

V5.100A2c Mini-Briefing: UK Opportunities for Telehealth Investors

What is the UK opportunity?	<p>At least 3 million people in UK can benefit from telecare and telehealth technologies in the "Three Million Lives" campaign to rollout the technologies</p>
Why is UK attractive?	<p>UK has a large and growing ageing population, often living alone yet needing attention from time to time, combined with the resources and interest to deploy telehealth</p> <p>England, like many Western societies, has a substantial ageing population with moderate to high levels of Long Term Conditions affecting their care, health and quality of life</p> <p>There are already around 1.75 million telecare subscribers within a target population of about 15 million today, a number expected to increase to 18 million by 2025</p> <p>A high proportion of these subscribers prefer to live alone yet their often cash rich, guilt-ridden but time poor relatives often live far away</p> <p>UK has the highest healthcare spend per head and one of the highest communications spends per head, the two key cost elements within a telecare business plan</p> <p>UK has one of the lowest availabilities of hospital beds with cost/value pressures</p> <p>In addition there is no shortage of experienced business and world-class technology talent available to help realise the internationalisation opportunity</p>
Why is now a good time to invest in UK?	<p>Following results from the world's largest controlled trial, the UK's Department of Health has verified that telehealth is effective in significantly reducing mortality and costs while improving quality of life for millions of people living with long term conditions</p> <p>The UK already has a telecare user base with 10% penetration of its available market and enough positive experience to exploit the cost and quality of life benefits</p> <p>The UK is already an enthusiastic adopter of e-commerce, mobility, outsourced services, social networking and digital entertainment; eHealth is a necessary successor</p>
What are the Key Success Factors?	<p>UK is a very competitive market, requiring a well-articulated proposition focused on clearly-identified business needs with the necessary resources and organisation to deliver</p> <p>Successful cooperation of communications, health and social care organisations, and the specialist telecare and telehealth service providers will be key</p> <p>Quality of care and cost of ownership are likely to be key differentiators</p> <p>Telehealth investors will need to become familiar with NHS procurement processes and supply chains, often best achieved in partnership with an established NHS supplier;</p> <p>Telecare investors will need to become actively involved in the consortia formed alongside a key telecommunications operator.</p>
Who might invest in UK?	<p>Services providers able to enhance customer experience and operational productivity</p> <p>Financiers with health services experience able to catalyse the necessary changes</p> <p>Technology-intensive players looking to access UK experience, talent and/or technology</p> <p>Device and service suppliers offering better user experience</p>
Which are the strongest market segments?	<p>Telecare adoption is led by private sector spending while telehealth adoption necessarily involves professional support from NHS-backed general practice</p> <p>The segment overall is driven by pressure to reduce institutional costs and/or increase peace of mind by minimising emergency hospital admissions and improving quality of life</p> <p>Three target customer groups</p> <ul style="list-style-type: none"> • Affluent family members willing to pay more for increased peace of mind • End-users with LTCs persuaded to pay personally and/or with social care funds • General Practitioners persuaded to include telehealth as a value-adding service
More detailed and/or customised versions of this briefing can be provided	<p>Contact us if you found this useful and/or would like a free and confidential introductory discussion of how we might help you</p> <p style="text-align: center;">Frank.Morris@vecta5.com</p> <p style="text-align: center;">@vectafrank</p>

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