DIGITAL CARE
Where patients, healthcare service providers and payers are maximizing the outcomes of care

Janez Bensa, CEO
Insurance in a DIGITAL World Conference
... a disrupted insurance landscape

BE CUSTOMER CENTRIC
- ✔ Changing patients behavior presents the biggest opportunity to contain costs

GO DIGITAL
- ✔ Data analytics and m-health are vital to engage, acquire and retain insures

PROACTIVELY PARTNER
- ✔ Providing patient centric services requires many specialized skills

USE METRICS
- ✔ Understanding the value you are able to provide in a single patient journey
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List your documents.

INSURANCES
Insure yourself online.
Actors

- Participating doctor
- Caregiver
- Patient
- Coordinating doctor
- Nurse
- Health insurance

the CARE circle
Challenge no. 1

**Fragmented information**

Getting comprehensive information about a patient’s condition and medical history is next to impossible.
Challenge no. 2

Non-standardized care

the processes and care levels across all participating doctors are not standardized resulting in lower quality of care.
Chronic disease patients and their caregivers spend too much time in (and getting to) healthcare institutions.

Challenge no. 3

Time-consuming care

Chronic disease patients and their caregivers spend too much time in (and getting to) healthcare institutions.
Challenge no. 4

Missing therapy information

There is no patient therapy information between two in-person visits with a healthcare professional.

Visit no. 1

Visit no. 2

COMPLIANCE?
Challenge no. 5

Administrative overhead

Documentation exchanged between health insurances and care providers is not standardized, which prevents streamlining the administrative processes.
Challenge no. 6

What to offer?

Transformation of healthcare services from analog to digital impact the workflows and potential new services may emerge.
Challenge no. 7

How to reach patients?

In order to achieve engagement, healthcare services need to provide the right content in the right context.
Challenge no. 8

Complementary offering

Healthcare insurers with new complementary service offering.
Challenge no. 9

Stimulation for healthcare professionals

What it is in it for healthcare professionals who deliver the service vs. potential incentives offered by healthcare service organizers?
How we address these challenges?

MANAGED CARE

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Workflow

- Reimbursement schemes
  - Health Insurance
  - Care Providers
- Managed care contracts
- Federal directives and guidelines
- Care program applied through doctors
- Patient compliance and education
- Doctors
- Individualized CareMap
- Standardized Care
- Patients
- Health Insurance Care Providers
- Doctors
- Individualized CareMap
- Standardized Care
- Patients
Doctors and patients themselves are able to track daily progress related to the defined care goals.
Doctors see statistics on all their patients giving them an overview on conformance to the defined quality goals.
For better insight vital parameter monitoring devices can be integrated into the solution for real-time measurements.
Alerts based on clinical guidelines thresholds allow doctors to detect and react to potential issues sooner.
Key benefits

- Continuity of care for chronic disease patients.
- Better compliance of therapies.
- Optimization of health care service costs.
- Better control of the acuteness level.
- Tailor made healthcare service.
Value proposition

DIGITALIZATION OF HEALTHCARE SERVICES

✓ Better collaboration between patients and professionals
✓ Improved positioning of the institution (retention & acquisition)

IMPROVEMENT OF PROCESSES

✓ Increased compliance and governance when scaling the service
✓ Optimizing the quality of care when having costs under control

REVENUES FROM DIGITALLY ENABLED CUSTOMER JOURNEY

✓ Introduction of new billed services
✓ Taking advantage of incentives schemas for introduction of new products
Thank you!

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