

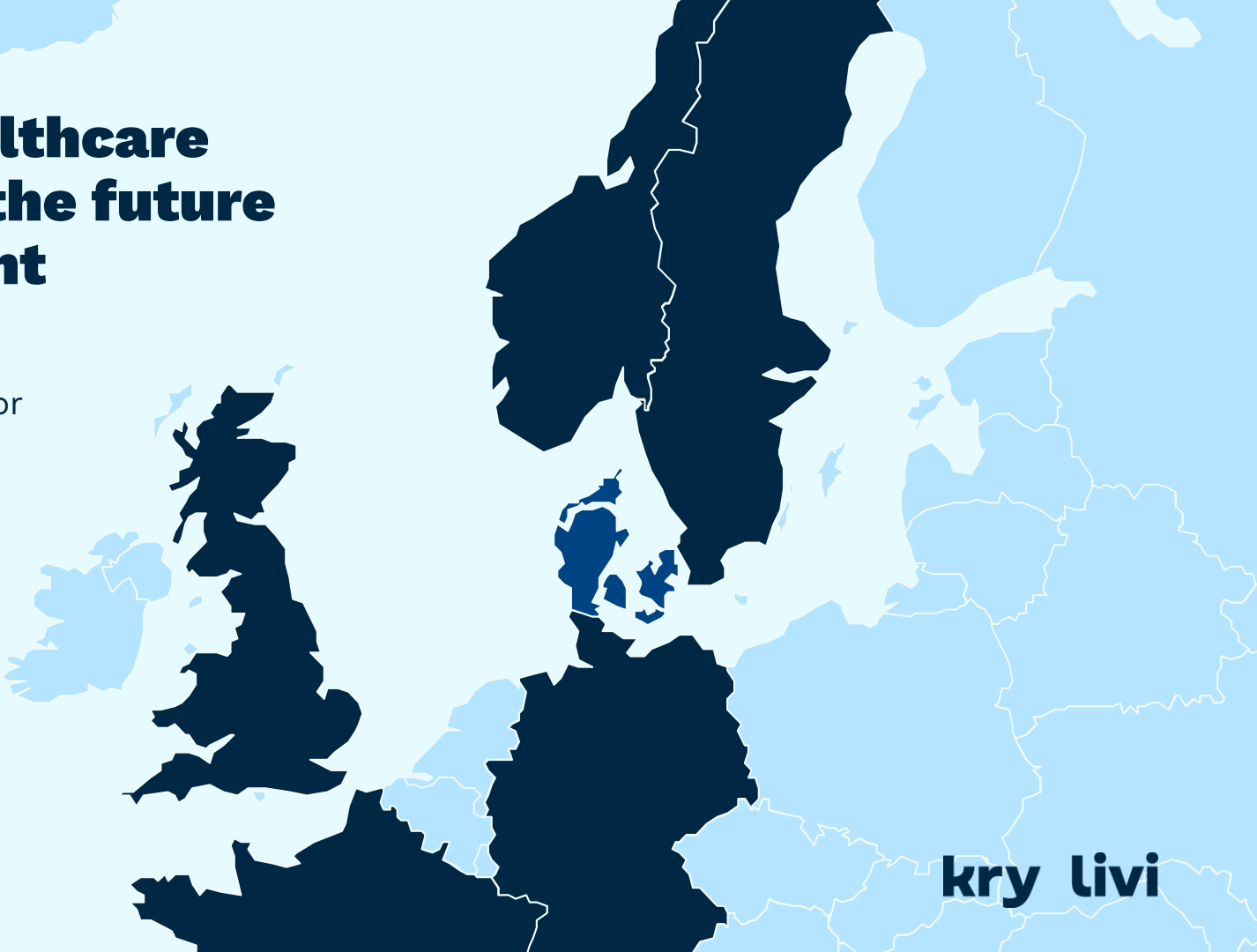
16 March 2022

# Shaping healthcare in Europe - the future is our present

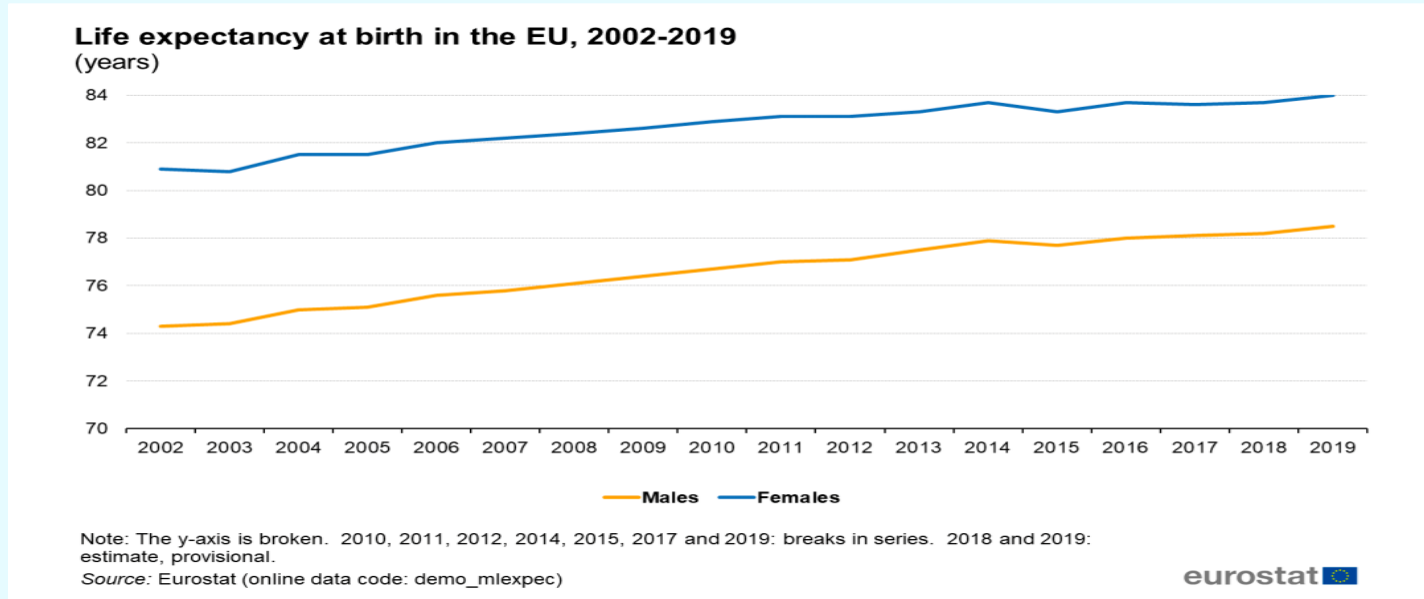
**Dr. Monika Gratzke**  
Global Medical Director

digitalhealth  
**REWIRED**

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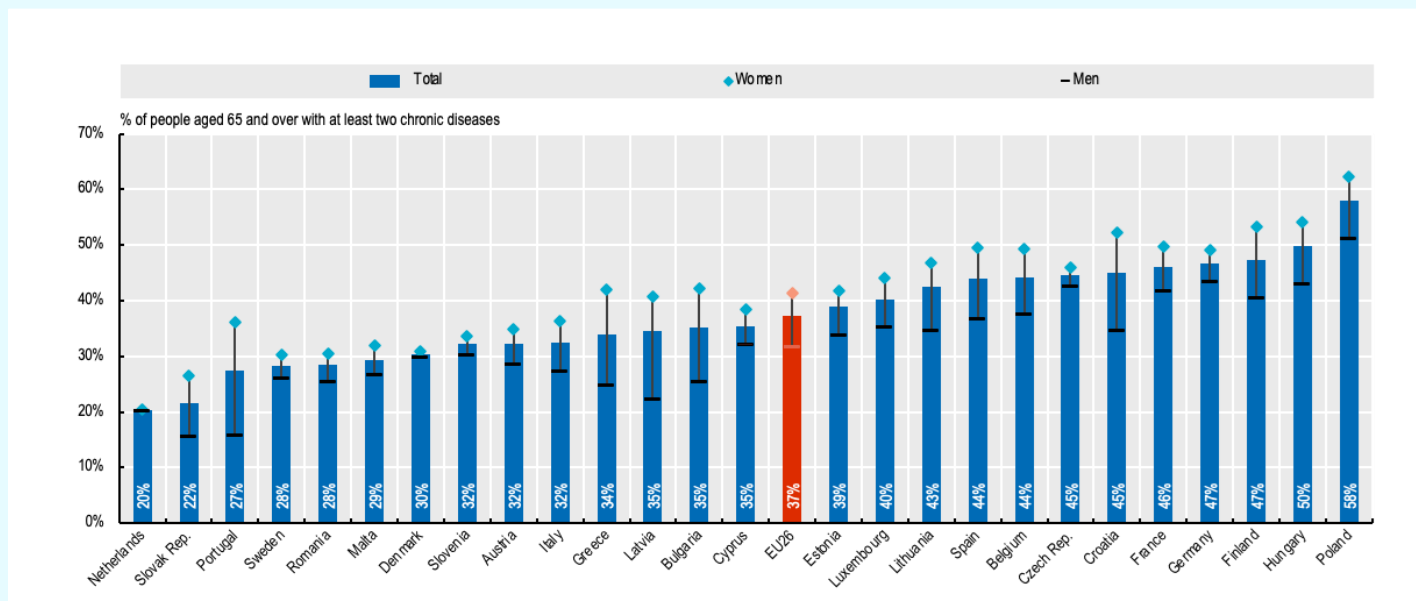


# We get older but with chronic diseases



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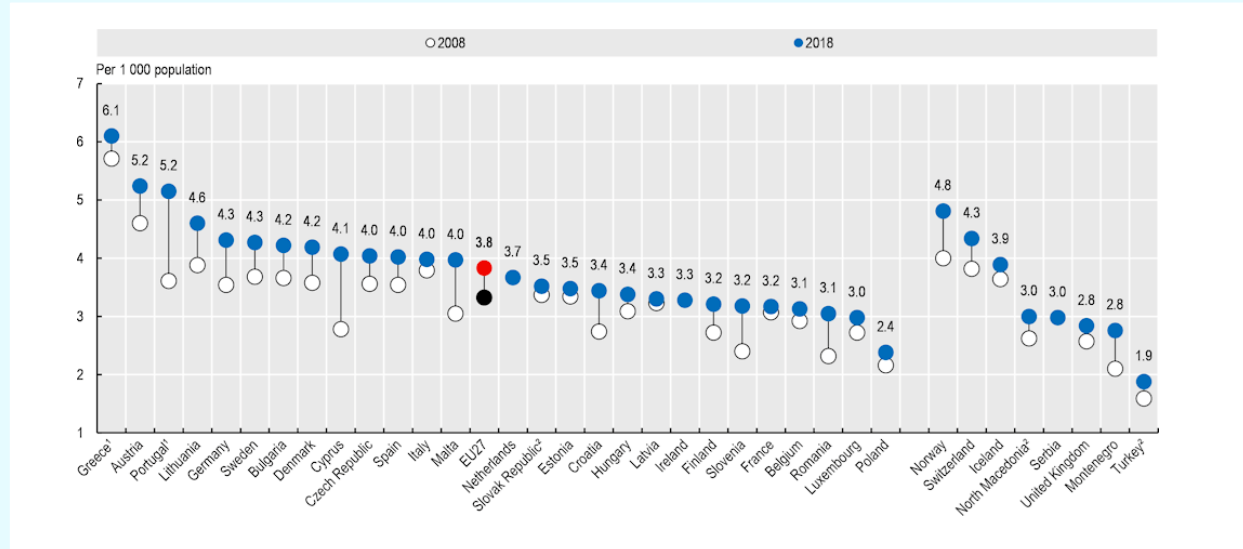
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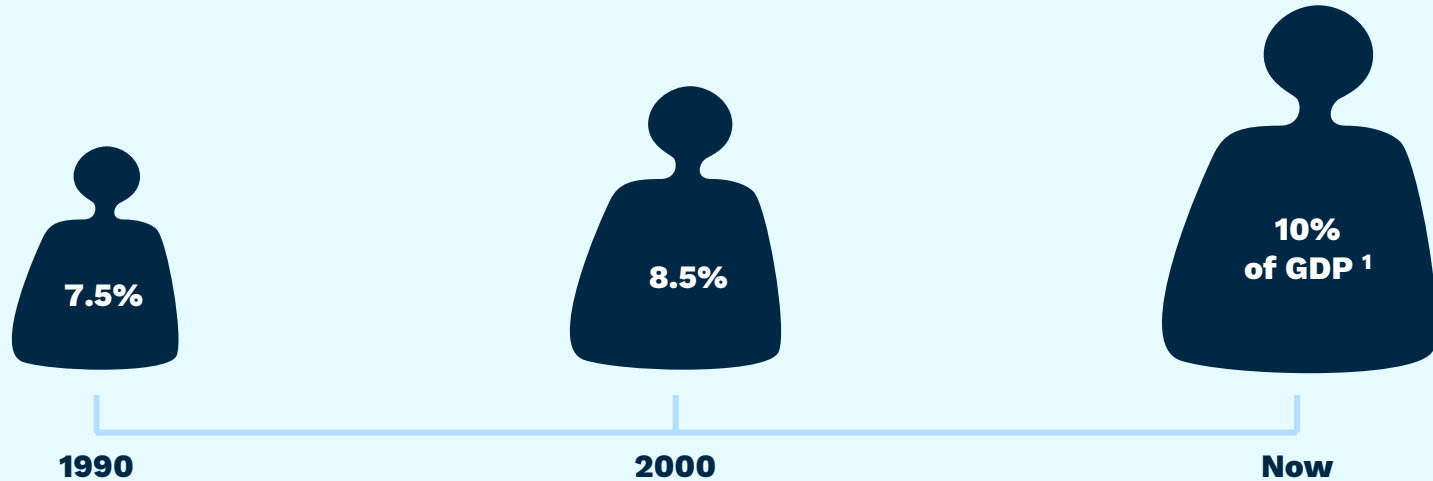
# Decreasing number of GPs are facing excessive bureaucracy

- **EUR 14.3bn per year**  
Rising costs of reporting obligations, data requests and administrative workload
- **14mn days per year**  
Spent by physicians, psychotherapists and dentists
- **96 days**  
Per year for an average physician practice



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# Healthcare spend is at an all time high in Europe



EC Eurostat, Healthcare expenditure statistics, 2018  
[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Healthcare\\_expenditure\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Healthcare_expenditure_statistics)

Pre year 2000: NCBI, Health Expenditure Trends in OECD Countries, 1990-2001  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194835/>

# Patients experience healthcare in a fragmented way



Siloed healthcare



Book appointment at healthcare clinic



Google symptoms



Wait for days or weeks



Call nurse for advice



Meet doctor to get help

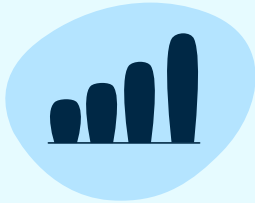
# ...due to legacy systems and old technology



80% of serious medical errors involve miscommunication between care providers during patient transfers <sup>1</sup>



90% of healthcare providers still rely on fax machines <sup>3</sup>



Patient record data breaches increased by 223% in the past decade, partly because of outdated security systems <sup>2</sup>



Doctors spend less than a third (27%) of their workday with patients <sup>4</sup>

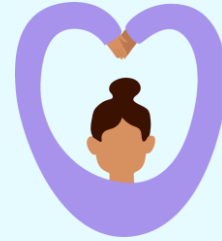
# Great healthcare for everyone

OUR COMPANY VISION



## Accessible

Care that's available at the right time for the right patient



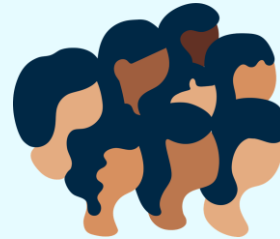
## Personalized

Care that adapts to changing needs



## Proactive

Empowering the patient to take an active part



## Supporting optimized outcomes for all

– patients, providers and payers

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# Creating access in Europe



- Geographically dispersed patients (and HCP)
- Ageing demographic
- Long primary care waiting times

## **Solution:**

Nationwide access

2020: 11% of all GP visits in Sweden delivered on the national model for digital care



- Covid-19 pressure
- Long waiting times
- Approx. 650k have insurance

## **Solution:**

Kry covering over half the market

Testing stations and mobile testing solutions set-up with public reimbursement

# Creating access in Europe



- 30% of Livi video meetings made in “medical deserts”
- 1 patient out of 3 using Livi doesn’t have an MT
- 50% of GPs are aged 55 or over
- Patients using Livi are 63% women and are 89% under 40

## **Solution:**

Nationwide and easy digital healthcare access



- Geographical disparity in medical provision (under provision in rural areas; ageing doctors will accelerate problem)
- Generally low digitization of HC system
- Cost pressure for healthcare system

## **Solution:**

Nationwide access  
Connecting HCPs with Software and Tools

# Creating access in Europe



- Lack of primary care access overflows into other urgent settings, putting pressure elsewhere
- FTE GP workforce is stagnant and staff want a more flexible working environment

## **Solution:**

- 70% UK practices using Mjog software tools to communicate with patients
  - soon to be directly integrated into NHS App, improving trust and security
- 20% of Livi patients would have gone to A&E without access to Livi
- 88% of Livi GPs work more hours, boosting overall capacity
- Launched a home diagnostics service



**So, what's next?**

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# Going deeper and broader

**Continuous patient  
experiences**



**Reducing the  
burden**



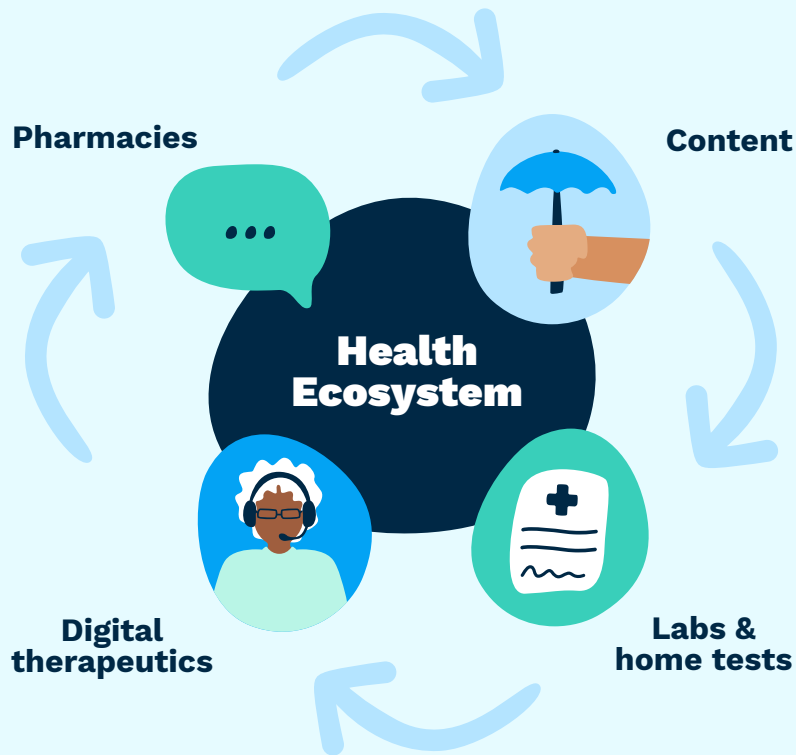
**High value, cost  
effective**



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# Bring various healthcare services together

- **Creating a continuous care experience**  
- both digitally and physically
- **Automation**
- **Health data**



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**Thank you.**



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# Appendix



# Case study: Improving access to mental health

## Brief

### Project name

- Internet-based Cognitive Behavioural Therapy

### Location

- Sweden, and eventually pan-Europe

### Completion date

- Ongoing

“ *With 1 billion people diagnosed with a mental health condition worldwide, it's vital we use digital technologies to connect patients with the diagnoses, psychologists and treatments they need. Our new internet-based cognitive behavioural therapy platform is the future of mental health care provision, giving patients personalised and flexible care at the point of need.* ”

**Dr. Monika Gratzke, Medical Director, Kry**

## Description

### Meeting a growing demand for mental health treatment

- Kry has delivered 300,000 mental health appointments to date, working with psychologists and mental health specialists
- 230% increase in demand for mental health services in the last year – but access to diagnosis and treatment remains a challenge

### About Kry's ICBT project

- Internet-based Cognitive Behavioural Therapy (ICBT) is an evidence-based mobile first treatment for mental health issues (e.g. depression, anxiety and stress). Randomized controlled trials show substantial benefits and similar results as face-to-face CBT
- ICBT includes self-help assessments and modules, and chat and video contact – enabling patients to manage symptoms when needed and have instant access to specialist support
- Swedish ICBT programme has c.800 patients enrolled, with the wider ICBT programme to be rolled out pan-Europe in 2022

### Patient and system benefits

- Personalised programme 'in your pocket' that helps patients integrate into everyday life
- Faster, more flexible access to treatment rather than a lengthy referral process
- May encourage more patients to seek help as the solution is seen as more manageable
- Allows psychologists to double their capacity, therefore helping more people – efficiency increased by 1.5x - 2x

