SHIFTING - HEALTHCARE
MOVING THE INNOVATION NEEDLE

By Alicia Heazlitt
Global Vision & Mission

Vision
To Transform the quality of life and quality of care for the global aging population through accelerating innovation.

Mission
To empower the development, packaging and distribution of sustainable, scalable and disruptive products, service models and technologies.
The Power of the Consumer  
~A Quest to Thrive

Wellness focused embracing how innovation through technology can drive longevity.

- Increased engagement of family & social networks
- Shift from focusing on good sick care to lifestyle health
- Shared information and analytics for accountability
- Transitions: ~ “Thriving in Place!”
Key National Numbers

- 76 Million Baby Boomers by 2050
- 1.6 Million Skilled Nursing Beds (SNF’s)
- 2.3 Million Assisted Living Beds (ALF’s)
- 9,000 Geriatricians in U.S.
Islands of Opportunities

- Cognitive & Physical Therapy
  - Environmental Design
- Medication Management
  - Care Navigation
  - Social Engagement
  - Thriving in Place
- Service Delivery Models
- Monitors & Wearables
- Specialty Care Products (Dementia, COPD, Diabetes, etc.)
Figure 29
Global mHealth Market Opportunity by Service Categories, US$ billion, 2017

- Monitoring | $15 billion | 65%
- Emergency Response | $0 | 0%
- Health Practitioner Support | $1.1 billion | 5%
- Health Surveillance Support | $0.1 billion | 0%
- Administration | $0.1 billion | 1%
- Wellness | $0.7 billion | 3%
- Prevention | $0.2 billion | 1%
- Diagnosis | $3.4 billion | 15%
- Treatment | $2.3 billion | 10%

Note: Total worldwide market size (2017E): US$ 23 billion
Source: PwC analysis
How is it delivered? How is it paid?

- Evolving delivery models
- Increasing collaboration across the health care continuum
  - Orientation towards outpatient care
- Lowest cost setting - Medicaid, Medicare, LTC Insurance, Private Pay, Managed Care
- Socialization and wellness
DESIGN + INNOVATION - AN EXAMPLE

WalkJoy™
Diagnostic and Therapeutic Gait Analysis Tool
Market Barometer

Falls are the #1 Cause of Death
Pre to Post Care
Stroke, Diabetes, Neurological Disorders
Can you really prevent falls? (Airbags haven’t worked yet)
Safety Programs
Culture of Shared Health Ownership

Quality of Life + Preventative Measures + Accountability + Never
Events + Industry Pain Points = **Disruptive**
WalkingHealth provides easy-to-use and accurate walking performance data for any patient.

Patient’s walking angle, speed and stride time variability dynamics are constantly recorded.

Real-time data for each step and multiple sessions are available for accurate patient diagnostics.
User(s) Do I really need this care?

- **Providers**- Objective data, Reimbursement, Metrics from Pre to Post Care
- **Therapists**- Innovative tool that translates the “why” of billable hours, prevents falls, engages families, encourages patient to take accountability after care
- **Consumers**- easy to use, measurable tool to self monitor
- **Physicians** – follow patient from pre-hab to re-hab
- **Caregiver**- What ‘mom’ needs for safety measures
Multiplying the Effect

• Adoption Curve in Health Care-engages all “actors” in the system
  • Training & Education
  • Integration with legacy systems & best practices
  • Multiple market tool-crosses the fragmentation line
THANK YOU

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