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ANDREW DAVIES

DIGITAL HEALTH LEAD
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CONVERGENCE OF DIGITAL TECHNOLOGIES AND MEDICAL DEVICES

WHAT IS A MEDICAL DEVICE?

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“medical device” means any instrument, apparatus, appliance, software, implant, reagent, material or other article intended by the manufacturer to be used, alone or in combination, for human beings for one or more of the following specific medical purposes:

- diagnosis, prevention, monitoring, prediction, prognosis, treatment or alleviation of disease,
- diagnosis, monitoring, treatment, alleviation of, or compensation for, an injury or disability,
- investigation, replacement or modification of the anatomy or of a physiological or pathological process or state,
- providing information by means of in vitro examination of specimens derived from the human body, including organ, blood and tissue donations, and which does not achieve its principal intended action by pharmacological, immunological or metabolic means, in or on the human body, but which may be assisted in its function by such means.

MDR article 2, section 1

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WHAT ARE DIGITAL TECHNOLOGIES?

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- **tools, systems and devices that can generate, create, store or process data**. The data processing and logic capabilities of digital technologies are enabled through microprocesses that are programmed to perform various functions.

Smartphones/tablets
Computers
Digital cameras
Social media platforms
Cloud computing services
Online platforms & market places
Streaming services
VR & AR
Digital assistants
IoT
Blockchain technology
Cryptocurrencies

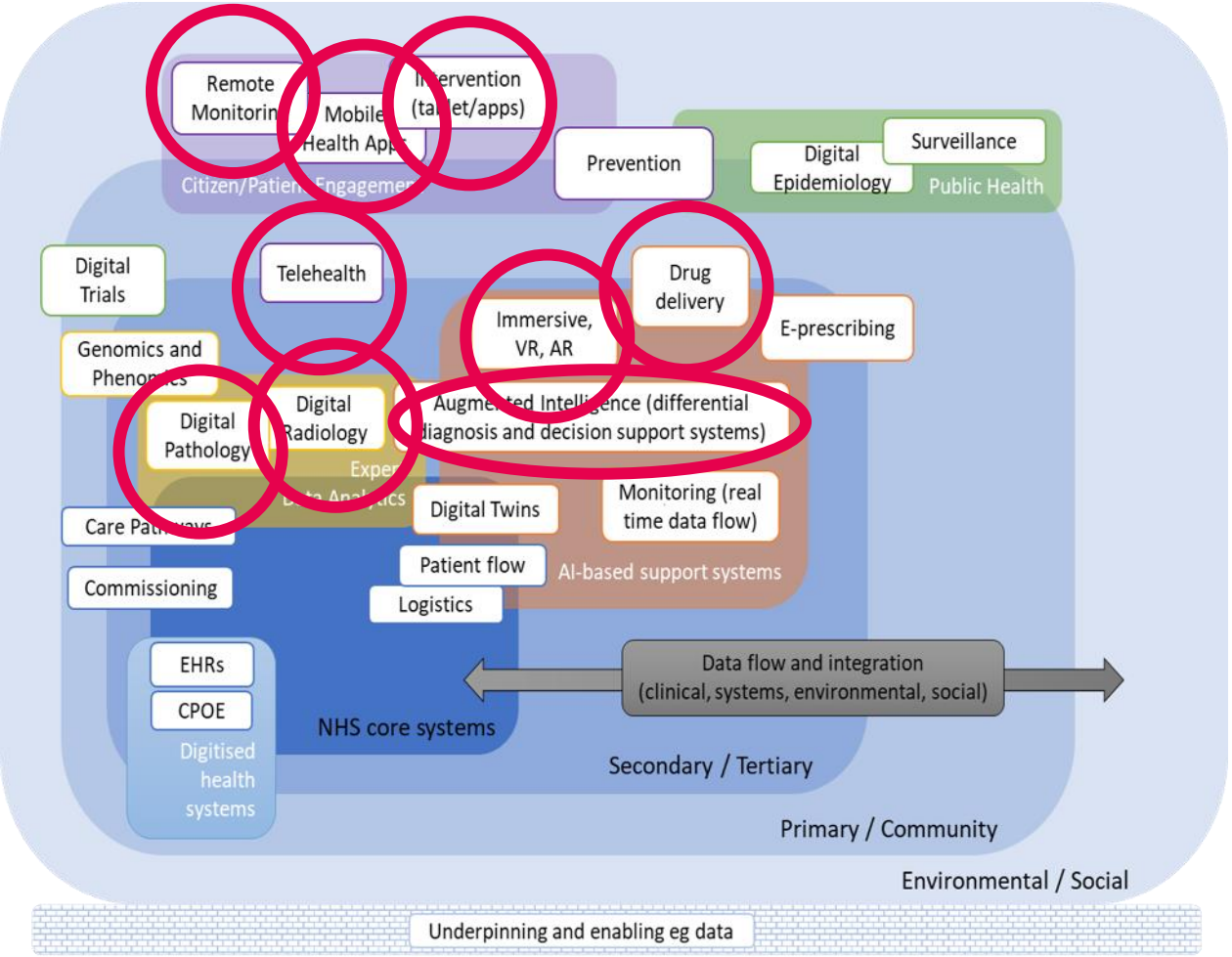

Diagram courtesy UKRI

Digital health technologies use computing platforms, connectivity, software, and sensors for health care and related uses. These technologies span a wide range of uses, from applications in general wellness to applications as a medical device. They include technologies intended for use as a medical product, in a medical product, as companion diagnostics, or as an adjunct to other medical products.

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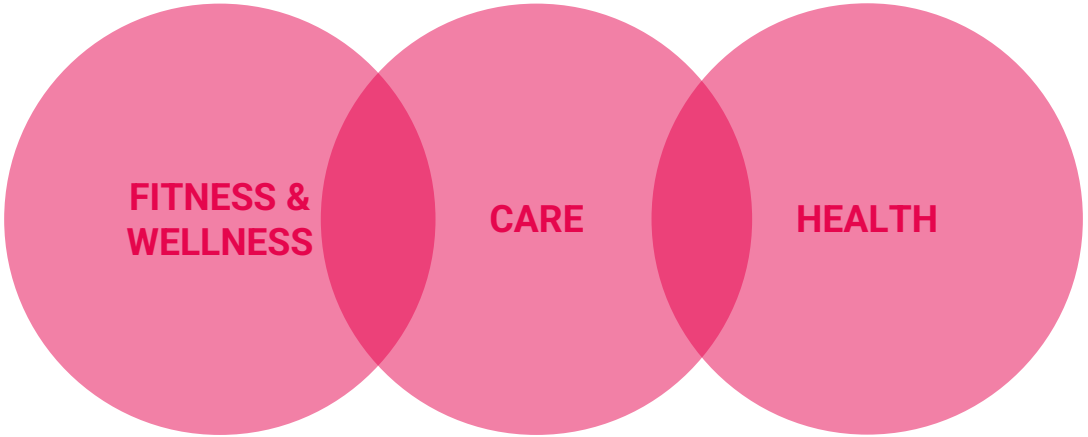
What Is Driving Convergence?

Change of Care Settings
Consumer Lifestyle Choices
Availability of Technology (and hence data)
Workforce and Financial Pressures



- Activity Trackers
- Weighing Scales
- Blood Pressure Monitors
- Oxygen Saturation
- HR/HRV
- Sleep

- Weighing Scales
- Blood Pressure Monitors
- Oxygen Saturation
- HR
- EPRs
- Remote Monitoring

- EPRs
- Clinical Decision Support
- Virtual Wards
- Diagnostics

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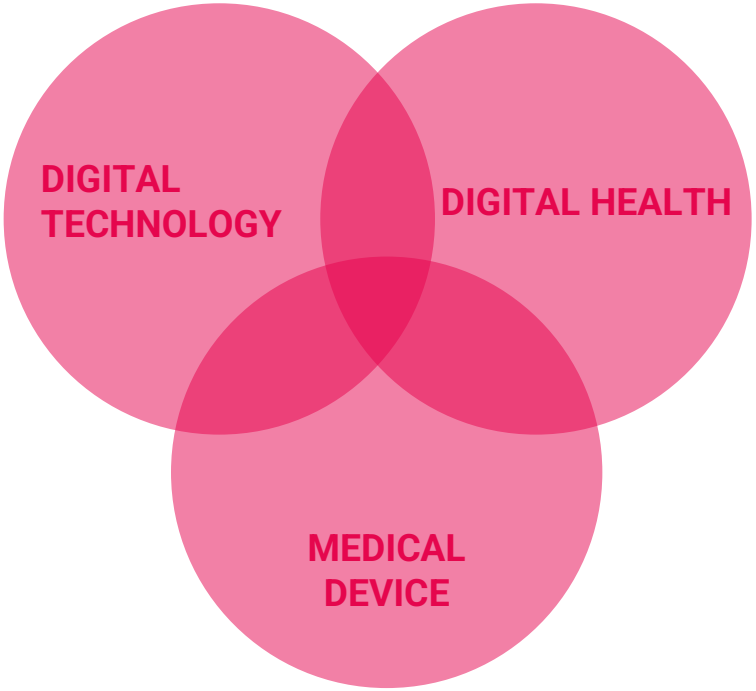
DRIVERS

Improved outcomes
Shift in care setting
Workforce pressures
Financial constraints



CHARACTERISTICS

Interconnectivity & integration
Accessibility
Personalization
Automation
Data-driven
Real-time monitoring
Improved communication

ENABLERS

Improved data
Computing power/cloud
Material science

CHALLENGES

Infrastructure & investment
Privacy and security concerns
System interoperability
Regulation & evidence

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Largest core segments by employment

1. Digital Health
2. Single Use Technology
3. Assistive Technology

Top 3 segments account for **32%** of all employment in the core Medical Technology sector

Largest core segments by turnover

1. Single Use Technology
2. In vitro diagnostics
3. Digital Health

Top 3 segments account for **32%** of all turnover in the core Medical Technology sector

UK is home to the largest number of digital health start ups founded in Europe between 2010 and 2020. 182 companies have been founded and funded since 2010.

UK Digital Health Market is expected to register a CAGR of 9 - 15.5% up to 2027

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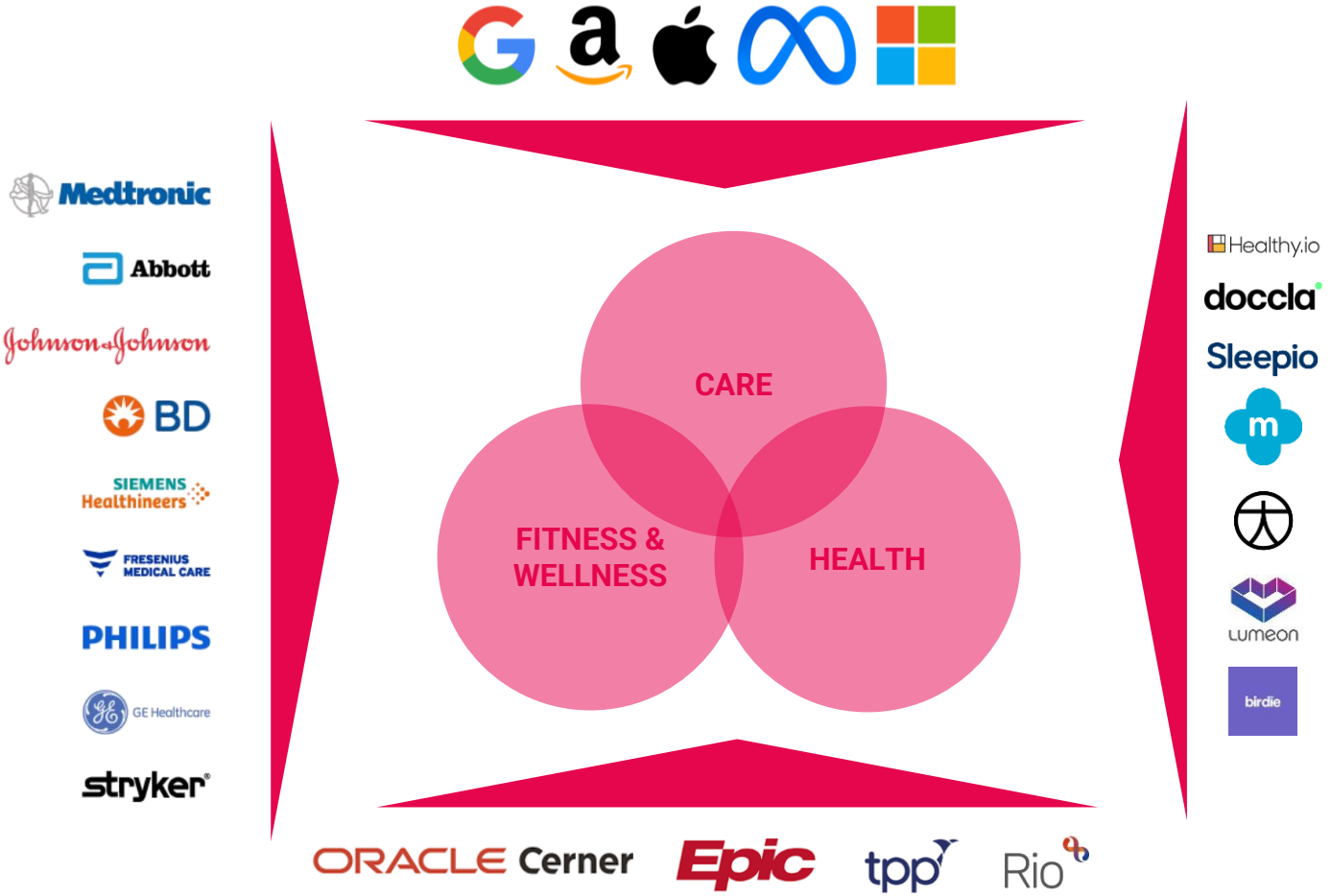
Medtronic
Abbott
Johnson & Johnson
BD
SIEMENS Healthineers
FRESENIUS MEDICAL CARE
PHILIPS
GE Healthcare
stryker
CARE
FITNESS & WELLNESS
HEALTH
Healthy.io
doccla
Sleepio
lumeon
birdie
ORACLE Cerner
Epic
tpp
Rio

What is this convergence delivering

Supporting healthcare professionals to

- Improve patient care and outcomes: more accurate and timely diagnoses, personalized treatment and real-time monitoring of patients' health status.
- Increase efficiency and productivity: streamline processes and reduce administrative burdens, freeing up time to focus on patient care.
- Enhance communication and collaboration: facilitate communication and collaboration between healthcare professionals, patients, and caregivers, reducing the risk of errors.
- Improve population health management: better data collection, management and analysis can provide insights into patterns and trends that can inform service development and improve overall care.
- Deliver cost savings: can help reduce healthcare costs by improving efficiency, preventing unnecessary hospitalizations, and enabling care in lower resource settings through remote monitoring and telemedicine services.

…and finally

Yes of course I used ChatGPT to develop with this presentation

it helped a bit, but not as much as Google

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HealthTech for Life

THANK YOU

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