

# Knowledge Driven Health Solutions for Health

Octavian Purcarea

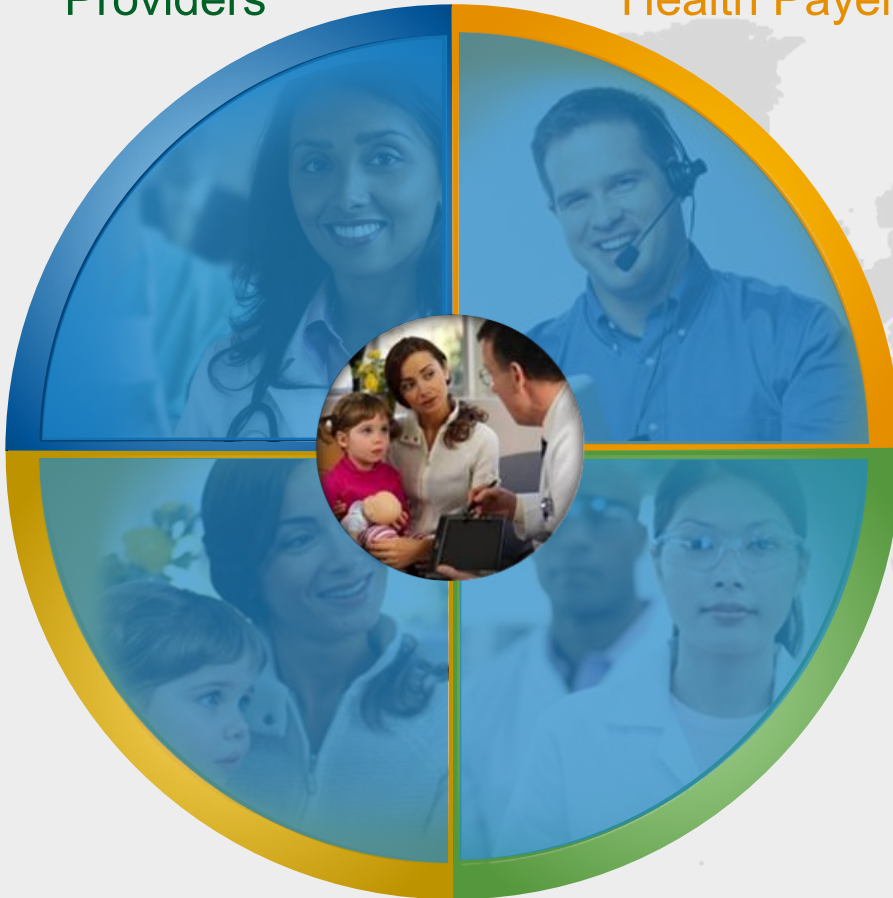
Worldwide Health Team  
Microsoft Corporation



# A Challenging World

Providers

Health Payers



Consumerism and Empowerment

Aging population

Increasing citizen expectations

Skilled labor shortage

Increasing regulations

Increased worldwide competition

Growing middle class

Increasing burden of chronic disease

Public Health

Life Sciences

# Chronic Disease is Expensive



“We are at the top of the global league table for the number of people with Diabetes – an estimated 19.3 million in 1995, projected to rise to 57.2 million by 2025.”

Dr Anbumani RAMADOSS, Member of Parliament,  
Minister of Health & Family Welfare, Government of Tamil Nadu

*“...adoption of systems for prevention and early diagnosis of such diseases by 10% of the European population could prevent more than 100,000 early deaths and save more than €20bn annually.”*

- 2005 Organisation For Economic  
Co-Operation and Development (OECD)



“Huge health care costs are the biggest driver of long-term deficits .... It is going to be an impossible task for us to balance our budget if we’re not taking on rising health care costs.”

Barack Obama, President, United States of America

# A Fundamental Change is Underway

## Reactive



Decrease Number of Incidents & Severity

Greater Control of Costs

Happier, Healthier Patients

Increased Employee & Clinician Satisfaction



## Proactive

*“The major causes of chronic diseases are known, and if these risk factors were eliminated, at least 80% of all heart disease, stroke and type 2 diabetes would be prevented; and over 40% of cancer would be prevented.” - World Health Organization*

# Microsoft Health & Wellness Solutions

Personal Health & Wellness

Condition Management

Population Health Intelligence

- Identify high risk populations to provide targeted programs
- Shift from reactive healthcare to proactive health & wellness
- Reduce incidence & severity of illness to improve health & lower costs
- Gain happier Patients & Clinicians

# Personal Health & Wellness



## Patient and Client Portals

Provide patients/clients consolidated access to accurate, preventive health information through a single, unified view



## Health Outreach Solutions

Enhance market perception & increase satisfaction, by delivering tailored health information to patients & citizens



## Personal Health Solutions

Allow individuals to collect, store, and share health information critical to their family's well being

# Personal Health & Wellness

## Personal Health Solutions

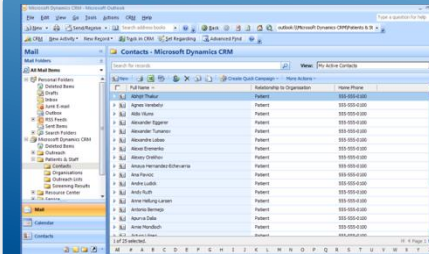


Consumers can:

- store health information from many sources
- access a range of health and fitness apps
- upload data from health and fitness devices
- share health information with those they trust.



# Condition Management



## Case Management

Provide connected care and services to efficiently improve the management of citizens' conditions using easy-to-use, flexible technology tools



## Caregiver Collaboration

Work faster and easier with other care team members and patients to improve the diagnoses, treatment and management of chronic conditions

# Condition Management

## Caregiver Collaboration



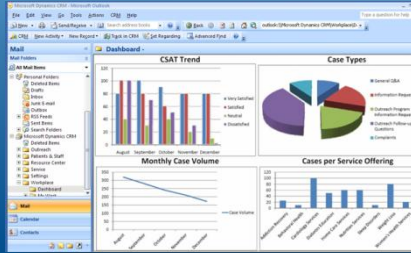
Collaborate  
Anytime, Anywhere

Microsoft  
Unified  
Communications

# Population Health Intelligence

## Business Intelligence in Health

Easily monitor & analyze data, see trends and make well informed decisions via dashboards and Key Performance Indicators



## Microsoft Amalga Unified Intelligence System 2009

Free the data locked in disparate systems across your health enterprise to fuel discovery and drive real-time continuous improvement

The screenshot shows a data table with columns for Service Name, Site, Site, Job Blvd, Inpatient, Days, and IC. The table contains several rows of data, including services like 'Pain Management' and 'Pain Management with Full St'.

Service Name	Site	Site	Job Blvd	Inpatient	Days	IC
Pain Management	Beach					
Pain Management	Beach	Right		01/20/2008	24	1
Pain Management	Suburban Vista	Right		02/05/2008	22	1
Pain Management	Internal Jasper Vista	Right		02/05/2008	21	1
Pain Management	North Jersey	Right		02/05/2008	18	1
Pain Management	Internal Jasper Vista	Left		02/05/2008	17	1
Pain Management	North Jersey	Left		02/05/2008	16	1
Pain Management	Beach	Left		02/05/2008	15	1
Pain Management	Beach	Right		02/11/2008	4	1
Pain Management	Beach	Left		02/11/2008	3	1

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