

In Progress

**smart.helios**  
enabling seamless healthcare

# The challenge of building digital products in a highly regulated market

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# Digital based medicine will drive a paradigm shift in healthcare

## Focus of Healthcare today



Flow of work and information based on pen and paper

Diagnosis to understand and eliminate causes of symptoms

Patients come to medical facilities

Fragmented responsibility

Chain of episodic treatment phases

Outcome relies on intuition and skills

Diagnosis relies on High-Tec and skilled experts

Analog

Illness

Professional-centered

Sectoral

Sequential

Expert-driven

High-Tech

## Future Focus of Healthcare

Digital

Health

Patient-centered

Integrated

Continuous

AI-driven

Commodity

Any decision and intervention will rely on shared data

Behavior focused intervention before predictable change of health status

Intervention will be provided where patients need it

Holistic view on patients

Seamless Care continuum

Outcome relies on real-world-data expert systems

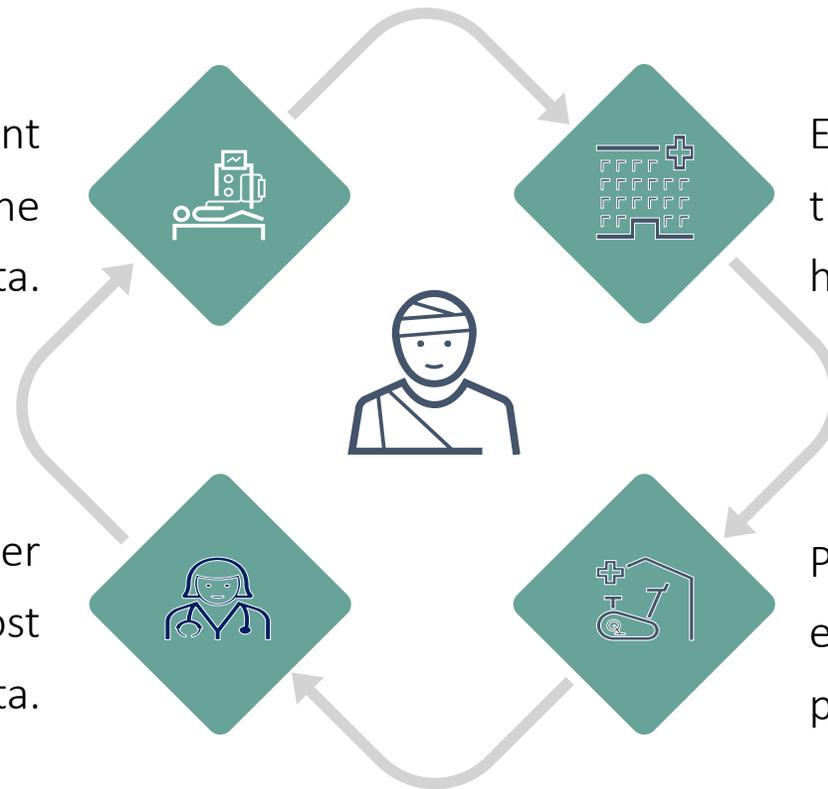
Smartphone add-ons provide data-based diagnosis



# Future healthcare delivery must go beyond traditional settings

More often than not, only the patient serves as the “container” for (all?) the relevant, health related data.

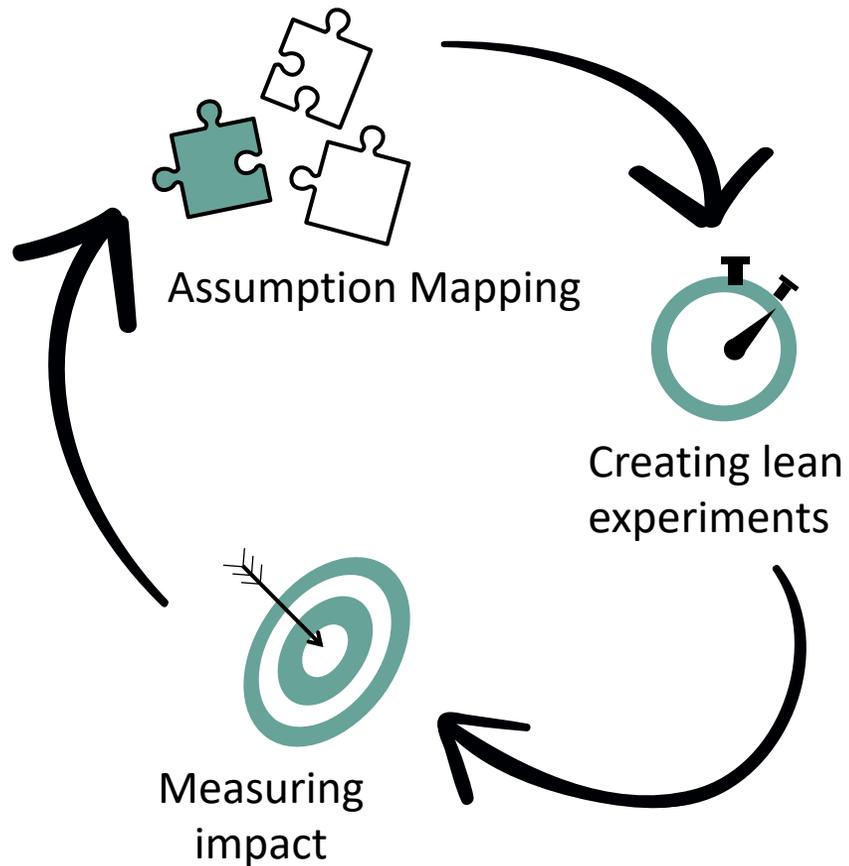
A lot of the time, GPs and other physicians have with the patient, is lost for collecting and updating data.



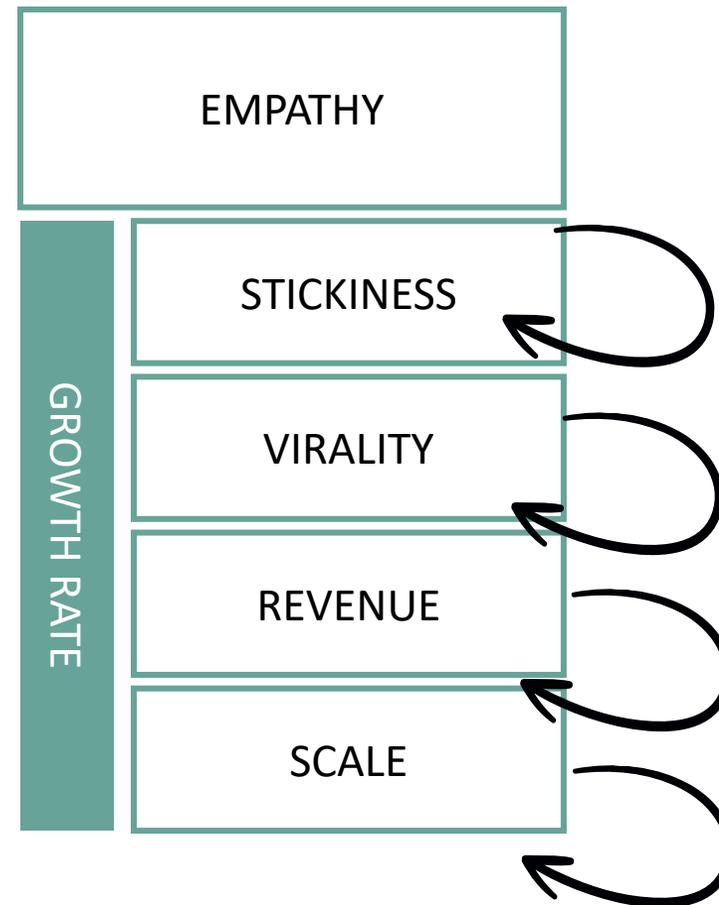
Especially for chronically ill patients, all this results in a lot of use- and needless healthcare interventions.

Patients are neither engaged nor empowered at home, where 90% of the patient journey occur.

# Being agile and lean has been a key success factor in other industries



## LEAN ANALYTICS STAGE



# Healthcare has its own rules with major restrictions on innovation processes

1

## Access to PATIENTS

„Experiments“ in a clinical setting need clearance by an ethical commission.  
Long approval process with uncertain outcome.

2

## Access to DATA

Companies need obey to European, national and regional data privacy laws.  
Unclear and strict legislation limit the potential of digital solutions.

3

## Access to MONEY

No sustainable and scalable business model has been established.  
Investors, especially in Europe, act reluctantly.

4

## Access to MARKET

Regulations for market approval have been intensified, even for low risk medical devices.  
Cost- and work-intensive administrative processes take away creativity and speed.

# Thank you for the attention!