

Telemedicine -- Markets Reach \$27 Billion By 2016

LEXINGTON, Massachusetts (January 11, 2010) – WinterGreen Research announces that it has a new study on Telemedicine equipment, information software, and services. The 2010 study has 669 pages, 205 tables and figures. Worldwide markets are poised to achieve significant growth as the healthcare providers worldwide move to more cost efficient healthcare modalities leveraging telemedicine. Vendors are building out localized direct physician based services organizations, distribution partnerships, and e-commerce sites that support a telemedicine brand in every region.

Telemedicine is more cost efficient than nursing home or hospital care, every patient would rather stay at home if possible. As new telemedicine equipment and services proliferate in the U.S. and worldwide, more and more vital signs based healthcare delivery is being implemented.

Healthcare delivery systems are moving towards a quantum shift in care delivery. Technology provides a way to sense and monitor heart disease, inflammation, infection, cancer, diabetic condition, and chronic condition status using technology. This represents a quantum shift in care diagnosis. The old methods of verbal description that the physician rarely listens to and in person visual inspection are becoming less important. The monitoring technologies and blood work are being used in combination with imaging and telemetrics to provide a real time, continuous evaluation of patient condition.

This leads to care delivery by the numbers.

Few people describe themselves as old or sick—regardless of their age or health. We are moving toward care delivery by the numbers in combination with physical examination in person or over the HD TV. HD TV gives a quick, vivid image of where a person hurts and what they look like. The new sensor technology gives physicians visibility inside a person that is not available from a simple verbal description.

Telemedicine can supplement information available from a physical examination by making care delivery a available. Telemedicine is able to supplement traditional care. Telemedicine is extending monitoring into wellness tracking. The ability to visualize patient condition through blood work, monitors, sensors, imaging, and biometrics changes everything.



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It is labor that is costly, not the imaging or the monitors. The automated process needs to be leveraged to reduce the labor costs by 90%, leveraging technology to provide consistent care. The systems need to be automated to the point where the patients and their families can provide accurate diagnostic information to the clinician, who by definition is the decision maker, not the care provider. The telemedicine is able to address the need to decrease labor costs.

Labor costs need to be removed from every step of the diagnostic process. The imaging machines need to be automated more. The sensing devices need to be able to take readings and send them to the automated patient record without human intervention.

New telemedicine devices do just this. Inflammation can be detected using a handheld biometric device. Cardiac symptoms can be detected automatically, just by placing a device in the proper position, no buttons to push, no screens to navigate.

In this context, WinterGreen Research has formalized a vision of the evolution of healthcare economic models. It is looking towards the transformation of the healthcare delivery systems in response to increasing responsibility of systems administrators to deliver quality care efficiently. C-healthcare 2020® looks toward cost containment trends. These are playing out in the context of industry and professional efforts to improve the quality of care delivery:

1. Leverage automated process in the same way other industries have. Leverage cloud computing and System z mainframe computing to lower care delivery costs while improving the quality by quantum amounts.
2. Consolidate health care delivery systems in a manner that is able to achieve effective, efficient communication between caregivers.
3. Stop rewarding hospitals and physicians for over delivery of care and change. Move to care delivery systems that allow treatment of patients by the numbers combined with intelligent caring care. This is particularly true with the high cost profit center emergency room, get those costs way down.
4. Support the extended health care delivery systems that support healthy behaviors, including the acupuncture practitioners, chiropractors, and sports clubs.



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5. Support Telemedicine and specialized intelligent support systems that permit leaving people in their own homes even if they cannot take care of every aspect of their life. Help old people take out the trash, sand the driveway when it snows, clean up the junk, help with the simple stuff that seems overwhelming to old people.
6. Reward families for providing care support to extended family members, these do not need to be financial rewards in every instance, maybe they are special recognition banquets and letters of commendation.
7. Implement systems that stimulate and reward patients for exercising and taking care of themselves in every way.
8. Implement computer assisted coding in a manner that allows automated transcription of physician and clinician notes into the electronic patient record; utilize the clinician notes, blood work, and diagnostic test results to provide tracking and reminding of conditions that need follow-up after a specified length of time.
9. Use patient systems that are efficient.
10. Implement telemedicine.

Challenged with declining reimbursements, a nursing shortage and low productivity even as new agencies open, there has been significant industry consolidation. Automated process brought by Telemedicine information systems addresses management team issues. Existing providers need to improve overall operations to address these issues.

Several new studies provide large-scale, independent, quantified proof of the value of healthcare information technology have. Users can utilize the scheduling notes to alert other staff of patient preferences or supplies needed in the home. Maestro intuitive process flow provides users with many reminders, including when a patient is out of orders, when a supervisory visit is required, or when a procedure needs to be completed during a visit.

Telemedicine Information systems are a significant part of the home care delivery systems. Software leverages the efficiency of clinical process in ways that have never become possible before. The system leverages virtually all the administrative and financial information needed to run a successful home care company. Information can be gathered right from the charts.



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The significance of SOA integration and networking systems for telemedicine is not yet realized in Telemedicine information systems. However, as patients move from one care venue to another, the patient record is going to need to move with them. Thus telemedicine begins to play a significant role in care delivery. The hand-held, computer-based system guides home care clinicians through the entire patient care process. Clinicians can use structured record guides.

The systems automate reporting. The market opportunity for the Telemedicine information services providers is to enable consolidation of the 35,000 small agencies worldwide into a few large services providers. These few services providers then become customers for the Telemedicine information services systems. Telemedicine information systems will be enhanced by partnerships with IBM to leverage information analytics systems.

Without health, nothing else is very important. People with means choose to spend whatever they need to protect and promote their health. Statistics on total expenditures vs. value of those expenditures are meaningless unless they break out the impact on different population segments.

You often see statements from US analysts that say as President Obama did in In his speech to the American Medical Association:

“we are spending over \$2 trillion a year on health care — almost 50 percent more per person than the next most costly nation. And yet, as I think many of you are aware, for all of this spending, more of our citizens are uninsured, the quality of our care is often lower, and we aren’t any healthier. In fact, citizens in some countries that spend substantially less than we do are actually living longer than people in other countries.”

What the Obama statement misses is that some portion of the population is healthier. The US healthcare delivery system is superior to any. To say that not everyone is treated is not the same as saying that the system does not treat many people very well. Telemedicine is poised to make health care delivery better and spread that superior health care delivery system to a greater proportion of the population.

Perhaps if analysts looked at that portion of the population that is spending more on healthcare, it is possible to detect that those people have better quality of life and live longer, they are spending for themselves, not for everyone. So, that portion of the population that cannot afford good health care is creating a statistical offset that misleads analysts.



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According to Susan Eustis, President WinterGreen Research, “In fact, the US healthcare system is the envy of the world, for those who can afford the best quality care delivery, and for those people who see a doctor, and do what their doctors recommend, the US healthcare delivery system is the best. Telemedicine is rolling out in this context, facilitating the delivery of healthcare more frequently than has been possible before and creating a move toward wellness care delivery that supplements disease treatment.”

Worldwide telemedicine markets at \$7 billion in 2009 are expected to reach \$24 billion by 2016. The total healthcare spending worldwide is 8.4 trillion. Telemedicine has the promise of delivering care more adequately to rich and poor people. Healthcare spending is anticipated to continue to rise as a percent of total expenditures because as people become more industrialized and have more disposable income, healthcare is a central aspect of expenditures.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial, Market Research.com, and Global Information GII Info-Shop.

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