associated with the Australia Medicare Benefits Schedule (MBS). AI could help alleviate such burden through automation, but it also raises concerns about its impact on generations who may not be able to defend themselves, potentially influencing factors like insurance premiums.



A Vision for the Future

The future is already here, but it is not evenly distributed. The panellists expressed optimism about the potential for technological advancements to drive positive change, provided that the risks are managed effectively, and the benefits are communicated clearly to all stakeholders.

08 Closing Remarks and Call to Action



Ms Shweta Bhardwaj

Chair, Health Data Committee,
APACMed & Director Global
Digital and R&D Policy, J&J

The discussions underscored the collective responsibility all stakeholders share in shaping the future of healthcare. Participants emphasised the urgent need for a systematic framework that allows for the secure access and sharing of health data. Such a framework is critical to supporting better decision-making and improving patient outcomes.

Key discussions highlighted the importance of data standardisation and transparency as essential elements for driving quality care. By ensuring these practices are in place, the effectiveness of medical devices can be enhanced, enabling patients to live longer and healthier lives.

The future of healthcare will depend on increasing efficiencies within the system. Organisations are encouraged to engage in open dialogues, foster collaboration, and share best practices to achieve these efficiencies. This approach will not only prepare the healthcare sector for future challenges but also ensure that it remains equitable and accessible to all, improving care quality and patient outcomes.

Call to action by industry associations:

MTAA will continue to advocate for robust health data governance framework with respect to cybersecurity, privacy and enhancing trust within the Australia system. Strategic discussions, such as those on RWE, will inform ongoing industry positions where relevant.

MTAA and APACMed will continue to work together in the digital health and health data space, shaping emerging and strategic opportunities (such as AI, RWE, Genomics), by sharing best practices and advancing thought leadership in Australia and APAC.

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