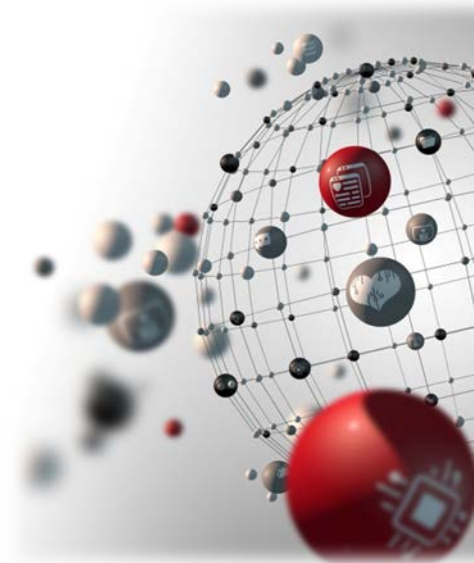


Digital Health

Digital Healthcare Landscape and ESC's role

Prof. Martin COWIE – FESC and Chair of ESC Digital Health Committee

31 May 2018



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“There is a new and rapidly changing healthcare landscape, where digital technologies are becoming increasingly normalized into the everyday delivery of healthcare.”

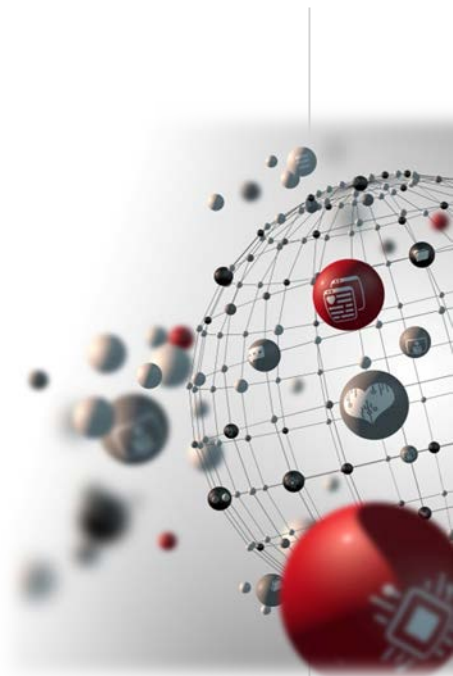
What is Digital Health?

Digital Health is the use of information and communication technologies (ICT) to treat patients, conduct research, educate healthcare professionals, track diseases and monitor public health.

mHealth (mobile health) is a component of Digital Health and includes the use of mobile technologies. This includes mobile phones as well as more complex functionalities and applications (Apps) that deliver health information, screen patients, monitor physiological symptoms, and provide direct care and patient education. It is a rapidly expanding field and considered key to the transformation of healthcare.

pHealth (personalized health): wearable or implantable micro and nano technologies with sensors and/or therapy delivery devices (including fall detectors, implantable insulin pumps, defibrillator vests, etc.).

The area is expanding rapidly and is now the third largest industry in the European health sector, after pharmaceuticals and medical devices. So where do the experts stand on Digital Health today and what are the opportunities and the hurdles that lie ahead?



The Current Digital Healthcare Landscape



Source: KPMG International

Why is Digital Health relevant?

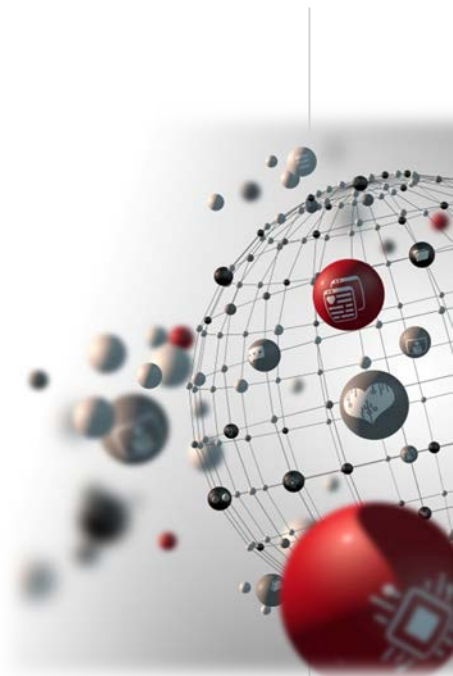
Increasing demands on healthcare systems call for a change in the organisation and management of health services.

- Changes in national health: (i.e. digitisation, integrated care, growing number of new medical technologies)
 - Ageing society
 - Increased prevalence of chronic diseases
 - Financial pressure on health systems
 - Paradigm shift from doctor-centred to patient-centred healthcare
 - Shortages and uneven distribution of health professionals
 - Inequalities and inequities in access to healthcare
 - Demand for more patient engagement
- The use of digital applications and solutions are increasingly present in other aspects of our daily lives, offering opportunities to tackle some of the challenges our society faces.

BUT high (?unrealistic) expectations

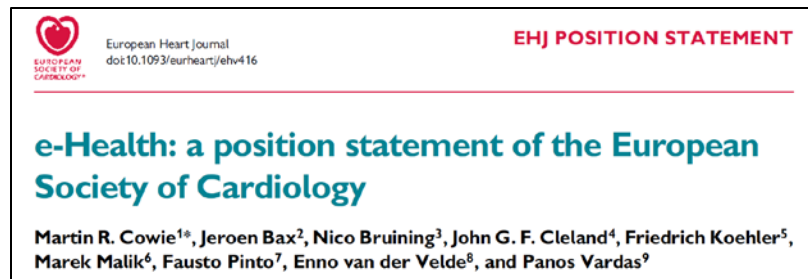
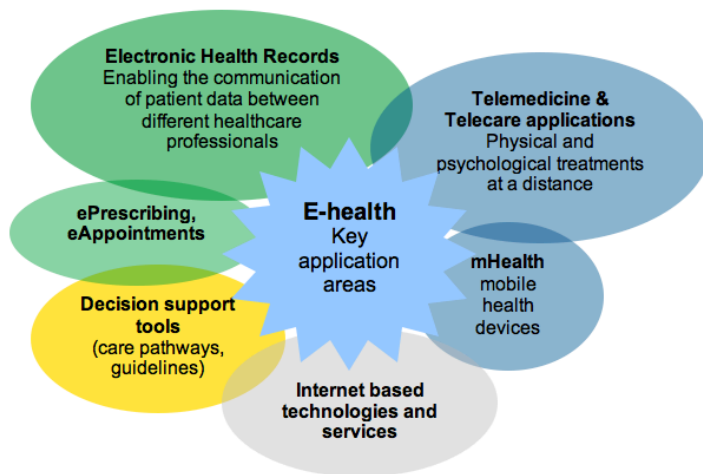
Healthcare professionals, patients, policymakers, payers, and the public expect digital health innovation to:

- Support modern healthcare delivery
- Facilitate more personalized patient care at the appropriate time and place
- Improve the quality and experience of health care
- Support the sustainability and efficiency of healthcare delivery (reduce costs)
- And to be easily applied



[illegible]

Where the ESC Stands Today on Digital Health.



Eur Heart J 2016; 37: 63 – 6

NEW ESC COMMITTEE: Digital Cardiology

Digital Health Committee

Committee on Digital Health, reporting to The Board, was established in Q1 2018

- Martin Cowie (MC) – Committee Chair
- Jeroen Bax (JB) – ESC President
- Panos Vardas (PV) – Nucleus
- Enno Van der Velde (EV) – Nucleus
- Enrico Caiani (EC) – Nucleus
- Friedrich Koehler (FK) – Nucleus
- Allan Bohm (AB) – Nucleus
- John Crawford (JC) – Nucleus

-ESC Staff:

- Isabel Bardinnet (IB) – ESC CEO
- Elisabetta Zanon (EZ) – Advocacy Director
- Nata Nambatingué (NN) – Secretariat
- Malek Lebsir (ML) – Industry
- Turo Laitinen (TL) – Industry
- Eva Satgé (ES) – Secretariat

The main objectives of the ESC Digital Health Committee are:

- To define and implement the Digital Health roadmap and assist with the coordination of the digital activities of the ESC and its constituent bodies in its mission to prevent, diagnose and manage diseases of the heart and blood vessels, and to improve the scientific understanding of the heart and vascular system



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Digital Health Journal and Congress

- Digital Health Journal will be created (digital multimedia format)
- First such journal with a focus on Cardiology

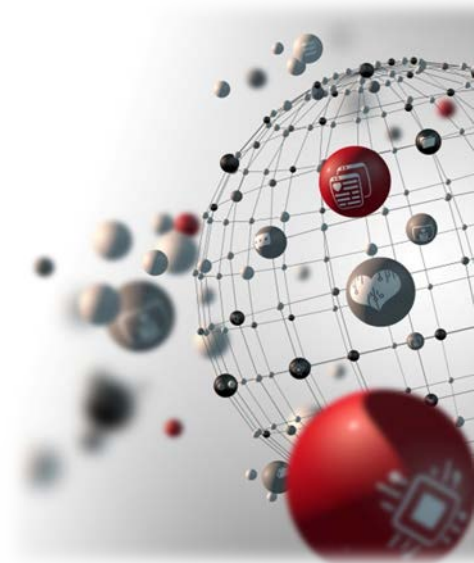


Digital Health stand-alone event – October 2019




Digital Health Area

ESC Munich - Digital Health Area 2018
25-29 August 2018



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Digital Health is a key element of the future for the ESC: last year's congress in Barcelona confirmed this and supported our decision to put even more time and effort into creating a brand **NEW Digital Health Area** for this year's ESC Congress.

Location:

This year the area will be located at the **entrance of the Exhibition 3**.

Digital Health Stage:

Our NEW, larger **Digital Health Stage** will be an integral part of the Digital Health Area and will serve as the bedrock for a total of **15 scientific sessions** related to Digital Health.

Services:

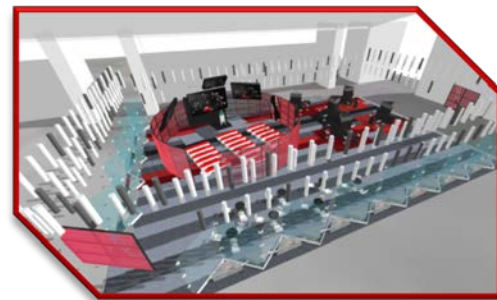
A state-of-the-art **meeting place** will also be available to organize business meetings. On top of this, our **wireless internet** connection will be at your disposal for external communications or any web-based needs you may have.

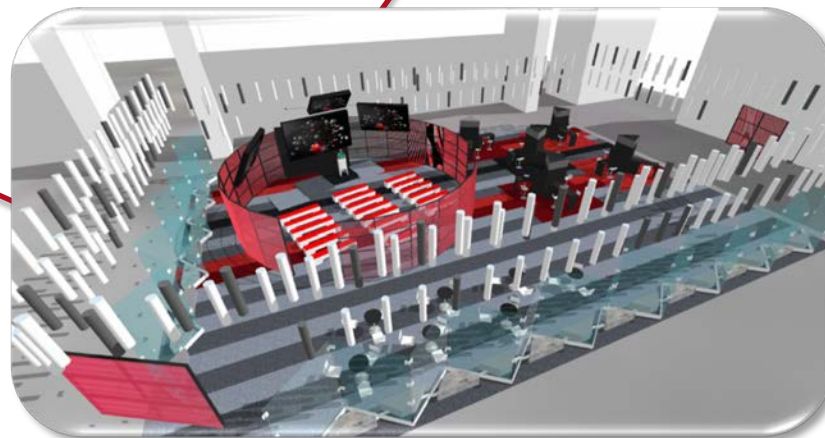
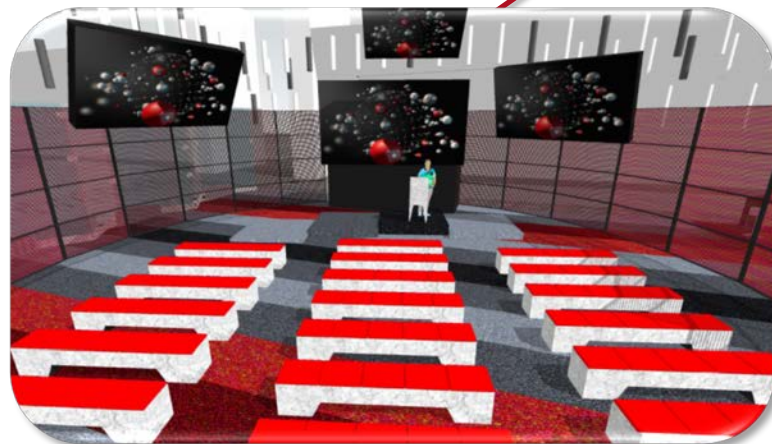
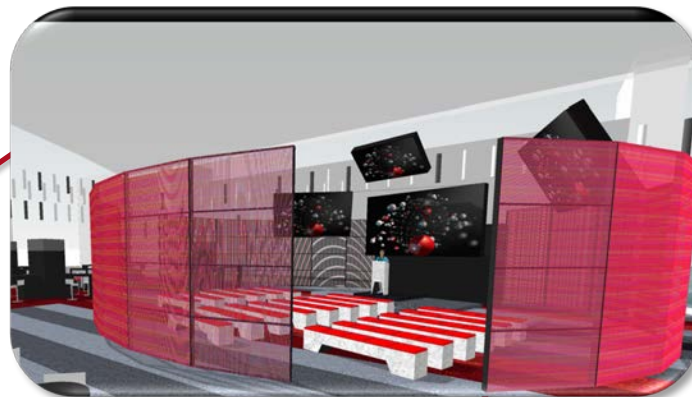
« 2018 will be remembered as one of the milestones in the ESC's history »





Digital Health Area







Prebuilt Stand (for 3 companies)





ESC Munich 2018 - Digital Health Area

Prebuilt stand	Exhibition space/m ²
€2 900,00	Early fee: €420/m ² <small>excl. VAT*</small> Late fee: €460/m ² <small>excl. VAT*</small>

1. Prebuilt Stand Price Includes:

- Stand structure including a lockable cabinet
- Carpet
- Fascia board with Company Name
- 3kw main electricity connection & consumption
- 2 spotlights
- High table and 2 stools
- DSL internet connection
- Daily stand cleaning
- The Digital Health Area will be promoted in our pre-congress/onsite advertising formats

2. Exhibition space/m² Price Includes:

- Floor space (no structure or amenities)
- 10 points participation /exhibiting company + 2 points / 9m² occupied (2 x normal points)
- The Digital Health Area will be promoted in our pre-congress/onsite advertising formats

*early fee by 31st March 2018 – Late fee from 1st April 2018



Preliminary Programme*

Topic	Title
Symposium	Everyone get ready! Digital Health will change healthcare on a patient and population level.
Symposium	e-Health and m-health: hype or here to stay?
Special Session	ESC Paul Hugenoltz lecture for innovation
Expert Sessions	Expert Advice - How to integrate imaging in computerized decision support systems in cardiology
Symposium	eCardiology - State of the Heart
Rapid Fire Abstract	Digital health in clinical practice
Symposium	Key steps to innovation in medical devices
Special Session	Innovation track session 3 - 40 MINUTES
Symposium	Novel technology within cardiology - The role of the nurse
Special Session	Start-up case studies told by the insider
Expert Sessions	Expert Advice - Big and Deep Data
Symposium	BigData@Heart
Special Session	The effect of regulation on innovation
Symposium	Virtual valve replacement: the next revolution
Expert Sessions	Expert Advice - Mobile health in adults with congenital heart disease

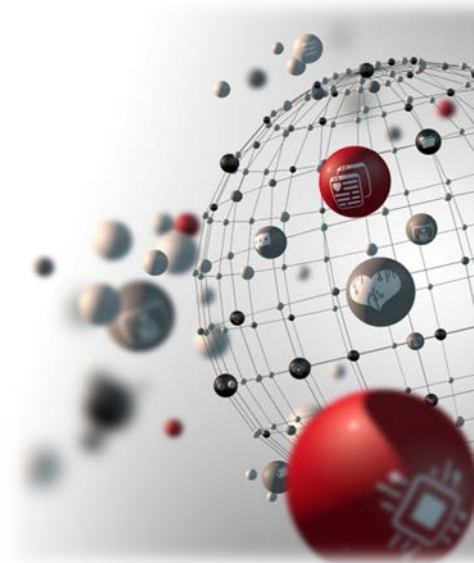
*Subject to change



Key reasons to get involved

- **Be part of the revolution:** inform, educate and prepare the cardiology community for the Digital Health revolution
- **Promote/exchange:** present your latest Digital Health related innovations or research to a responsive audience
- **A comprehensive offer:** our all-in-one offer will encourage delegates to spend time in our Digital Health Area and act as a dynamic platform for exchange and discussion
- **Generate qualitative leads:** this independent area ensures that visitors have a substantial interest in Digital Health innovations and research
- **Gain extensive exposure:** our Digital Health Area's modern design, location and advertising resources will secure delegate traffic to your activities

Digital Health – Call For Technology



ESC

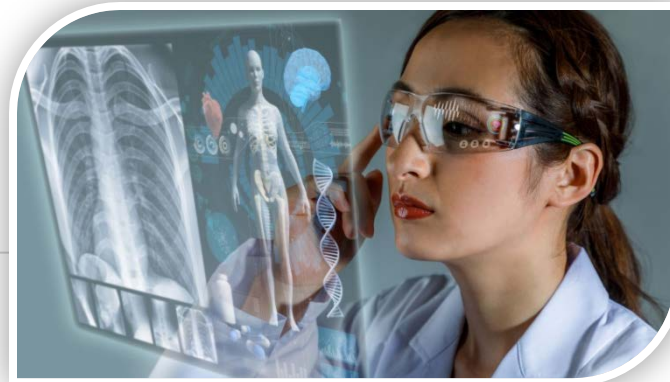
European Society
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Digital Health – Call for Technology

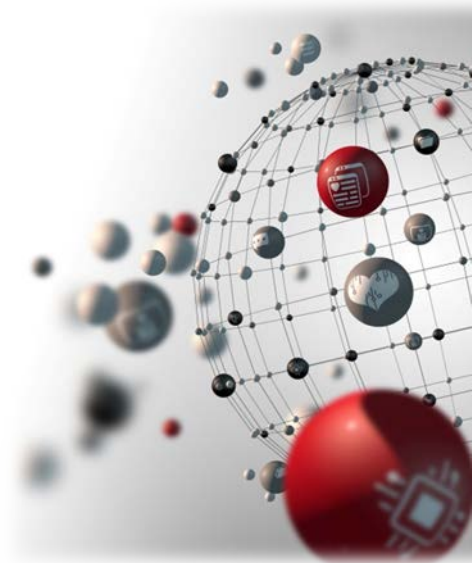
Digital Health - First call for technology at ESC Congress 2018

A unique opportunity to share new ways YOUR hospital, practice, health service or company is using digital health to advance cardiovascular medicine and patient care.

Participate in the first ever ESC Digital Health Call for Technology, for the chance to present your innovations, your technology or your products at ESC Congress 2018 in front of an audience of relevant professionals.



*Please join us in our Digital Health Area:
together we can make a greater impact!*



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