Telehealth Services and Technologies: User Acceptance and Market Opportunities
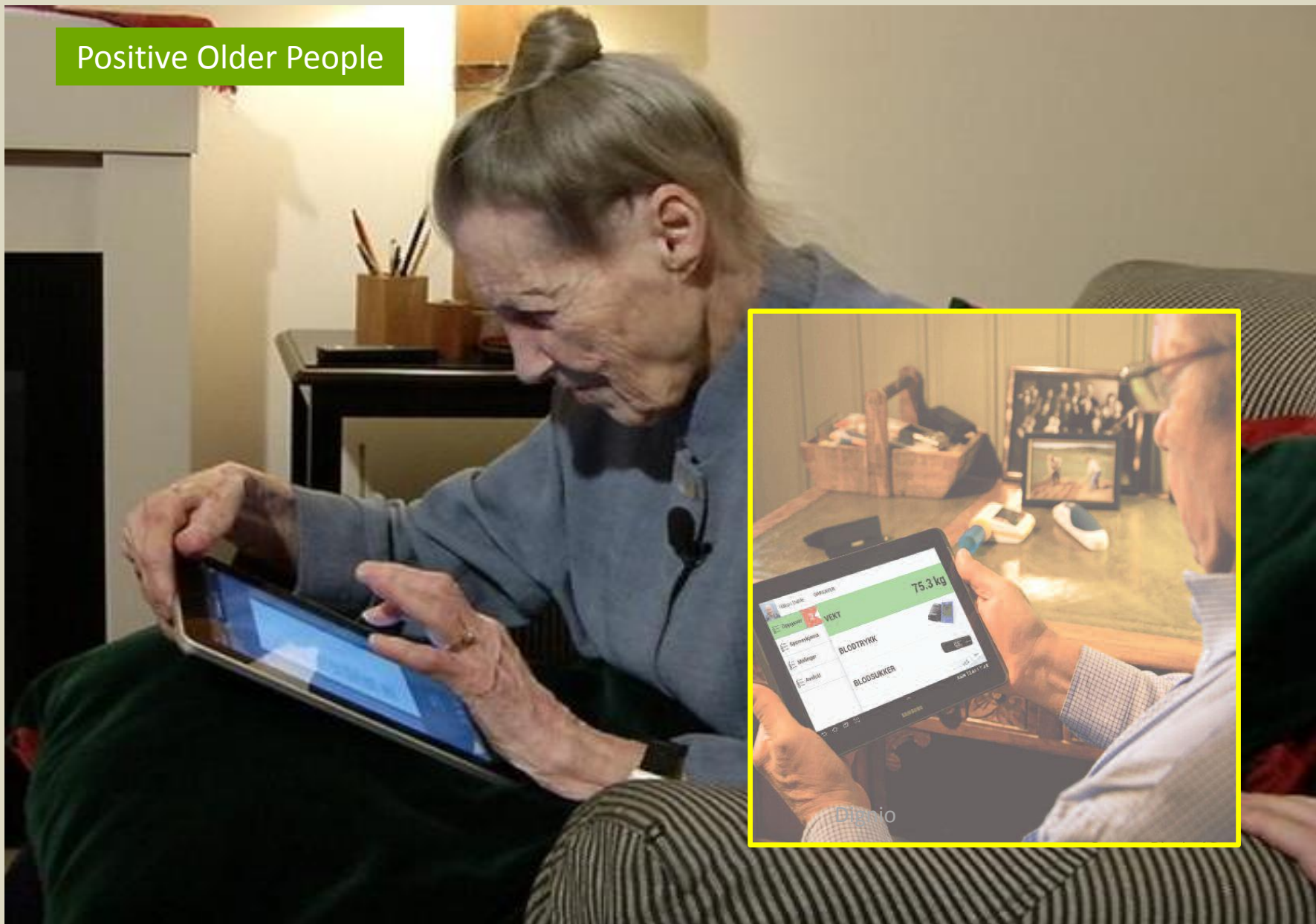
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Positive Older People

Positive Older People

Positive Health for All Ages

theherald.com.au

We are all Patients

- *Patients = People*
- *Technological world*
- *Increasing digital literacy*
- *Widening access to services and information*
  - o *smart telephony devices*
  - o *laptops and tablets*
  - o *interactive TV*
- *Changing aspirations*
- *Changing expectations*
- *Challenges to old service frameworks*

What are the Demographics?

- *Ageing population*
- *Increased numbers of older people with support needs*
- *Increased numbers of older people <u>without</u> support needs …*
  - *living longer healthier lives*
  - *but often out of the workplace*
  - *often unnecessarily dependent?*

… victims of ageist views and 'negative planning'

- *Think of 'age-ratios' <u>not</u> 'dependency ratios*

Old-age dependency ratios

Number of people aged 65 and over
As % of labour force (aged 15-64), forecasts

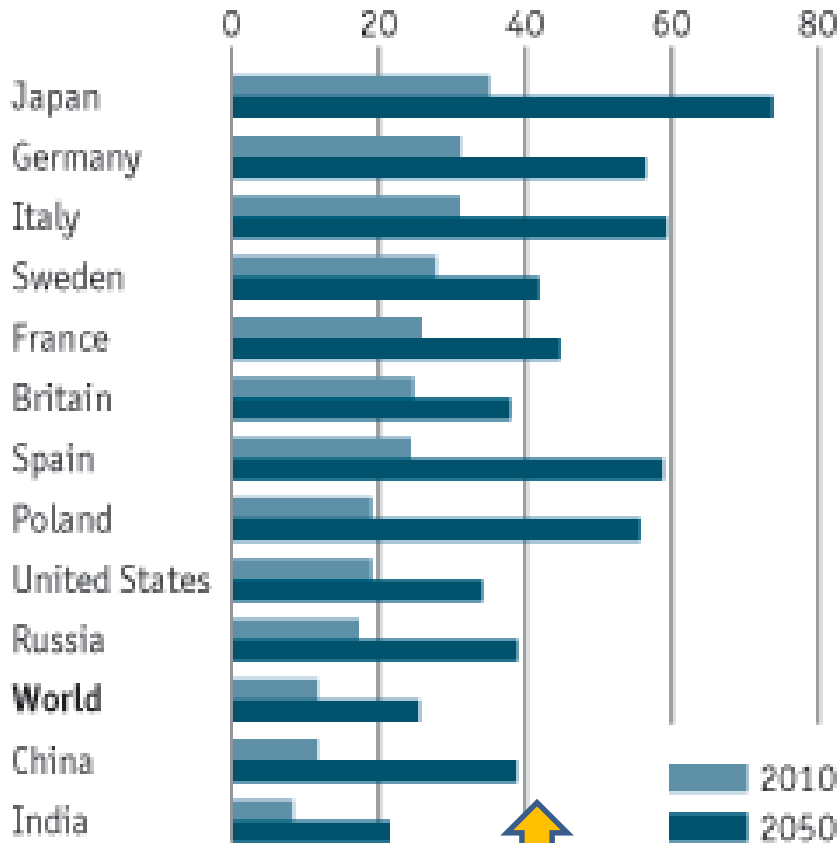|	2010	2050
Japan		
Germany		
Italy		
Sweden		
France		
Britain		
Spain		
Poland		
United States		
Russia		
World		
China		
India		

Source: European Commission

Continued increases in longevity will ensure that the old-age dependency ratio, which measures the number of elderly people as a share of those of working age, will rise sharply in most countries over the next 40 years, according to the European Commission. The number of pensioners (sic) in China will be equivalent to 38.8% of force, up from 11.6% in 2010.

The Economist

Old-age dependency ratios

Number of people aged 65 and over
As % of labour force (aged 15-64), forecasts

Japan, Germany, Italy, Sweden, France, Britain, Spain, Poland, United States, Russia, World, China, India

2010
2050

Source: European Commission

UK Projected at 42.1

Continued increases in longevity will ensure that the old-age dependency ratio, which measures the number of elderly people as a share of those of working age, will rise sharply in most countries over the next 40 years, according to the European Commission. The number of pensioners *(sic)* in China will be equivalent to 38.8% of force, up from 11.6% in 2010.

The Economist

Perspective on Clinically Driven Services

- Saturated with ICT
- Driven by need for clinical outcomes
  - medication and therapy regimes
  - assumption of 'patient' compliance
  - services delivered not 'provided'
- Focus on hospitals and institutions
  - public and preventative health agenda under-recognised
  - insufficient attention to behaviours and lifestyles
  - community solutions overlooked

Perspective on Politics

- *Focused on doing good for/to (older) people*
- *Ageist views (incl. separation, segregation)*
- *Reluctant to move on pensions and retirement*
  - *Worried because of generational rivalries*
    - *Worried about votes!*
- *Trapped by legislation framed in a different era*
- *Pressure from clinicians to maintain status quo*
  - *Pressure from profit-driven 'big pharma'*
- *Failure to adequately recognise all-age agenda*
  - o *accessibility and inclusion*
    - *What's the ethical dimension?*
      - o *'doing the right thing'*

Perspective on Ethics

- *Appropriate strategic policy direction*
  o *standards, devolved structures, etc.*
  o *institutional solutions only when needed*
- *Engagement and involvement*
  o *lifestyles, behaviours and self-management*
- *Accessibility / usability of services & technologies*
  o *choices and options, consent*
  o *interoperability*
  o *intrusiveness and acceptability*
- *Well governed services*
  o *competent staff + relevant responses to needs*
- *Privacy and confidentiality*
  o *data security and trust*

Telehealth is

… *the means by which technologies and related *_services_* that are concerned with health *_and wellbeing_* are *_accessed by_* people or provided for them at a distance irrespective of their location*

… *a subset of eHealth*
… *a type of Digital Health*

Telehealth Service Domains

Health and motivational coaching

Activity, behavioural and lifestyle monitoring

Gait, seizure and falls monitoring

Point of care testing, and support for diagnoses/decision making

Vital signs monitoring

mHealth

Prompting for medication or therapy adherence

Rehabilitation and (re)ablement

Responding to 'events'

Tele-consultation

Take look at International Code for update (www.telehealth.global)

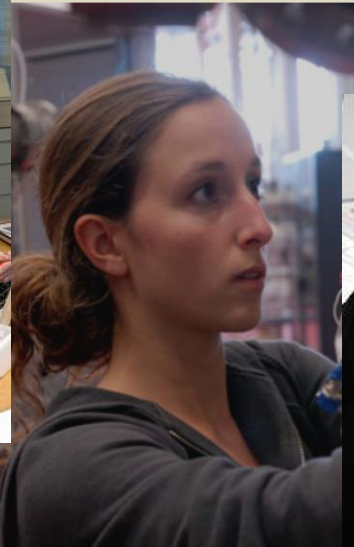# Telehealth for Everyone, Everywhere, Anytime

at home

in school

at college

in work

on the move

And, Importantly, Telehealth is <u>not</u> <u>just</u> …

- *about the 'delivery' or top-down management of care*
- *concerned with clinical and acute conditions*
- *about vital-signs monitoring*
- *about saving money and avoiding hospital admissions*

Telehealth is …

- *about empowering people to manage their own care*
- *about maintaining and changing lifestyles and behaviours*
- *about better mental health as well as physical health*
- *about public and preventative health (as well as clinical health)*
- *as relevant to a 26 year old managing her diabetes as it is to an 86 year old being helped with his dementia*

- *About harnessing the power of technologies in new ways*
  - o *meeting clinical needs*
  - o *empowering people*

- *About harnessing the power of technologies in new ways*
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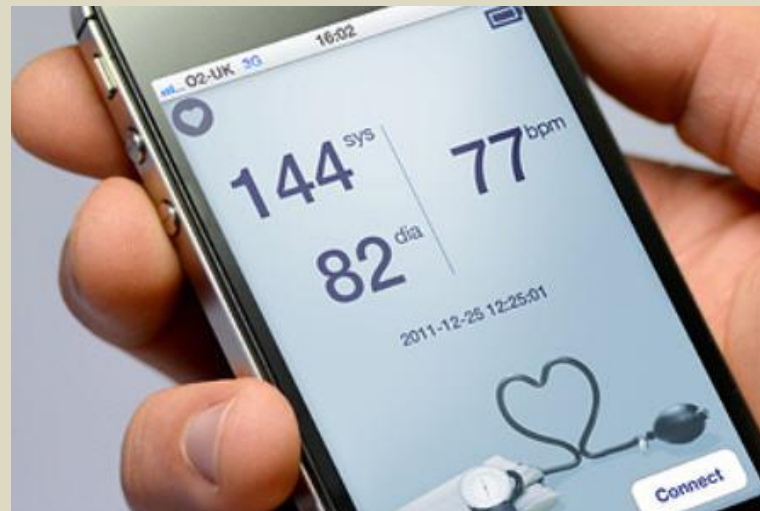   - o *empowering people*
      - *Social alarms*

- *About harnessing the power of technologies in new ways*
  - *meeting clinical needs*
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- *Pill dispensers*

- *About harnessing the power of technologies in new ways*
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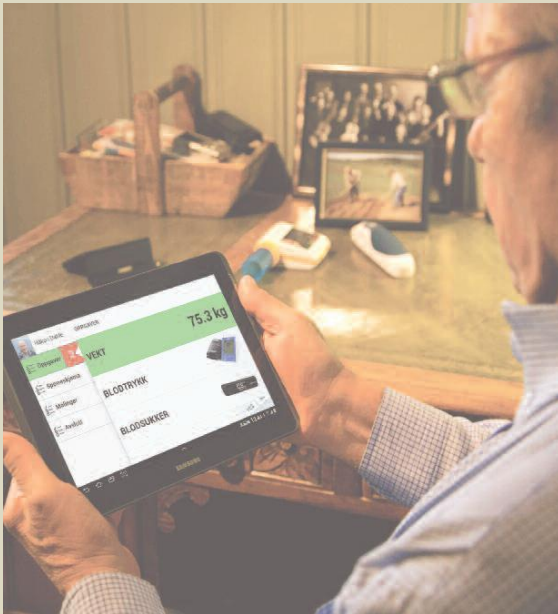 - *Aids to vital signs monitoring*

And ... it's

- *About harnessing the power of technologies in new ways*
  - *meeting clinical needs*
  - *empowering people*
    - *Social alarms*
    - *Pill dispensers*
  - *Aids to vital signs monitoring*
    - *Falls detectors*
  - *Wander alerts / Activity monitoring*

What Guides Telehealth Services?

- *International Code of Practice for Telehealth Services*
  - *the most comprehensive and up to date standard worldwide*

UK	EU	Spain	Australia	Germany	New Zealand	Australia	Netherlands	UK	France	Canada	US	US	EU and International
Social Alarms	Social Alarm Systems	Servicio Asistencia	PER Services	Staying at Home	Telecare Services	eHealth: Telehealth	Personal Alarm Services	Telecare and Telehealth	Téléassistance	Telehealth	Telehealth	Telehealth Services	Telehealth Services
ASAP Code of Practice	EN 50134	UNE 158401	Code of Practice	VDE AR E 2757-2	Code of Practice	Guidelines	Quality Mark	TSA Code of Practice	NF X50-520	Standard	Guidelines	ISO TS 13131	TQG Code of Practice
1998	2003/16	2007/16	2009	2011	2011	2012	2012	2013/17	2013	2014	2014	2014	2014/16

Telehealth Quality Group www.telehealth.global

- *Development and maintenance of the (2016) International Code of Practice for Telehealth Services*
  - *ethically driven, flexible, framework approach*
  - *accommodates use of full range of new technologies*
  - *recognises all telehealth domains*
  - *recognises importance of community as well as institutional solutions*
  - *recognises central needs around lifestyles and behaviours*
  - *sees telehealth as relevant to all ages*
  - *enables certification, provides quality service benchmark*
  - *guides the way in which technologies should be configured and can be procured*
- *10 members (all European) at present*
  - *eager to expand … will you join?*

Telehealth
Quality
Group

What is the Market for Telehealth Services and Technologies?

- Expanding at maybe 15% each year
- Driven, in part, by demographic agenda
- Too much attention to clinical agendas that relate to narrow service models
- Too little attention to public and preventative health
- Too little attention to consumer needs, fears and concerns

…and whether UK or China - strategists, designers, planners and manufacturers need to fully wake-up to the new realities around health _and the consumer_ (people) _agenda_
… the shape of services and technologies must take these into account

● ● ● ●

Thank You
... *Diolch yn Fawr*

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DE MONTFORT UNIVERSITY
LEICESTER

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