Knowledge Driven Health

Solutions for Health

Octavian Purcarea

Worldwide Health Team
Microsoft Corporation

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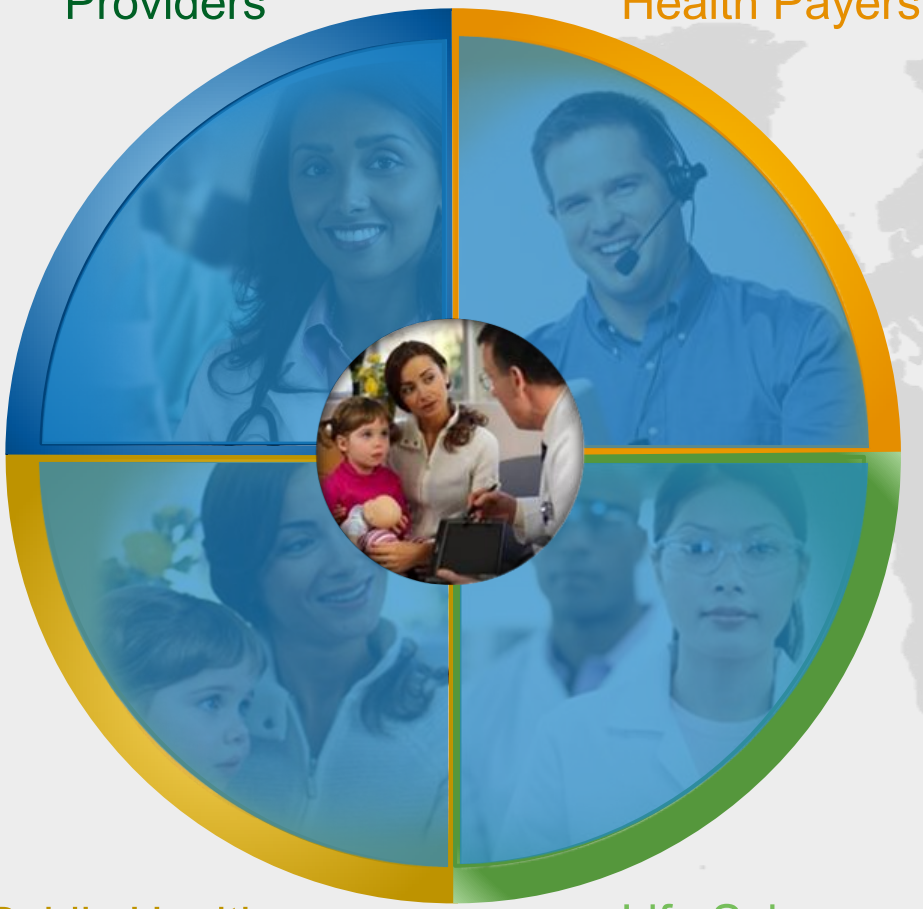
A Challenging World



- Consumerism and Empowerment
- Aging population
- Increasing citizen expectations
- Skilled labor shortage
- Increasing regulations
- Increased worldwide competition
- Growing middle class
- Increasing burden of chronic disease

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Chronic Disease is Expensive

"We are at the top of the global league table for the number of people with Diabetes – an estimated 19.3 million in 1995, projected to rise to 57.2 million by 2025."

Dr Anbumani RAMADOSS, Member of Parliament,

"...adoption of systems for prevention and early diagnosis of such diseases by 10% of the European population could prevent more than 100,000 early deaths and save more than €20bn annually."

- 2005 Organisation For Economic Co-Operation and Development (OECD)

"Huge health care costs are the biggest driver of long-term deficits …. It is going to be an impossible task for us to balance our budget if we're not taking on rising health care costs."

Barack Obama, President, United States of America

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A Fundamental Change is Underway

Reactive

Proactive

- Decrease Number of Incidents & Severity
- Greater Control of Costs
- Happier, Healthier Patients
- Increased Employee & Clinician Satisfaction

"The major causes of chronic diseases are known, and if these risk factors were eliminated, at least 80% of all heart disease, stroke and type 2 diabetes would be prevented; and over 40% of cancer would be prevented." - World Health Organization

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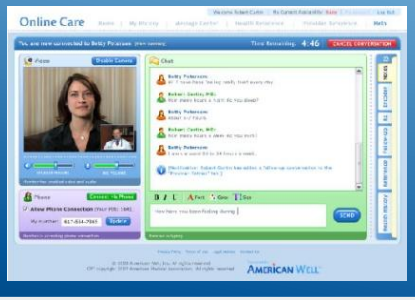
Microsoft Health & Wellness Solutions

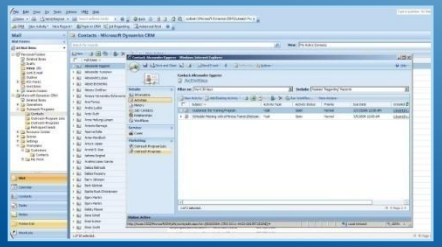
- Identify high risk populations to provide targeted programs
- Shift from reactive healthcare to proactive health & wellness
- Reduce incidence & severity of illness to improve health & lower costs
- Gain happier Patients & Clinicians

Personal Health & Wellness



Patient and Client Portals

Provide patients/clients consolidated access to accurate, preventive health information through a single, unified view



Health Outreach Solutions

Enhance market perception & increase satisfaction, by delivering tailored health information to patients & citizens

Personal Health Solutions

Allow individuals to collect, store, and share health information critical to their family's well being

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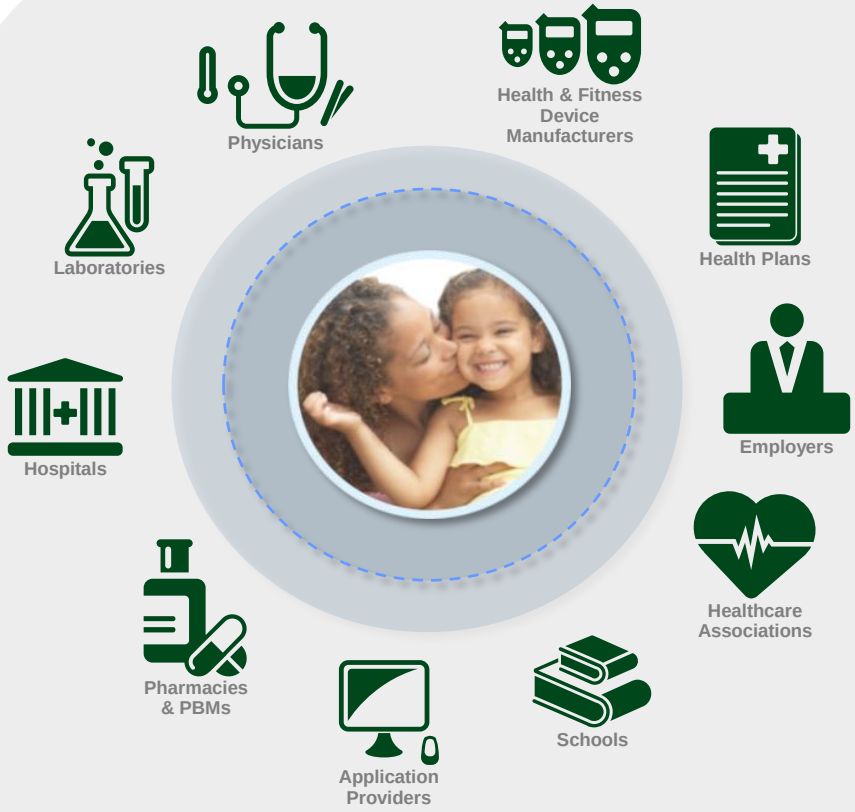
Personal Health & Wellness

Personal Health Solutions



Consumers can:

- store health information from many sources
- access a range of health and fitness apps
- upload data from health and fitness devices
- share health information with those they trust.

Microsoft HealthVault

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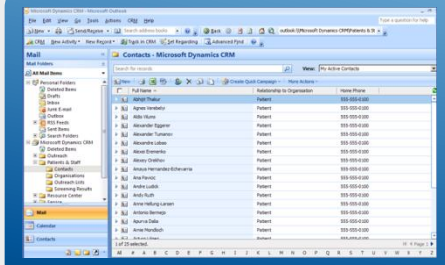
Condition Management



Case Management

Provide connected care and services to efficiently improve the management of citizens' conditions using easy-to-use, flexible technology tools

Caregiver Collaboration

Work faster and easier with other care team members and patients to improve the diagnoses, treatment and management of chronic conditions

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Condition Management

Caregiver Collaboration

Collaborate
Anytime, Anywhere

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Unified
Communications

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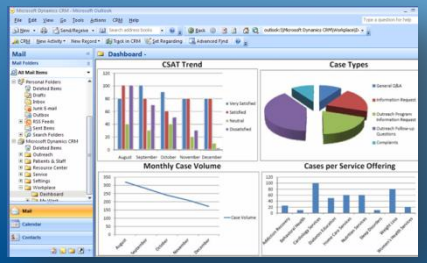
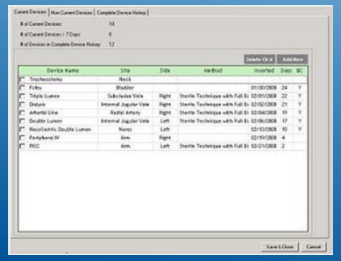
Population Health Intelligence



Business Intelligence in Health

Easily monitor & analyze data, see trends and make well informed decisions via dashboards and Key Performance Indicators



Microsoft Amalga Unified Intelligence System 2009

Free the data locked in disparate systems across your health enterprise to fuel discovery and drive real-time continuous improvement

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