MOVING TOWARDS PREDICTIVE AND PREVENTIVE HEALTH
Capio

The need / opportunity to be addressed

Providing patients and healthcare providers with tools to support a shift towards more predictive and preventive approaches to managing health, by catching health issues before they become serious.

This can include solutions and approaches which:

- Identify subpopulations according to disease risk, prognosis and response to treatment due to differences in underlying biology, health status, lifestyle habits, preferences in how they would like to engage in their care, and other characteristics, with the help of technologies such as AI and big data
- Enable a "whole person/patient" view, by integrating data and information from various sources such as primary care, specialized care, and home care

Why it matters

From a societal perspective, prevention can be a way to mitigate the increasing pressure on healthcare resources, since less than 3% of health spending goes towards preventive activities[1], while more than 80% of healthcare costs in countries like Sweden are driven by chronic diseases[2], many of which can be prevented if certain lifestyle/behavioral risk factors are addressed[3].

From the patient/individual's perspective, an increased focus on keeping healthy and preventing the deterioration of existing conditions can add to their quality of life, while the right tools that support heathier lifestyles and treatment adherence can contribute towards patient empowerment.

From the healthcare sector's perspective, this requires a shift in focus from pill (products) to patient (health outcomes), and the business and reimbursement models will need to transform along with that shift.

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[1] Gmeinder, M., D. Morgan and M. Mueller (2017), "How much do OECD countries spend on prevention?", OECD Health Working Papers, No. 101, OECD Publishing, Paris. http://dx.doi.org/10.1787/f19e803c-en
[2] https://www.vardanalys.se/rapporter/vip-i-varden/
[3] https://www.who.int/gho/ncd/en/

The challenge owner's point of view / specific interest

Capio would like to see the following perspectives, where possible, reflected in the pitches:

- The medical value and/or health economics perspective of the solution (e.g. how early interventions, enabled by the solution, result in improved health outcomes for patients; the contribution towards QALYs and cost savings from early interventions, when looking at the entire lifecycle of patients).

- Whether the solution is addressing a specific patient group, and at which stage of their disease

- How the solution can empower patients to live healthier lives and/or be more engaged and informed about their care and treatment.

- As a plus, there should be the possibility of customising the delivery of the solution based on the preferences that the patient has towards how they would like to receive care.

- How the solution fits into the healthcare ecosystem, including its ability to be implemented into existing healthcare IT systems.

- How the solution would impact clinician workflows.

- How the business/reimbursement model for the solution could look like.