WHO Consultation on Advancing Technological Innovation for Older Populations in Asia

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Global Industry Perspective

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Overview

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2. Ageing Population
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What is DITTA?

DITTA is the **Global Diagnostic Imaging, Healthcare IT, and Radiation Therapy Trade Association**

We represent Industries from...

**In-vivo diagnosis, therapy and ICT:**
- Ultrasound
- Medical X-ray
- Computed tomography (CT)
- Nuclear imaging
- Positron emission tomography (PET)
- Radiation therapy
- Magnetic resonance imaging (MRI)
- Imaging information
- Medical software, Health ICT
- Radiopharmaceuticals
Ageing population: Challenges in Healthcare

- Populations aging
- Chronic disease increasing
- Costs spiraling

35 million deaths from chronic disease
60% of all deaths result from chronic disease
Deaths from chronic disease will increase by 17% by 2015
Ageing population:
DITTA’s innovative medical technology can help

• DITTA fully supports the WHO initiatives to increase the availability and affordability of medical and assistive devices to support older populations through technological and social innovation

• DITTA members are actively involved by:
  - Contributing to regional initiative on Ageing (e.g. EU Active and Healthy Ageing Innovation Partnership in Europe) aimed at shortening the gap between research and the market: to get the outcomes of research implemented more quickly into people daily lives
  - Developing integrated care solutions easy to use aimed at improving patient care (better quality of life), access (patient empowerment), effectiveness (individualized intervention) and reducing costs (reduced hospitalizations): to benefit to clinical staff, patients and society.
Ageing population: Current situation and how technology can help

Situation today:

• Population over 60 years of age will double by 2050 (2 billion)
• Chronic disease/co-morbidity will increase (50% over 60+ years will have > 2 chronic conditions)
• As people age, loss of mobility can leave some unable to use public facilities and transport
• People want to remain in their homes longer

Where our technology can play an important role:

• Provide accessible, affordable, appropriate diagnostic, imaging and therapy health solutions
• Adapt homes: Provide aging people with a safe environment; helping remain at home longer
• Education: Technology improves connectivity for healthcare professionals and older people
• Ensure equality of opportunities and fair access
• To benefit from advanced use of information and communication technology and ensure information is shared in a secured manner, including protection and privacy of citizens
Co-morbidity complicates chronic disease management
50% over 60+ years will have > 2 chronic conditions

Opportunities to alleviate significant burdens on Primary Care Physicians*:
- Improving access to diagnostic tests
- Remote patient monitoring/management
- Improved IT Connectivity

*2012 primary research based on 350 primary care physicians from UK, Germany, France, Italy, Spain and Russia.

### Applied to the diseases of Cancer and Heart Failure

<table>
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<th>Solution</th>
<th>Benefit to PCP</th>
<th>Cancer</th>
<th>Heart Failure</th>
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<tr>
<td>Improved access to diagnostic tests</td>
<td>Rule out serious diseases without referral to 2° care</td>
<td>✔</td>
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<td>Earlier disease identification for faster intervention</td>
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<td></td>
<td>Earlier identification of complications and co-morbidities</td>
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<tr>
<td>Remote patient monitoring</td>
<td>Earlier identification of complications</td>
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<td></td>
<td>Reduce need for in-surgery consultations</td>
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<tr>
<td>Improved IT connectivity</td>
<td>Improved diagnosis through shared access to test results</td>
<td>✔</td>
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<td>Enable access to 2° care test results in 1° to facilitate patient communication</td>
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<td>Reduce duplication of tests in 1° and 2° care</td>
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**Chronic Disease Management (source WHO):**

*Cardiovascular disease = 17 million deaths yearly.*
*Cancer – in 2008, 12.4 million new cancer cases with 7.6 million cancer deaths worldwide.*
Industry challenges

Geo-political environment and Industry engagement with global stakeholders:

• General economic crisis and Healthcare national budget constraints
• Growing concerns: PIP; Hip implant, breaking thin pacemaker leads, Pelvic floor meshes
  → Zero Risk is not a practical goal
• Regulatory science labors to keep up with rapid pace of device innovations

Key challenges over next 10 years:

• Combination and integration of diverse technologies bringing innovative solutions for the benefits of patients but also increasing complexity
• Without concerted efforts of regulators we will have continued global products while still facing multiple local regulations
• Other regulations outside IMDRF control: radiation, dose reduction, RoHS, WEEE etc...
• Decentralization of healthcare (i.e., remote diagnosis, mHealth)
Industry trends and opportunities (1 of 2)

Key issues/trends over next 10 years:

• New and emerging technologies (MR/PET, biomarkers, biosensors, etc.)

• Integrated technologies (product and services) to cover the continuum of care

• Public Private Partnerships (establishment of consortia)

• Development of telehealth, mobile Health, cloud computing, remote care... with more ICT players

• Collaborative partnerships with academia, users and professional organizations (optimization programs- e.g. CT dose, user training).

• Shift towards personalized, preventive and predictive medicine
Industry trends and opportunities (2 of 2)

Trends in global manufacturing influenced by:

• Regulatory pressure

• Cost of labor

• Closeness to appropriate resources and to raw materials

• Proactive approaches towards Green Technology for more sustainable solutions (e.g. Eco-Design)

• Contribute to recycling economy

• Supply Chain Integrity:
  – Industry supports efficient supply chain integrity, especially as technological solutions become complex (including reliability, consistency and trust in the system)

  – Industry should be supported by established references already existing in International standards used in other sectors
DITTA call for attention to key stakeholders influencing the future of healthcare

- Innovative technology has to be considered as long-term investment
- Stakeholders should partner in the implementation and uptake of innovative technology
- Governments should:
  - Invest in health information campaigns and social programs to improve awareness and tackle key issues
  - Secure human resources and improving social welfare
- Need for faster transfer of innovation from research to market
- Accelerate the adoption of new methods and technologies into clinical practice
- Trends are today showing the uptake of technologies (more integrated solutions with key role of eHealth)
- Increase procurement efficiency and transparency
Medical technology for ageing population: DITTA Recommendations

1. **Harmonize** regulatory frameworks and product approval processes to foster innovation and improve global trade

2. **Compile** healthcare best practices amongst Member States

3. **Consider** multi-stakeholders approach

4. **Take advantage** of technologies ensuring better access for patients, better quality and safety, and cost-efficiency
Thank You.

DITTA members have the lead on critically useful technology sectors (medical imaging, and healthcare IT) shifting the mentalities from “sick care” to “health care”

Our sector is highly innovative in providing integrated care which bring higher quality, better access and cost-efficient solutions in the context of economic crisis and healthcare national budget constraints

Our industry is global and composed of different sizes of industries. “We think globally, we act locally”