Bupa’s approach to digital innovation in health and care

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Bupa is a global health and care company

We have over 29 million customers

We employ almost 80,000 people

Around the world we run:

- 15 Hospitals
- 318 Clinics
- 426 Dental centres
- 445 Care homes
- 32 Retirement villages
- 32 Optical outlets
Our purpose leads everything we do

Our vision for 2020 is to improve the health of world and being loved by customers

1. Making quality healthcare more affordable and accessible
2. Products and services that provide the right advice and care for the individual
3. Innovation and partnerships to tackle the toughest challenges in healthcare
Digital is core to the success and sustainability of Bupa’s integrated healthcare model

Digital opportunity:

- New models of:
  - Engagement
  - Servicing
  - Care provision
- New partnerships
- New culture for innovation
Digital enables improving the healthcare system and more importantly meeting the needs of our customers.

- **Educates and empowers patients**
- **Improves access** to clinicians and to treatment
- **Allows better coordination** of care
- **More affordable and efficient** means of delivering healthcare
Providing guidance for better health

Health information portal (Hong Kong) – The Blue Room (Australia)
Empowering individuals via engaging wellbeing apps

**Bupa Boost (UK)**
Keep well and engage your colleagues

**Foodswitch (Australia)**
Scan barcode and choose healthier food

**Brightime (pilot)**
Build and track resilience to stress
Driving transparency for a better informed decision

Consultants and Facilities Finder (UK)
Enabling access to services any time any channel

Online appointment booking (Sanitas - Spain)
Enabling access to care anywhere
Remote Video Consultations
Sanitas, Spain - Blua

UK – Babylon Health
Providing access to personal medical data

Personal Health Record (Sanitas - Spain)
Driving affordability in managing chronic diseases
Remote monitoring for Diabetes and Hypertension (Chile)

¿QUÉNÉS PUEDEN OPTAR AL SERVICIO? (*)

- Clientes CruzBlanca que se encuentren en tratamiento médico de algunas de las siguientes patologías crónicas (**):
  - Diabetes Mellitus tipo 1 o 2.
  - Hipertensión Arterial.
  - Enfermedad Pulmonar Obstructiva Crónica (se incluye en este diagnóstico el Enfisema Pulmonar y la Bronquitis Crónica).
  - Insuficiencia Cardíaca.

Kit de Telenosologia

(*) Quienes opten por el Programa de Telenosologo, deberán firmar un contrato, con costo, con la empresa prestadora del servicio AccuHealth.
(**) En una primera etapa, CruzBlanca notificará a quienes podrán acceder al Programa de Telenosologo.
Transforming aged care via real time information

ResiPlus (Sanitas Residencial, Care homes Spain)

- Wifis
- Real Time information about our Residents
- Touch screens (For carers in living rooms)
- Tablets (Doctors and nurses)
Shaping mHealth partnerships for improving public health

Be Healthy Be Mobile (global)

- Help Govs to embed mHealth in national plans for NCDs
- Global mHealth toolkit: guidelines, content, applications
- 2013-2016: 8 countries
- Demand from over 40 countries

Developing collaborations 2015/2016

**Diabetes:**
- Mexico
- Senegal

Content: SMS, FAQs
Solutions: educational programmes

**Hypertension:**
- Public Health England - UK
New model for prevention pathway

**Smoking cessation:**
- Costa Rica
- The Philippines

Bupa Quit app (UCL)
Bupa Quit

Helping you quit smoking using your mobile phone

Help you stay smoke free for 28 days…

…by helping you overcome your cravings…

…through clinically proven behaviour change interventions
Developing partnerships for innovation

Telecom for mHealth
Affordable health services

Health XL
Global Consortium for innovation

Wired Health
Start-ups competition
Conclusions

1. Digital is at the core of healthcare ‘consumerisation’

2. We are going through a very exciting digital journey. We are learning very fast and we are gaining great experience all over the world.

3. Embracing digital will:
   - make our integrated care model stronger
   - help us meet our customer needs more efficiently
   - accelerate our pace of innovation

4. Partnerships in the mHealth space are crucial to:
   - Tackle the toughest challenges in healthcare
   - Explore new business models to make healthcare more affordable

5. Digital is core to fulfil our purpose and to help millions of people more to improve their health & wellbeing
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