AUD • TAX • TAS • ADV • BPS

Webinar

Digital Health

As inovações e os desafios de um setor em transformação

Grant Thornton

Israel Tech Hub Brasil

ISRAEL | Consulado Geral de Israel SÃO PAULO

HealthIL
Digital Health Community

The Israeli Digital Health Ecosystem:
Opportunity and Reality

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Ministry of Economy and Industry
המשרד לשוויון חברתי
Ministry for Social Equality

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About Me

- Currently: HealthIL
- Previously: VC
- Prior to that: Over 5 years experience in business/financial strategy consulting to the Startup Ecosystem – Founders and Investors
- MA Economics – TAU
- Lives in Tel Aviv

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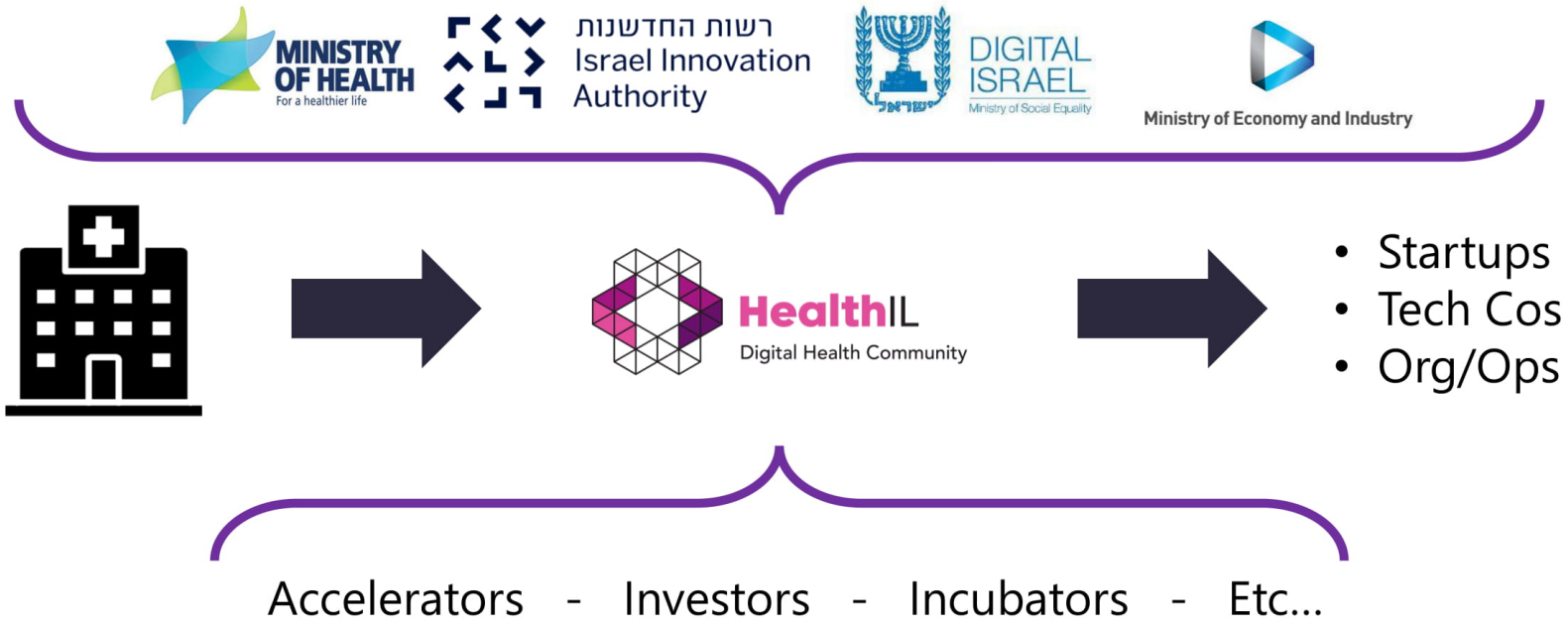
About HealthIL



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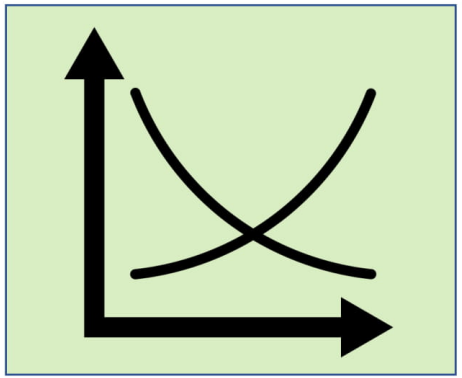
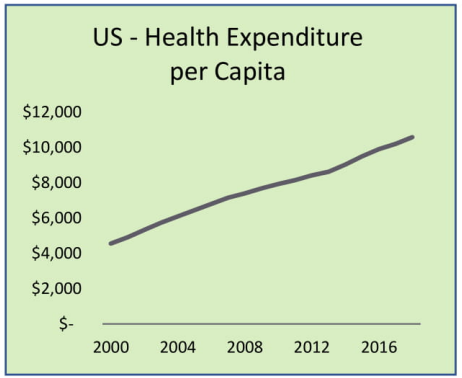
First: Why Digital Health?



Global imbalance between *demand* for healthcare services and *supply* of healthcare services - and it's getting worse

+



Huge global marketplace - Over $10TRILLION in *annual* spending on healthcare projected for 2022.

Expenditure per capita is rising *everywhere*

=

Global need for solutions that can correct the imbalance between supply and demand

Scalable solutions have the potential to share in the global pie

2019 Global Healthcare Outlook – Deloitte OECD

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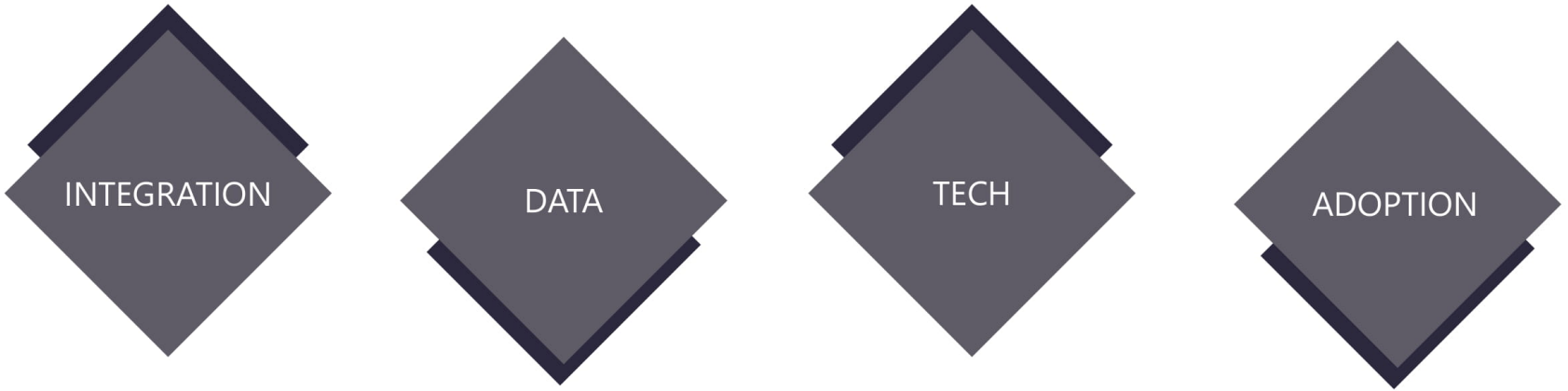
Behind the Scenes

Healthcare Players open to sharing

Advances in core tech drivers, with lower cost and faster development



Unprecedented sources of health data

Users open to new forms of engagements

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The Israeli Ecosystem

- Recognized Global Leader in core tech drivers of healthcare innovation
- Proven Culture of Innovation
- Unrivaled critical density of technical talent
- Unique infrastructure for ideation of healthcare innovation

- ML / DL
- Cloud
- Sensors
- Voice / NLP
- Computer Vision
- Big Data / Analytics
- AR/VR

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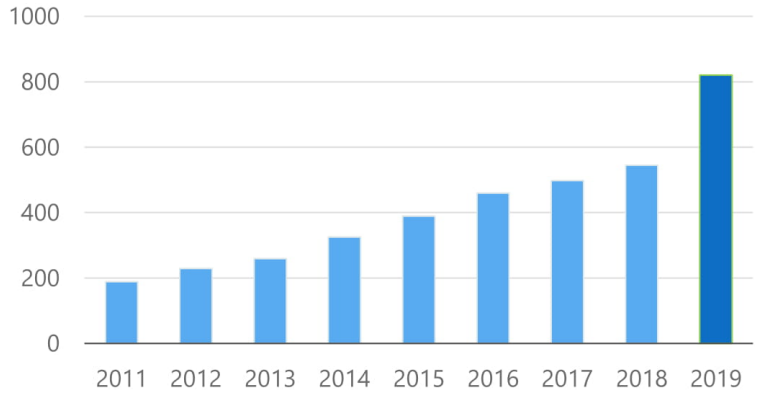
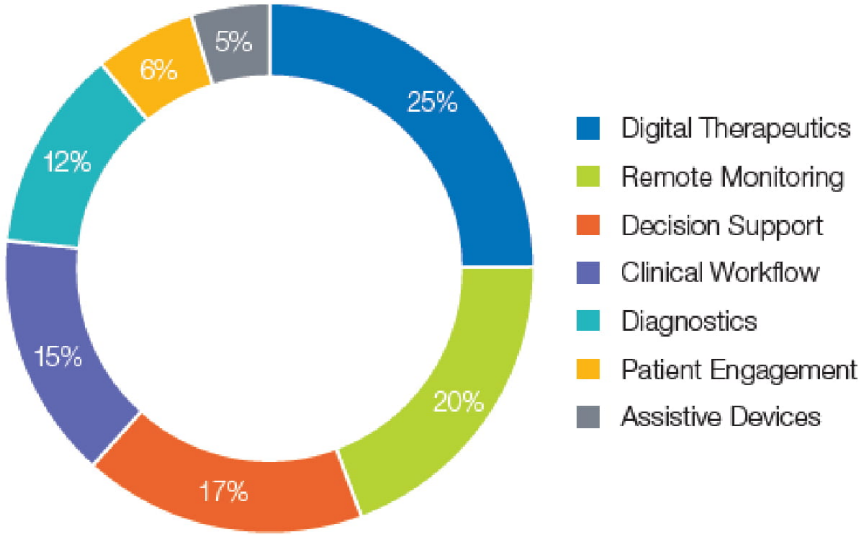
Israel: Global Ideation Powerhouse For Healthcare Innovation

Active Israeli "Digital Health" Startups



Digital Health Subsectors (by Number of Companies)



Startup Nation Central
HealthIL Internal Data

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But...

There is always a but….

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Tech alone is never enough…

Policy

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Overcoming Hurdles…

INDUSTRY
- Pharma
- Insurance
- Emp. Insurance
- Device Manu
- OEMs
- Retail Giants
- Tech Companies
- Service Providers
- General Manu

ORGS
- Hospitals
- Clinics
- ASCs
- Hospice
- Nursing Homes

OTHER
- Associations
- Academia
- Gov Entities
- Regulatory Bodies
- Local Authorities

CARE RECEIVERS
- Patients
- Caregivers
- Family Members

CARE PROVIDERS
- Doctors
- Nurses
- Therapists
- EMTs
- Administrators
- Social Workers

Exploring Challenges and Opportunities

- Assessing Needs
- Understanding Offering
- Mapping out Resources

➢ The more you understand them, the more you can help them!

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Overcoming Hurdles…

Exploring Challenges and Opportunities

Challenges	Opportunities
Strained Tiers	Strong Telcom base
Funding Gaps	Increasing Digitization (e-SUS)
Uneven Playing Field	Increasing private investment sources
Inefficiency	Strong Medical Practices
Poor Integration	National Interest
Geopolitical Macro issues	Strong SUS base 2000 - 2014

https://www.dw.com/en/brazil-suffers-health-care-crisis-as-sus-system-flounders/a-45480379
""Brazil eHealth – Overview, Trends & Opportunities" – eHealth Mentor Institute, 2016
https://www.forbes.com/sites/angelicamarideoliveira/2020/01/24/the-brazil-tech-and-innovation-roundup-vc-investment-reaches-new-high/#71403137d896

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Where we can help...

- NEEDS
- OFFERING
- RESOURCES

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THANK YOU!

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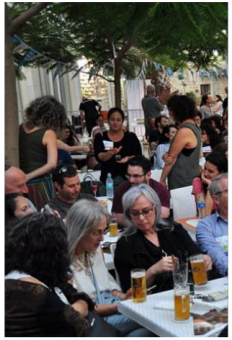

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MEDICINA USP

SÃO PAULO GOVERNO DO ESTADO

FUNDAÇÃO FACULDADE DE MEDICINA

FUNDAÇÃO ZERBINI

INOVAHC AIMS TO CREATE AN ECOSSYSTEM OF HEALTHCARE INNOVATION INSIDE AND OUTSIDE THE HOSPITAL DAS CLÍNICAS DA FACULDADE DE MEDICINA DA USP.

WE ARE A PROGRAM THAT PROMOTES THE TRANSFER OF SCIENTIFIC, TECHNOLOGICAL AND CULTURAL KNOWLEDGE

A instituição hoje

Hospital das Clínicas

Medical School of the University of São Paulo

FOUNDED IN

APRIL 19th ,1944

8 ESPECIALIZED INSTITUTES

2 AUXILIARY HOSPITALS

62 RESEARCH LABS

+ THAN 20 THOUSAND WORKERS

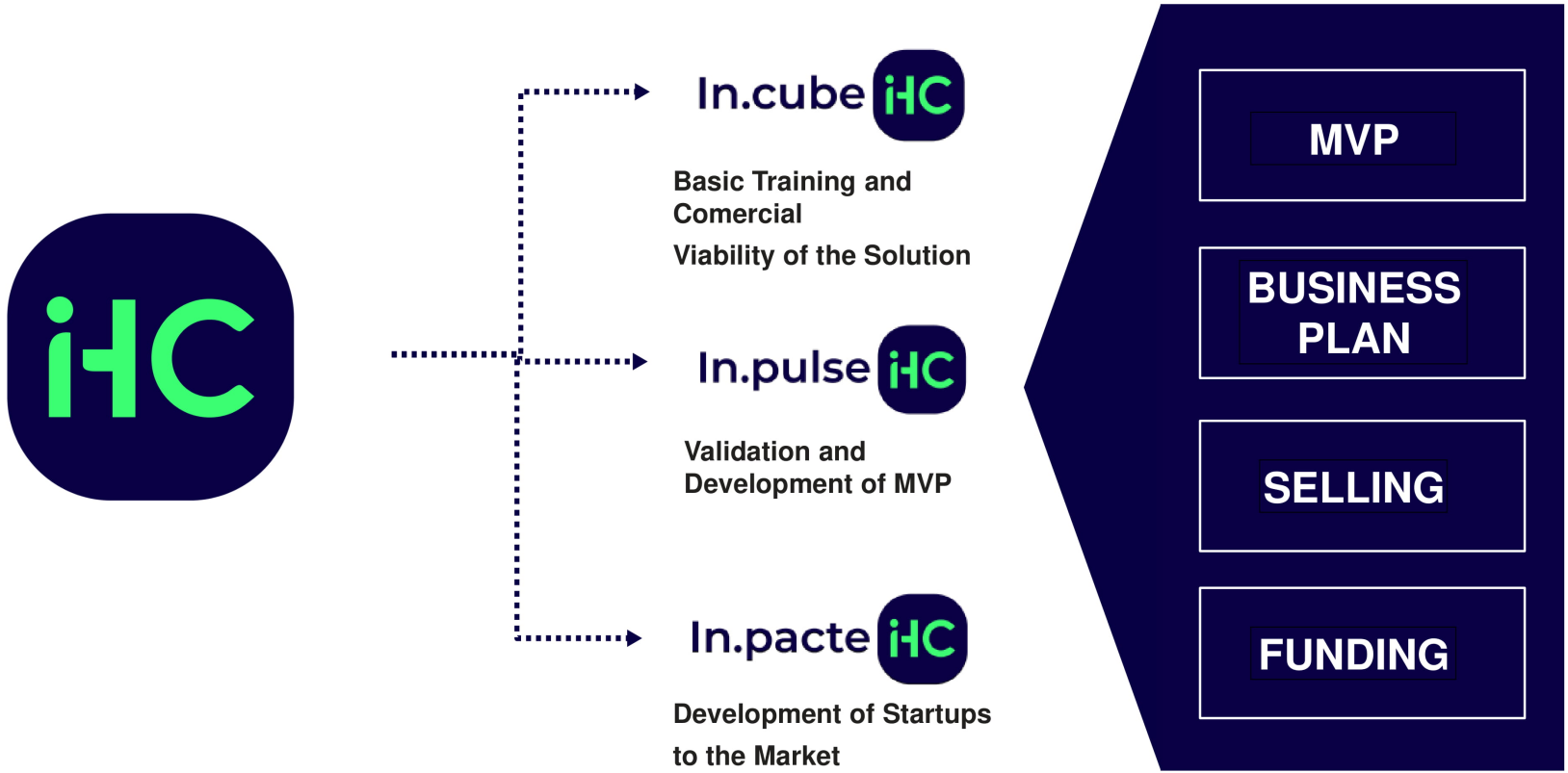
2.500 HOSPITAL BEDS

106 SURGICAL ROOMS

1,5 MI AMBULATORY ATTENTION

97,5 MI MEDICAL IMAGES STORED

Innovation Program



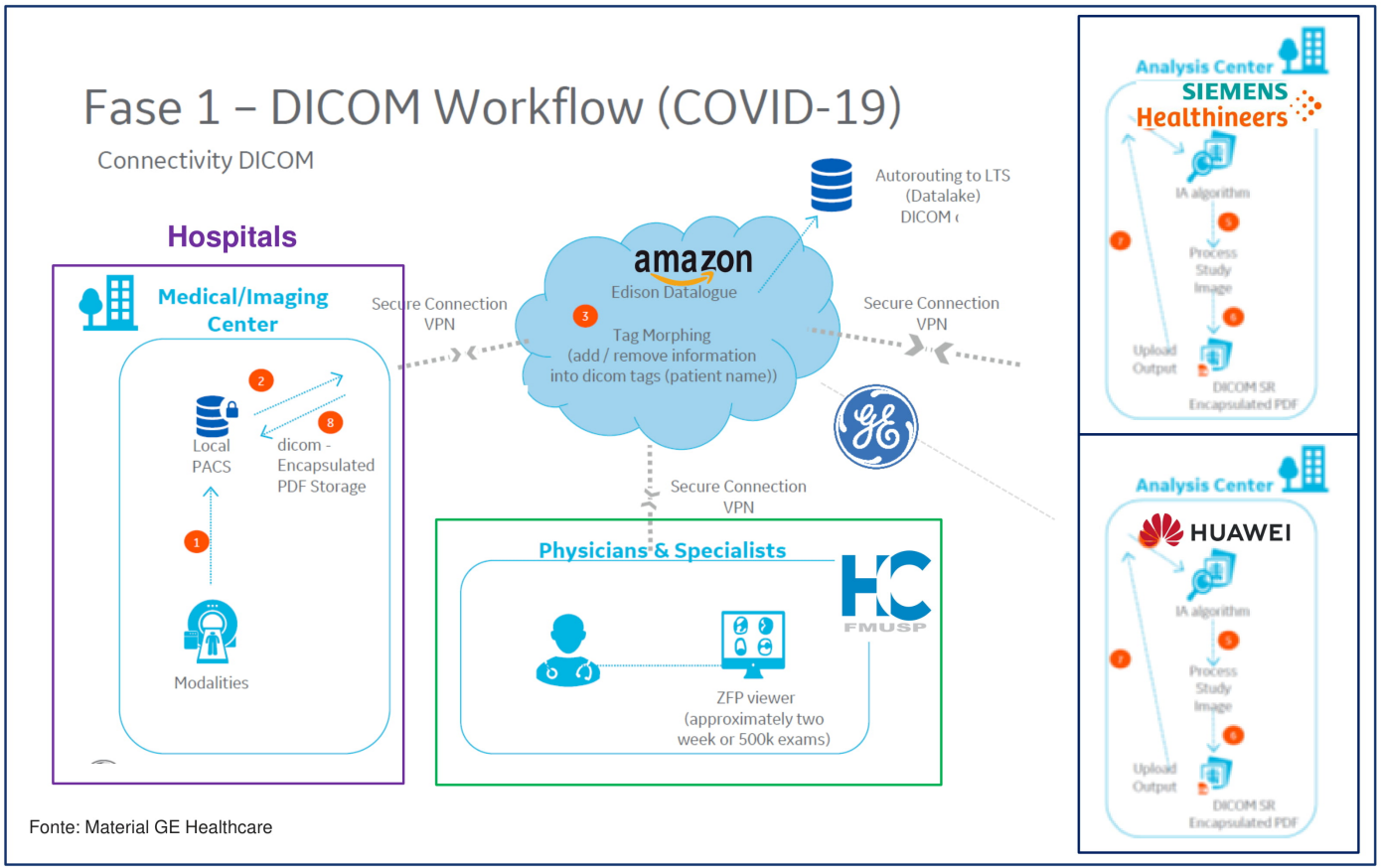
A. Diagnosis of Images through AI and Workflow – Phase 1

A1

Diagnosis of CT images as screening, prioritization and review report.

- Neural Networks - image recognition international algorithm - Covid19 (Huawei and Siemens)

ML - RADVID-19



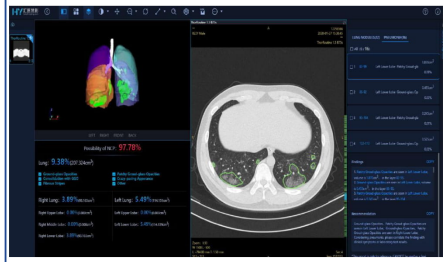
Fonte: Material GE Healthcare

A. Development of the Brazilian ML- Phase 2

ML BR

A2

Algorithm Development in Brazil



- ML Covid19 Brazilian Algorithms
- Fostering the national ecosystem of AI startups

- One of the objectives of the project is to foster the health AI startups ecosystem.
- Based on the experience of using international algorithms, the requirements for the development of national algorithms were developed in order to foster universities, research institutes and startups linked to AI.
- This project is supported by the Secretariat of Economic Development of the State of SP (SDE-SP), Novartis Foundation, AWS and Grupo Tellus.
- One of the objectives of the project is to promote the ecosystem of the health AI startups.

GOVERNO DO ESTADO SÃO PAULO
Secretaria de Desenvolvimento Econômico, Ciência, Tecnologia e Inovação

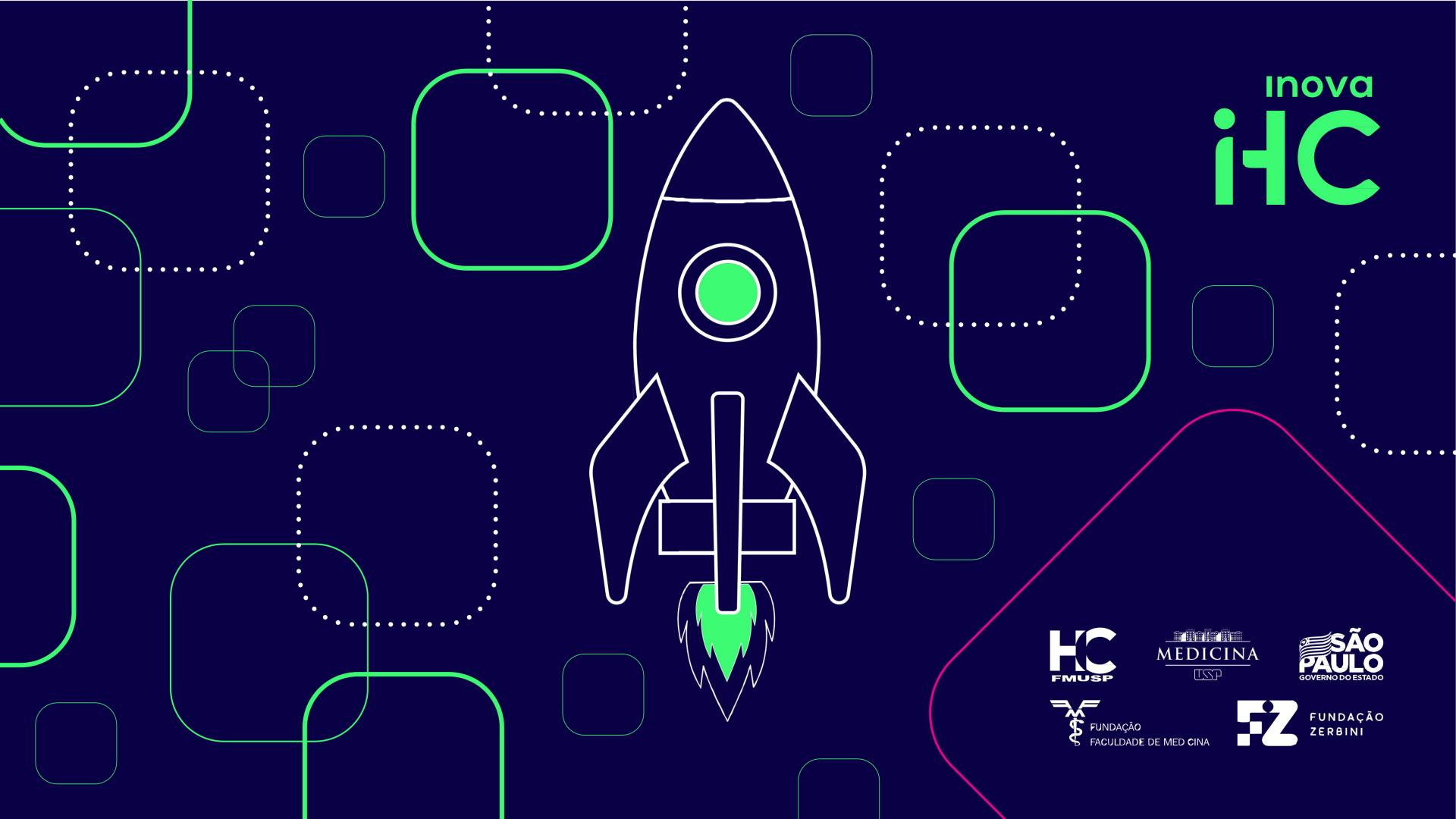
Objetivos de Desenvolvimento Sustentável (ODS)

1. Elaboration of Requirements — May/30
2. Publication of the Notice — June/08
3. Launch of the challenge website and dissemination of datasets — June/15
4. Choice of those selected in the announcement — July/14
5. Launch of the clinical protocol — August/21
6. Training of medical teams — September/04

amazon

GRUPO TELLUS

NOVARTIS FOUNDATION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FMUSP
MEDICINA
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ZERBINI

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