



Regional Business Mission

Health 5.0 (Digital Wellness)with Dutch eHealth Solutions

Date: Wed, 29th to Fri, 31st August 2018

Venue: Singapore – Marina Bay Sands Exhibition & Convention Centre

Objective of Mission

The mission aims to present Dutch proven ehealth innovation leaders to share expertise to Singapore and ASEAN healthcare industry in addressing the opportunities of digital healthcare for remote patient monitoring in both urban and rural areas. Using AI, robotics, smart medical devices, tele-health and wearables, we aim to provide alternative care delivery models and diagnostics for home care, elderly care and primary healthcare in remote areas in the region. So we are drawing interest and commitments of local partners and stakeholders open for Dutch solutions for possible demonstrations, pilots as well as contracts here in the region.

Health 5.0: The emergence of digital wellness

Digital wellness: efforts made to increase, maintain or restore physical, mental, or emotional well-being, delivered at a global scale through the use of digital technologies, rather than by individuals working directly with patients. For more details, please visit - <https://medium.com/qut-cde/health-5-0-the-emergence-of-digital-wellness-b21fdff635b9>.

Goals of this mission

1. Solutions for remote patient monitoring in both urban and rural areas
2. Innovative e-care delivery models for home bound elderly and patients
3. Real time diagnostic assessments outside hospital settings

Target Audiences

1. Industries that cover lifesciences, medical technologies, remote patient monitoring, healthcare technologies
2. Public & Private Sector Institutions – Ministry of Health, Health Promotion Board, Government Hospitals, Private hospitals, Rural Hospitals and Clinics, Nursing Homes, Old Aged Homes, Physically Challenged Homes
3. Investors, Venture Capitalists & Philanthropists – Wellness Management for affluent cities and rural areas

Changing health landscape in Singapore and ASEAN/ Future Opportunities

The ASEAN healthcare industry is undergoing rapid transformation with a dramatic shift in consumer behaviour and expectations, opening up growth opportunities across diagnostics, regenerative medicine, medical tourism and digital health. The positive growth is fuelled by increasing adoption of new technology, innovative healthcare access programs, and delivery of care outside traditional hospital settings. Frost & Sullivan projects a revenue growth of over 12% in 2018, making APAC one of the fastest growing regions for the healthcare industry in the world.

Malaysia, Singapore, Indonesia, Philippines, Vietnam, and Thailand (ASEAN 6) will all face an unprecedented rise in healthcare costs over the next decade, putting significant strain on public health budgets. A profound population transition to an ageing demographic is happening due to improvement of life expectancy and rising income levels. The elder population (age 65 - above) in southeast Asian nations is expected to grow three times that of the working age population by 2040. The rapid change in population structure will burden society with an increased need for healthcare.

The health demands of ASEAN 6 nations present valuable opportunities for healthcare players such as private hospitals, pharmaceutical companies, and medical device companies. An understanding of the changing health landscape would allow healthcare businesses to advise on the most effective use of their equipment and services and also consult, where possible, on the best practices and potential improvements to efficiency.

In conjunction with Medical Fair Asia 2018, several Dutch Companies will present themselves via a breakout session and pitch their solutions.



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Networking Seminar's Tentative Programme with Identified Dutch Companies

Organized by:

The Embassy of the Kingdom of the Netherlands in Singapore

Tentative Programme Summary

Singapore

- 28/8 - Arrival to Singapore
- 29/8 - Opening Ceremony of Medical Asia Fair 2018
 - Half Day Exhibition Duties & B to B Meetings
 - **Networking Seminar**
 - Opening Remarks: 3 GOHs
 - 1. Ambassador Margriet Vonno,
 - 2. **TBC:** Taskforce Healthcare Representative
 - 3. **TBC:** Ministry of Health, Health Promotion Board, SingHealth, National Healthcare Group or any other large private hospital entity
 - Presentation on Development of Digital Wellness in the Healthcare Industry – Philips
 - 6 Companies Pitch Presentations from Dutch eHealth Industry
 - Networking with One on One Meetings with Dutch companies and Singaporean stakeholders
- 30/8 - Full Day Exhibition Duties & Business Meetings/ Site Visits (TBC) – Philips healthcare projects in Singapore
- 31/8 - Full Day Exhibition Duties & Business Meetings
 - Departure to Netherlands

Invitations

This programme will be co-organised with our Singaporean and ASEAN partner/s and invitations shall be sent to both the invite list of the embassy as well as our respective partners.

For more information, please contact: linda.reijers@rvo.nl



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Background

The ASEAN healthcare industry is undergoing rapid transformation with a dramatic shift in consumer behaviour and expectations, opening up growth opportunities across diagnostics, regenerative medicine, medical tourism and digital health. The positive growth is fuelled by increasing adoption of new technology, innovative healthcare access programs, and delivery of care outside traditional hospital settings. Frost & Sullivan projects a revenue growth of over 12% in 2018, making APAC one of the fastest growing regions for the healthcare industry in the world.

Key Trends to Notice

Six key trends spurring growth opportunities in the ASEAN healthcare industry include: the rise of new payment models, especially those tied to value-based outcomes; fast-tracked innovative therapeutic products, development and penetration of regenerative medicine, biosimilars, and genetics; technology innovation with rapid development in areas like Artificial Intelligence, mHealth, and virtual reality; the development of personalisation combined with consumer empowerment for prevention and wellness; the adoption of wireless real-time monitoring, aided by analytics, as the clinical community aims for further efficiency and outcome-based approaches; and the rapid deployment of cloud solutions to increase IT efficiency in non-clinical departments.

An important global trend that is currently missing in APAC is the introduction of value-and outcomes-based payment and reimbursement models. Industry suppliers, including IT vendors, medical technology companies and pharmaceuticals, are partnering with public and private players to introduce outcomes-based reimbursement models for expensive therapeutic products and services in other parts of the world.

Opportunities for The Dutch

Using digital transformation, Dutch healthcare companies can introduce service-oriented business models and direct-to-consumer care delivery platforms in the region. Therefore it is useful for Dutch healthcare solutions to focus on personalisation, combined with consumer empowerment, as a key ingredient for disease prevention and patient wellness. Innovative companies active in this space which are moving toward personalised wellness intervention have the opportunity to become market leaders.



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