

“Empirical Study on Brand Building of Digital Health (Remote Patient Monitoring)”

BY

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Company profile

- ❑ Mutelcor GmbH is an internationally respected technology consulting group with strong expertise in telecommunication, IoT and Digital Health technologies.
- ❑ Over **25** years experience in Healthcare & Telecommunications, Successful track record of advanced technology projects
- ❑ Headquarter in **Germany since 2006**, Offices in Netherlands and India



Mutelcor Digital Health

Mutelcor Digital Health's solution that combines physician portal web portal, patient mobile application and smart data analytics is a secure, HL7-compliant tool, based on cloud storage and remote patient monitoring endpoints. Released after extensive market research and consultation with a few health professionals, Mutelcor Digital Health aims to:

- improve post-operative remote monitoring of patients based on treatment protocol
- provide patients with easy to use mobile application for accessing and sharing health information
- Provide immediate treatment to patients based on complexity
- Provide practitioners with rightful information into actionable data at first glance



Study Introduction

Research question:

How to create a successful brand of Remote patient monitoring which can address people health care services?

Objectives:

- ☐ To understand Remote patient monitoring.
- ☐ To understand the Global health.
- ☐ To understand the Indian disease condition in which Remote patient monitoring fits.
- ☐ To understand the positioning of major companies the study has been incorporated.
- ☐ To understand the impact of branding strategies in the doctor's mindset about remote patient monitoring.

Research Methodology

Literature review –White papers, Articles, Journals, Survey reports, Google scholars, PubMed

Source of data – Secondary

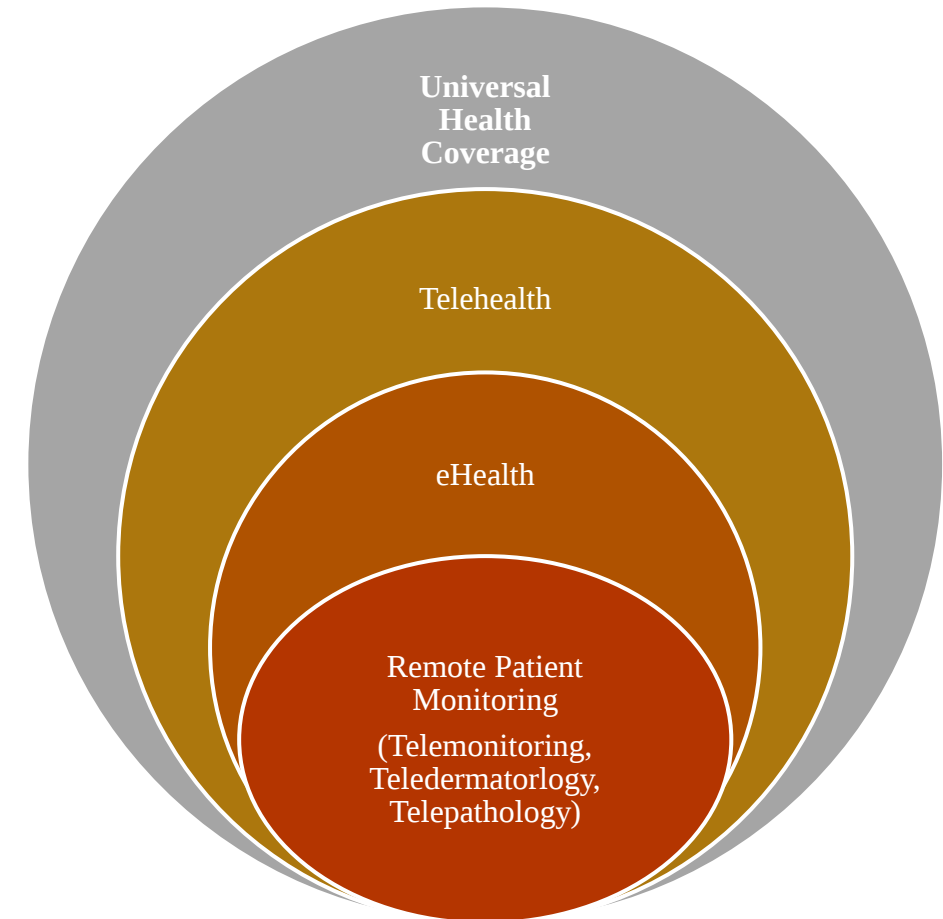
Study design - Descriptive study

Data analysis tool- MS Excel.

The study has been incorporated with secondary data research with the help of various published White papers, Articles, Journals, Survey reports, Google scholars, PubMed. It is a descriptive study which is giving suggestion based on secondary data.

Definition:

- ❑ Remote Patient Monitoring is delivery of health and health care services including medical care, patient care education, health information service & self-care via telecommunication and digital communication.
- ❑ The simplest definition of Digital Health/eHealth/mHealth is the use of telecommunication to support and monitor Health care ranging from a simple land phone to a highly sophisticated connected device.



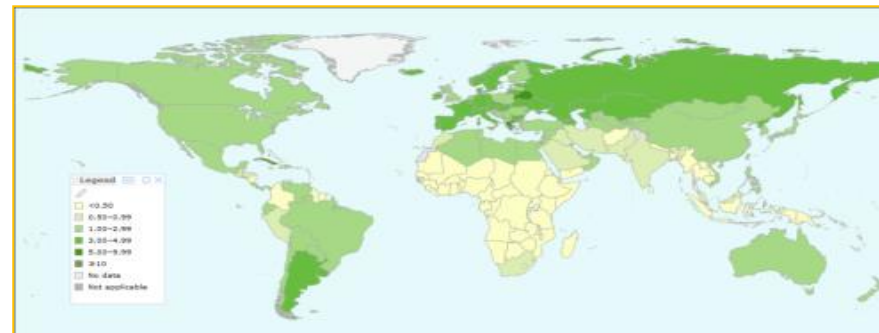
Global Health Scenerio

- ❑ Health problems, issues, and concerns that transcend national boundaries, which may be influenced by circumstances or experiences in other countries, and which are best addressed by cooperative actions and solutions (Institute of Medicine, USA, 1997)
- ❑ Examples include infectious diseases (TB, avian influenza, malaria,) noninfectious diseases (diabetes mellitus, tobacco related diseases) and other health risks (global warming, conflict, nuclear power) etc.
- ❑ Global health affects everyone – disease knows no borders
- ❑ Good health is the foundation for building a stable economy



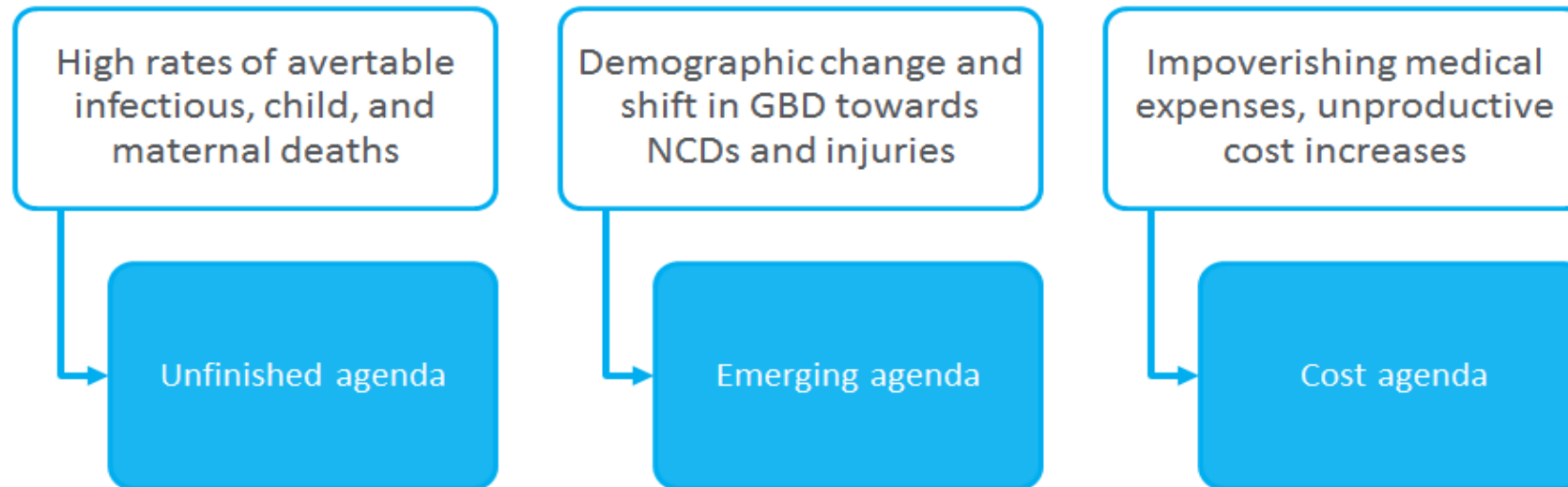
Facing Global Health Issues

- ❑ Global disproportions of medical care
- ❑ Rising health costs
- ❑ Growing demand of medical specialists due to
 - ❑ Increasing and ageing population
 - ❑ Movement of people (including immigration)
 - ❑ Unprecedented speed of distribution of pathogens
 - ❑ Scarce human resources ...
- ❑ ***Boundaries between global issues and national issues are weakened because of developing globalization***



Number of physicians per
1,000 people (WHO, GHO,
2015)

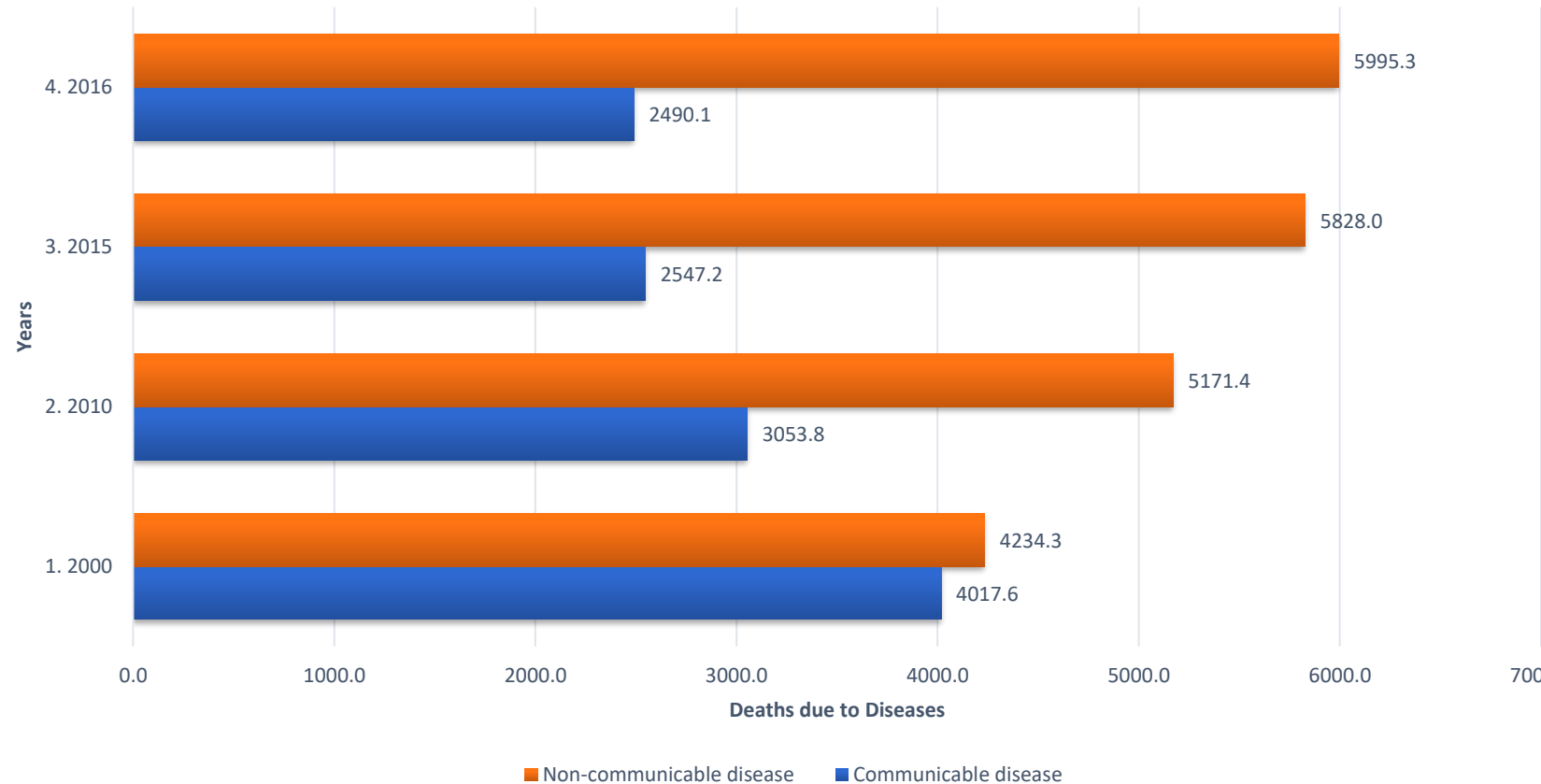
2015-2035: Three Domains of Health Challenges



- The Lancet: Global Health 2035. A World Converging within a Generation

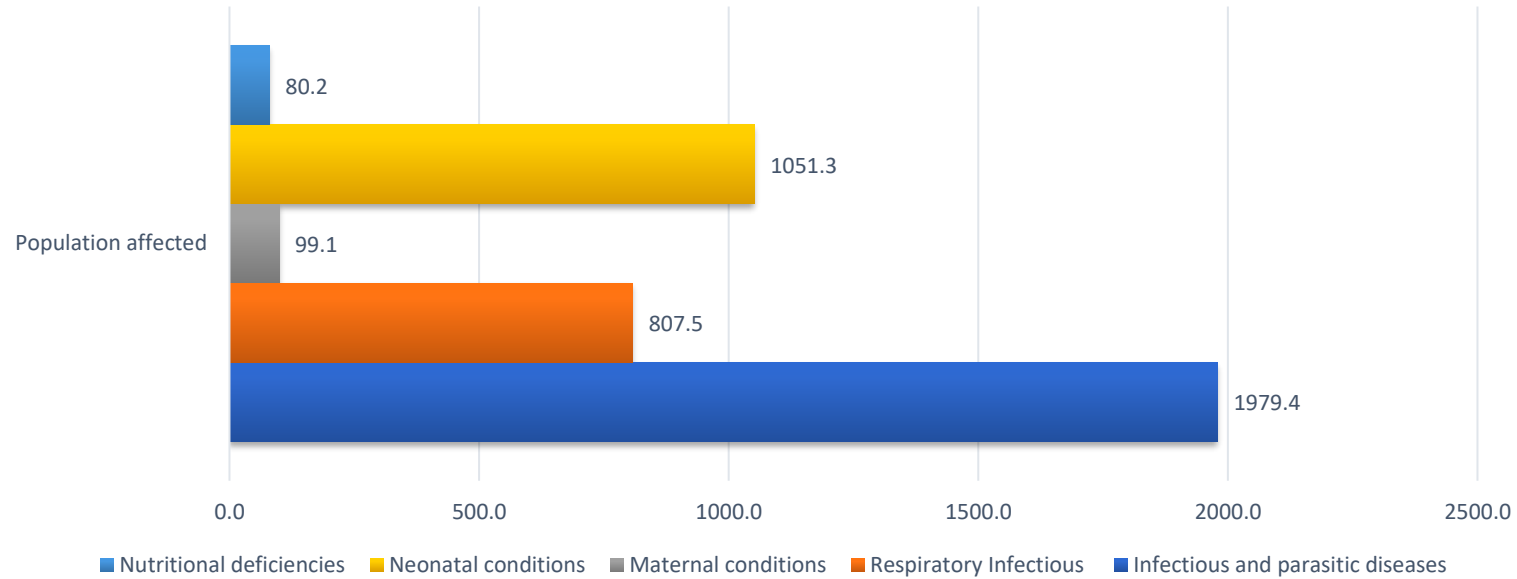
Indian Health Scenario

- ☐ In India total population is 1.38 bn.
- ☐ In which death rate due to Communicable & Non communicable diseases are mentioned in the graph.

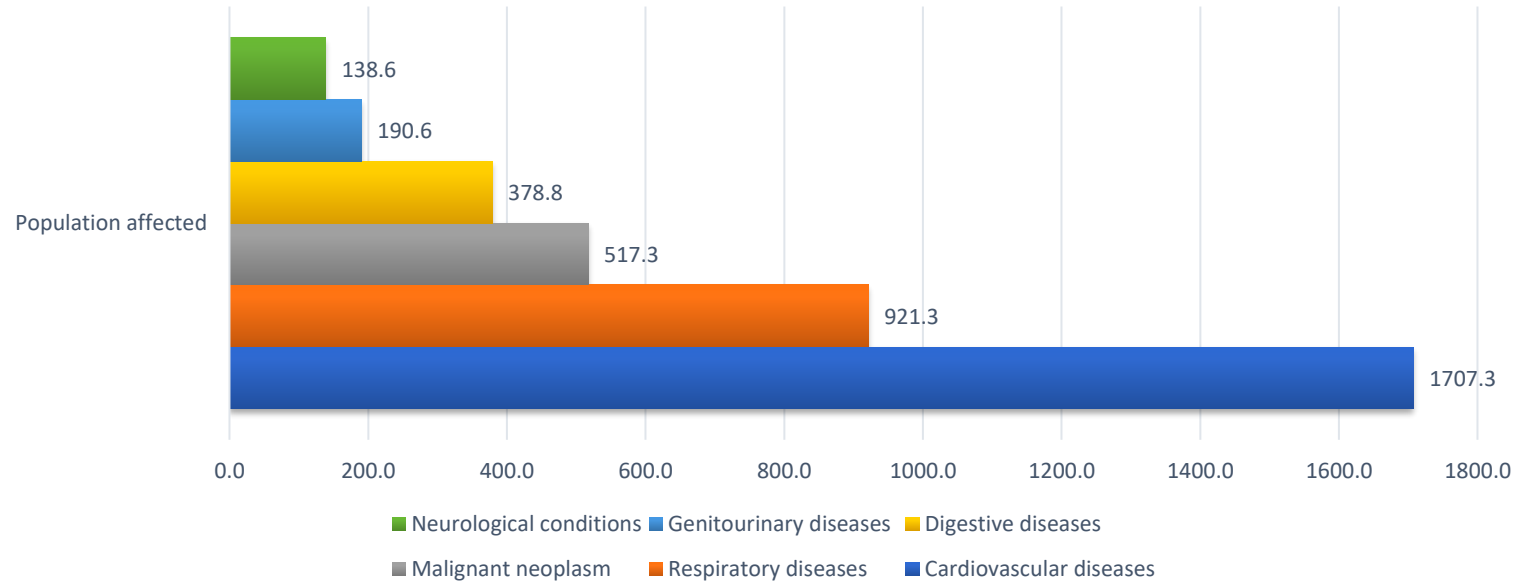


(Global Health Estimates 2016: Deaths by Cause & 2018)

Death rate due to Acute Disease



Death rate due to Chronic Disease



Market Analysis

Digital Health Market Size

- ❑ In terms of revenue, the **Digital Healthcare Market** in **India** was valued at INR 116.61 Bn in 2018 and is estimated to reach INR 485.43 Bn by 2024, expanding at a compound annual growth rate (CAGR) of ~27.41% during the 2019-2024 period.
- ❑ Various e-Gov initiatives like the National Health Portal, e-Hospital, and Integrated Health Information Program (IHIP) have further fueled market growth.

Companies which are dealing in Digital Health:

- Practo

Founded: 2008

Founders: Abhinav Lal & Shashank ND

Category: Care Delivery & Management

Funding: \$124 million

- Portea Medical

Founded: Unknown

Founders: Manjusha Anumolu, Ganesh Krishnan & Meena Ganesh

Category: Care Delivery

Funding: \$46.5 million

- Lybrate

Founded: 2013

Founders: Saurabh Arora

Category: Care Delivery

Funding: \$11.4 million

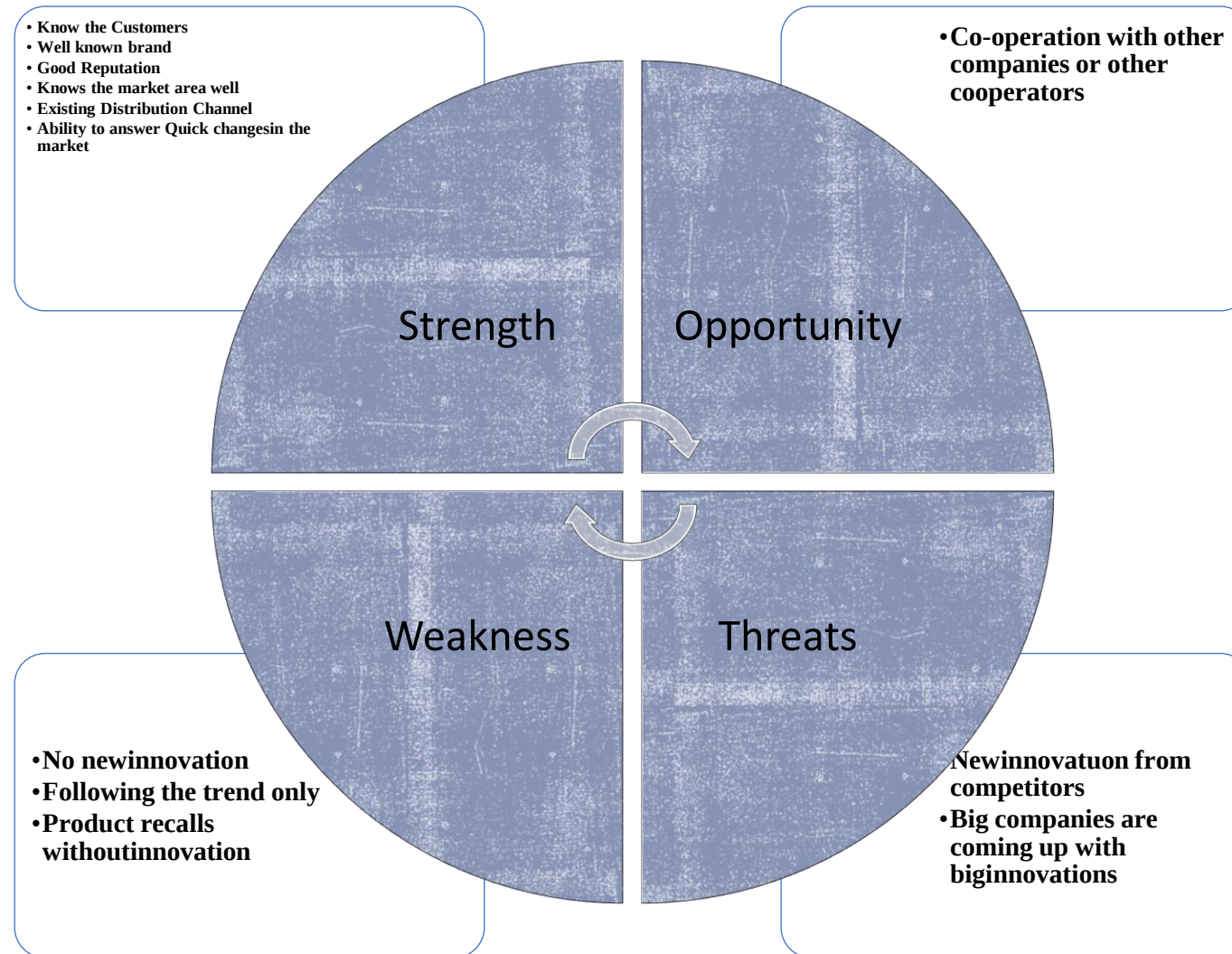
- DocEngage

Founded: 2013

Founders: Asha Satapathy & Ahimanikya Satapathy

Category: Management

To examine a brand or trust clients and assemble associations with them, first investigate its rivals and actualize self-examination, to comprehend where the organization is at present.



How it works: Remote Patient Monitoring

To understand the work and answer the question of the study, take one of the products as an example of Mutelcor:

Web-Based information System - Up to Data Post-Percutaneous) And stent enlargement up to 1.5 years.

Selective versatile application for organizers (attendants)

The Android based application is anything but difficult to follow, with key highlights of the pre-screen for facilitators (attendants), enlistment and follow up of patients, post-percutaneous coronary intercession (PCI) and versatile application for stent sending in every one of the 50 communities in India.

Advanced Form Filling:

Persistent Data Form Filling (Baseline Symptoms, consideration, Angioplasty intercession, Follow-up, and Adverse Event Reporting); Attach and transfer understanding reports.

Patient Management:

Patient Management permits the organizer to see all patient enlistment records and enlist new patients as a feature of the enlistment procedure

Persistent Follow-up Notifications:

Message pop-up in the Mobile App 'Whenever the structure accommodation, update and patient follow-up usefulness is characterized for the Pioneer Registry process as required by the patient follow-up track for any facilitator.

Capable web-based interface for specialists and Health heads

A multi-client responsive web-based interface for website analysts and task chiefs to assess vault execution, take a gander at an everyday schedule, and configuration present market reconnaissance exercises on meet library necessities; This is accomplished through the primary elements of an online data framework:

- Dr. Dashboard: View/Track Center-wise Registry KPI Performance Analytics
- Administrator Dashboard: View/Track Zone-wise Registry KPI Performance Analytics
- Task the board like auto warnings/updates/remarks/notes/schedule/

Patient database management

- ❑ The savvy cloud stage is utilized to help secure sharing and access of patient wellbeing information by giving adaptability, adaptability, assurance, and reinforcements.
- ❑ Cloud-based information the board has empowered the customer to keep up critical operational expenses, just as mistake free and paperless activity in the library procedure at more than 50 medical clinics/focuses the nation over.
- ❑ Consequently, the Custom Cloud Solution Client assists with concentrating on library achievements without concentrating on overseeing physical server farm distribution centers in different areas.

Advantages to Customers:

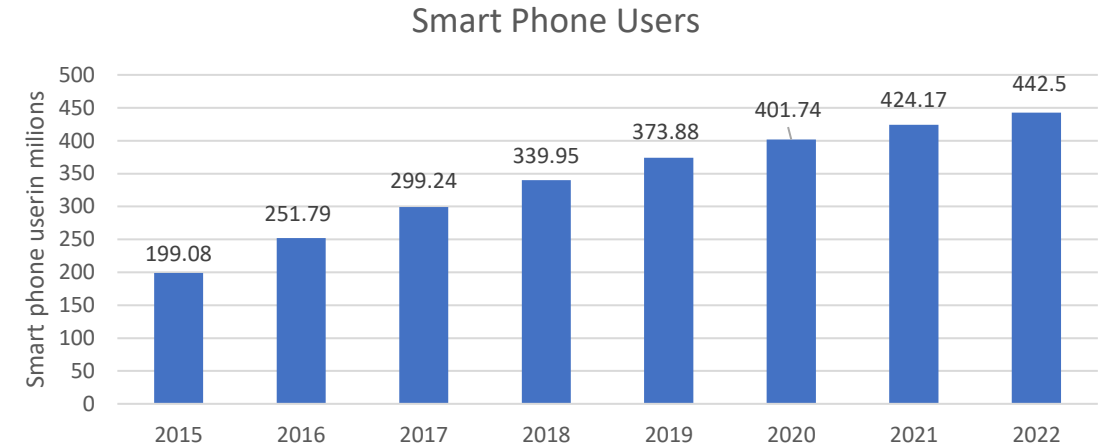
- Real-time remote patient observing from anyplace on the planet
- Quick and simple paperless vault activity
- Extracting secure patient information without mistake
- Multi-dimensional spellbinding investigation of immense information like a flash
- Rapid estimation of vault the executives KPIs

Advantages to People:

- Early recognition of ailments.
- Continues subsequent meet-ups.
- Access to human services in remote spots.
- Quality administrations to the patient by interfacing
- Facilitate human services for interminable illnesses
- Continuous self-checking

Conclusion:

The rate of Smart Phone users will be 442.5mn till 2022.
Which means that the adaption rate of Digital Health Solution will be high.



Up to date and
comprehensive
health information

Ability to intervene
rapidly in the event
of disturbing
changes

**Reduction in
Health care cost**

Increase
patient involvement

Possibility of
coordinated care

Improvement of
communication
between medical
staff and patient

Better treatment
results, fewer re-
admissions

Saving time for
patients and
medical staff

Greater availability
of services

Thank You!