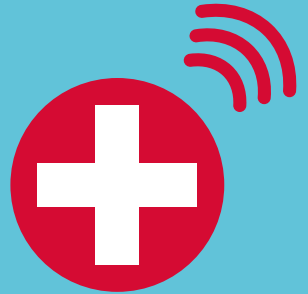


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## Digital Health (part 1):

# A transition to Value Based Healthcare?



**METTE BØGELUND**

CEO, INCENTIVE



**KARSTEN VRANGBÆK**

PROFESSOR, DEPT. OF PUBLIC HEALTH, UNIVERSITY OF COPENHAGEN



**SØREN EIK SKOVLUND**

CHIEF CONSULTANT PRO LEAD, THE NORTH DENMARK REGION



**GITTE LØVGREN**

DIRECTOR, RINGSTED MUNICIPALITY

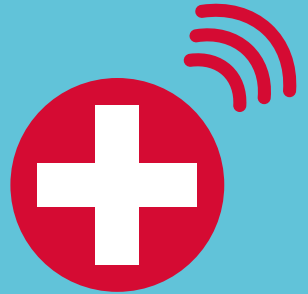


**KRESTINA FLYGER**

COUNTRY MANAGER DENMARK, ROCHE DIABETES CARE

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Digital Health (part 1):

# A transition to Value Based Healthcare?

– potentials and implications for innovation and better treatment in healthcare.

Thanks to Medtech Innovation for sponsoring

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Innovation**



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## OUR VISION

"... to promote and support healthy living, active ageing, and chronic disease management through personalized health technology."



## Healthcare Challenges



### Chronic diseases management

Accounting for 2/3 of all healthcare spend worldwide – and increasing – chronic disease management is and will be the main focus of health.



### Preventive and predictive health

Obesity, lack of physical activity and unhealthy lifestyle are the major factors for health problems and needs to be addressed early



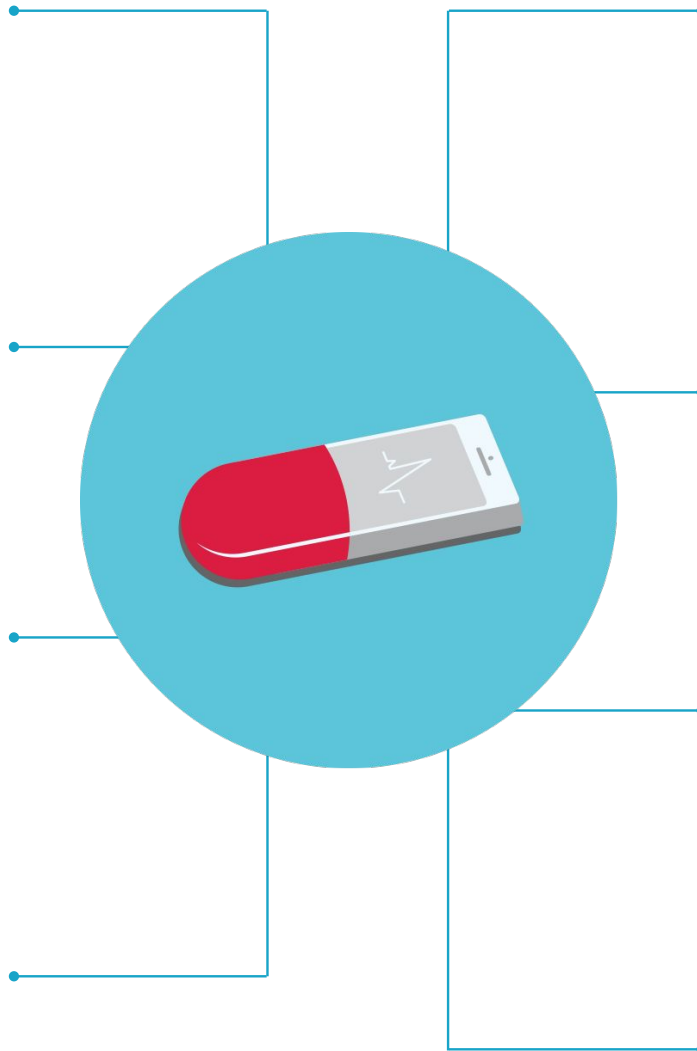
### Regulatory

Legal and regulatory demands for protecting patient privacy, data, and safety will be enforced heavily as digital and personalized health emerge



### Evidence & outcome-based health

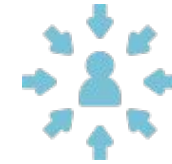
New business models both for suppliers and vendors will be tied to clinical evidence and real-world patient outcome (efficiency)



## Technology Opportunities

### Personalized technology

Engaging, patient-centric, and participatory technology can deliver interventions tailored to the individual and sustain engagement “beyond-the-pill” outside traditional care settings.



### Digitalization

The ubiquity of digital health and communication technology drive new models for virtual and semi-automated doctor-patient contact.



### Health IoT

Pervasive, mobile and wearable technology for sensing and engaging with patients create a unique platform for personalized health delivery



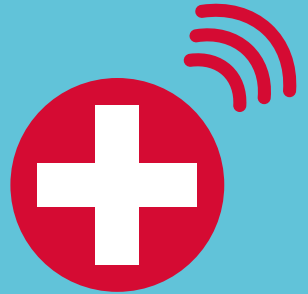
### Big data analytics

Computing power and advanced analytics and learning algorithms drive insight and prediction of patient behavior, treatment, and care costs



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Next up: **Keynote**

# Digital transformation and new business models

Claus Klint, Director Internet of Things, IBM Denmark  
Kim Vejlbj Hansen, CEO, FOSS

13.10 @ Arla Hall (Exhibition area)



# Later today: Digital Health (part 2)

## Treatment 'Beyond the Pill'



**SØREN SMED ØSTERGAARD**

SENIOR DIRECTOR OF DIGITAL HEALTH COMMERCIAL STRATEGY, NOVO NORDISK



**INGRID HARBO**

VP BIOMETRICS, H. LUNDBECK A/S



**ANNE FLEISCHER**

CFO, LEO INNOVATION LAB



**PER BÆKGAARD**

ASSOC. PROFESSOR, DTU COMPUTE

14.05 @ Meeting room S09 (This room)



# Tomorrow: Digital Health (part 3)

## Improving eldercare through technology



**ANDERS STOCKMARR**

ASSOCIATE PROFESSOR, DTU COMPUTE



**ANETTE STJERNE**

SALES & MARKETINGMANAGER, TUNSTALL A/S



**KRISTIAN GLAHN**

CONSULTANT, SIF GRUPPEN



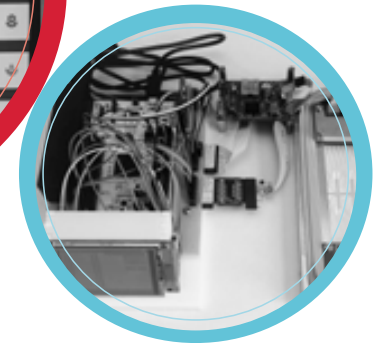
**CHARLOTTE KOCK PETERSEN**

PLEJECENTERLEDER, PLEJECENTER SKOVHUSET, HILLERØD KOMMUNE

Thursday, October 11, 13.50 @ Meeting room S07

# During entire High Tech Summit: CACHET Exhibition Stand

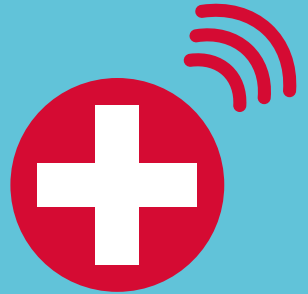
- Demo of a lab-on-a-chip to control and mix fluids
- Apps for monitoring and aiding mental health
- Medical simulation for training
- tDCS stimulation and EEG
- Demo of sensor floor
- Telepresence robots
- ... and more



Stand **31** @ Arla Hall

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