The Evolution of Personalized Medicine: Opportunities and Challenges

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Master of Healthcare Innovation Course
ASU College of Nursing and Health Innovation
14 January 2011
Slides available @
www.casi.asu.edu
Sustaining Healthcare Innovation in an Era of Constraint

The Convergence of Molecular Medicine, Engineering and Information Technologies and Implications for Healthcare Delivery

Building Sustainable Health Systems and Services: A Complex Multi-Dimensional Challenge
Major Challenges in Healthcare

<table>
<thead>
<tr>
<th>Cost and Access</th>
<th>Demographics</th>
<th>Politics</th>
<th>Variation in Clinical Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 bill with a stethoscope</td>
<td>Elderly person in a wheelchair</td>
<td>Politicians and a president</td>
<td>Surgical procedure</td>
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</table>
Major Challenges in Healthcare

- Inefficient Use of Information
- Fragmented Care Versus Integrated Care
- Duplication, Error and Pervasive Inefficiencies
- Protracted Adoption of Innovation
23% Medicare beneficiaries have 5 or more conditions
- polypharmacy and AEs
- poor patient compliance
- multiple physician/venue encounters
- poor communication/coordination between siloed healthcare services
- procedure-based reimbursement versus a continuum of integrated care
Fragmentation Versus Integration in Healthcare Delivery

**Physicians**
- specialization and fee-for-service drives volume and siloed care provision
- lack of curriculum reform and propagation of anachronistic behaviors/expectations

**Payors**
- impenetrable thickets of eligibility/reimbursement criteria
- bloated administrative infrastructure to accommodate multiple payment channels

**Politicians**
- boldness or timidity in healthcare reform?

**Patients**
- confused and increasingly afraid
The Economic, Social and Clinical Benefits of Proactive Mitigation of Disease Risk and Chronic Disease Co-Morbidities

20% of the Population Generate 80% Cost

- Healthy/Low Risk
- At-Risk
- High Risk
- multiple co-morbidities
- chronic disease progression
- end-of-life care
- chronic disease early stage
- acute disease

Value vs. Cost
“If you lie down long enough, someone will scan you.”

Mike McCallister
CEO, Humana
www.forbes.com/2009/03/19
New Priorities in Biomedical Innovation

- historical “progress at any price” in an environment that largely ignored cost
- shift to increasing value-conscious environment
  - improved outcomes at same or lower cost
  - reducing cost with same quality (common in sectors other than healthcare)
New Value Propositions in Healthcare

- social and economic value of reducing disease burden will rise
  - earlier disease detection and mitigation
  - rational Rx and guaranteed outcomes
  - integrated care management of complex chronic diseases
  - extension of working life

- progressive shift from ‘reactive’ medicine to ‘proactive’ care and ‘integrated’ delivery
  - prospering in an era of increasing constraints
  - managing the limit(s) of society’s willingness and ability to pay for innovation
Sustainable Health

Personalized and Sustainable Healthcare

QUALITY
- Efficient use of information and allocation of resources
- Technological innovation and rigorous evaluation of effectiveness

ACCESS
Societal Values
COST
The Three Convergent Forces Shaping the Evolution of Healthcare

- Molecular medicine and personalized medicine
- Access, cost, and quality of care
- Proficient use of information (e.health)

VALUE
The Key Strategic Elements in the Evolution of Healthcare:
Consumer: Patient Centric Care

- Molecular medicine
- Risk management
- Health status monitoring
- Optimized decisions
The Progressive Evolution of Personalized Healthcare

- **“Blockbuster” Rx**
  - empirical “one-size-fits-all”
  - population-based Rx

- **Stratified/Targeted Rx**
  - Rx targeted to patient subgroups with same molecular pathology
  - Dx-Rx combinations and Rx labeling

- **Individualized Rx**
  - relevant disease subtype and AE risk profiling
  - identification and mitigation of disease predisposition risk(s)

- **Personalized Healthcare**
  - integrated framework of coordinated care and longitudinal care
Molecular Diagnostics:
The Key Value Driver in
Improving Healthcare and Maximizing Wellness
US Healthcare Costs

- administration 35%
- personnel costs 35%
- procedures 18%
- drugs 12%
- in vitro diagnostics 0.1%

- diagnostic tests (Dx) influence 85% of clinical actions
Molecular Diagnostics and Miniaturized Devices: A Key Future Driver in the Healthcare Value Chain

### Complex Biosignature Profiling

<table>
<thead>
<tr>
<th>genomics</th>
<th>proteomics</th>
<th>immunosignatures</th>
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<td><img src="image8.png" alt="Image" /></td>
<td><img src="image9.png" alt="Image" /></td>
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</tbody>
</table>

### Signature Detection, Deconvolution and Multivariate Analysis

- Automated, high throughput multiplex assays
- Novel test formats and devices (POC)
- New algorithms for complex signal deconvolution
Mapping the Molecular Signatures of Disease: Building Integrated End-to-End Systems as the Foundation of Personalized Medicine

ID patterns of molecular pathways dysregulation in disease
- “biosignatures”

PROFILE

SENSE

ACT

rapid analytics and customized data formats/visualization to guide optimum treatment and reimbursement decisions

automated platforms for rapid detection of multiplex analytes
Trends in Mapping Diagnostic Signatures of Health and Disease

- unianalyte
- simple analytical endpoint(s)
- technician dependent
- centralized laboratory
- population-based reference index
- multiplex
- complex analytical algorithms
- high throughput automated
- lab-on-a-chip
- remote fault-diagnostics/repair
- migration to POC/m. Health
- wireless remote monitoring
- individualized profile and longitudinal personal record as reference index
The Waste and Risk of Empirical Rx: Ignoring The Obvious in Clinical Practice

- diseases are not uniform
- patients are not uniform
- a “one-size fits all” Rx approach cannot continue

- inefficiency and waste of empirical Rx
- cost of futile therapy
- medical error and adverse events (AEs)
From Pharmaceuticals to Pharmasuitables: Right Rx for the Right Disease (Subtype)

ID Molecular Targets for Rx Action

Disease Profiling to Identify Subtypes (+ or - Rx Target)
K-RAS Profiling and Anti-EGFR Monoclonal Antibody Therapy

- higher response in patients with K-RAS versus mutant-K-RAS
- estimated $604 million/year savings (ASCO)

clinical guidelines

- regulatory endorsement in product labeling
The Emergence of Drug: Diagnostic Combinations

- Selzentry™ (maraviroc) tablets
- trofile CD4-receptor tropism assay
- Invader® chemistry
- Pfizer

- Coumadin® (Warfarin Sodium Tablets, USP) Crystalline
- Verigene® System
- 5-Fluorouracil

- Bristol-Myers Squibb
- Nanosphere
- Xeloda™
- Roche

- Vectibix™ (panitumumab)
- DXS Diagnostic Innovations
- MYRIAD®
- TheraGuide 5-FU: A test to predict toxicity to 5-FU/capecitabine-based chemotherapy
Outcomes-Based Risk-Sharing Agreements (ORBAs) Come to the USA

- reimburse average treatment cost (not just Rx) for fractures incurred after 6 months therapy
- improved Hb1Ac levels in diabetics over one year increases Rx discount to Cigna
1.5 to 3 million annual hospitalizations (US)
80 to 140 thousand annual deaths (US)
est. cost of $30-50 billion
From Pharmaceuticals to Pharmasuitables: The Right Rx for the Right Patient

- Rx adverse events (AE) as major source of injury and death
- AEs due to genetic variation in drug transport and metabolism systems
  - fast and slow metabolizers
- AE due to drug interactions
  - action of one Rx in inhibiting metabolic capacity to handle second drug
- AE due to Rx and OTC drugs/supplements
  - latter not tracked
<table>
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<tr>
<th>Drugs</th>
<th>High-risk genotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perhexilene</td>
<td>CYP2D6*3, *4, *5, and *6</td>
</tr>
<tr>
<td>Carbamazepine</td>
<td>GSTM1 null</td>
</tr>
<tr>
<td>Tacrine</td>
<td>GSTM1 and T1 null</td>
</tr>
<tr>
<td>Troglitazone</td>
<td>GSTM1 and T1 null</td>
</tr>
<tr>
<td>Diverse</td>
<td>GSTM1 and T1 null</td>
</tr>
<tr>
<td>Methotrexate</td>
<td>GSTM1 non-null, RFC1 G80A</td>
</tr>
<tr>
<td>Anti-TB drugs</td>
<td>NAT2*5, *6, *7, CYP2E1 c1/c1, MnSOD T/C or C/C, GSTM1 null</td>
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<tr>
<td>Diclofenac</td>
<td>UGT2B7*2, CYP2C8 haplotype, ABCC2 C24T</td>
</tr>
<tr>
<td>Tolcapone</td>
<td>UGT1A haplotype</td>
</tr>
<tr>
<td>Indinavir</td>
<td>UGT1A1<em>28, UGT1A3 T66C-UGT1A7 T57G, UGT1A1</em>6</td>
</tr>
<tr>
<td>Atazanavir</td>
<td>UGT1A1*28, UGT1A3 T66C-UGT1A7 T57G</td>
</tr>
<tr>
<td>Azathioprine</td>
<td>TPMT*3A and *3C</td>
</tr>
</tbody>
</table>

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<tr>
<td>Flucloxacillin</td>
<td>HLA-B*5701</td>
</tr>
<tr>
<td>Amoxicillin</td>
<td>HLA-DRB1<em>1501-DRB5</em>0101-DQB1*0602</td>
</tr>
<tr>
<td>Clavulanate</td>
<td>HLA-DQA1<em>0102-DQB1</em>0602</td>
</tr>
<tr>
<td>Ticlopidine</td>
<td>HLA-A<em>3303, HLA-DQB1</em>06</td>
</tr>
<tr>
<td>Ximelagastaran</td>
<td>HLA-DRB1<em>07, HLA-DQA1</em>02</td>
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<tr>
<td>Anti-TB drugs</td>
<td>HLA-DQB1*0201</td>
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<tr>
<td>Diverse</td>
<td>HLA-DRB1<em>15, DQB1</em>06</td>
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<tr>
<td>Diclofenac</td>
<td>IL-10-627A and IL-4-590T</td>
</tr>
<tr>
<td>Tacrine</td>
<td>IL-6-597A-572G-174G haplotype</td>
</tr>
</tbody>
</table>

Effect of CYP2C19 and ABCB1 single nucleotide polymorphisms on outcomes of treatment with ticagrelor versus clopidogrel for acute coronary syndromes: a genetic substudy of the PLATO trial

Lars Wallentin, Stefan James, Robert F Storey, Martin Armstrong, Bryan J Barratt, Jay Horrow, Steen Husted, Hugo Katus, P Gabriel Steg, Svati H Shah, Richard C Becker, for the PLATO investigators

Summary

Background In the PLATO trial of ticagrelor versus clopidogrel for treatment of acute coronary syndromes, ticagrelor reduced the composite outcome of cardiovascular death, myocardial infarction, and stroke, but increased events of major bleeding related to non-coronary artery bypass graft (CABG). CYP2C19 and ABCB1 genotypes are known to influence the effects of clopidogrel. In this substudy, we investigated the effects of these genotypes on outcomes between and within treatment groups.
A Polymorphism in the VKORC1 Regulator Calumenin Predicts Higher Warfarin Dose Requirements in African Americans

D Voora, D C Koboldt, C R King, P A Lenzini, C S Eby, R Porche-Sorbet, E Deych, M Crankshaw, P E Milligan, H L McLeod, S R Patel, L H Cavallari, P M Ridker, G R Grice, R D Miller and B F Gage
Mapping Human Genetic Diversity

- transcending PC and “biological egalitarianism”
- non-trivial genetically-based biological variation exists in individuals and groups
- ignoring such variations is illogical, poor science, poor clinical medicine and potentially dangerous
- mapping group genetic diversity is fundamental knowledge
  - human evolution and trait acquisition
  - interplay of genomes and environment in determining outcomes
  - variations in disease susceptibility, xenogeneic metabolism and clinical decisions for optimum treatment
The Hunt for Gene Loci Associated with Complex Human Diseases
Disease Predisposition Risk Profiling for Common, Multigenic Late-Onset Disorders

- slower evolution than many predict
- Genome-Wide Association Studies (GWAS)
  - high cost and to date low yield in terms of clinically exploitable markers
  - disease origins from multiple low penetrance alleles versus small, dominant set of high penetrance alleles
- substantial ambiguities regarding probabilistic risk of overt disease
  - epistasis
  - epigenetics
  - environmental confounders, including Rx
Disease Predisposition Risk Profiling for Common, Multigenic Late-Onset Disorders

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  - epigenetics
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The premature quest to provide consumer genomic testing (CGx) for future risk of major diseases
Will Low Cost Whole Genome Sequencing Change Everything?
Sequence, Drugs and Rock n’ Roll: How Ozzy Osbourne Took a Bite Out Of His Genome

Genes reveal alcohol tolerance, caffeine intolerance, equal parts worrier and warrior.

BY KEVIN DAVIES

Last year, shortly after completing work on rock music legend Ozzy Osbourne’s memoir, I Am Ozzy, The Sunday Times (London) reporter Chris Ayres was sitting next to Knome CEO Jorge Conde at the TedMed conference in San Diego. “When Ozzy and I began to do the weekly ‘Dr Ozzy’ column for The Sunday Times—now also in Rolling Stone—I got the idea to ask [Knome] about possibly sequencing Ozzy’s genome as a one-off article. It snowballed from there,” says Ayres.

John Michael “Ozzy” Osbourne, the former lead singer of Black Sabbath, has become the latest member of the celebrity genome club, joining Glenn Close, Archbishop Desmond Tutu, Jim Watson, Craig Venter, Henry ‘Skip’ Gates and others. On October 24, Osbourne penned an absorb-

“Given the swimming pools of booze I’ve guzzled over the years— not to mention all the [drugs]... there’s really no plausible medical reason why I should still be alive. Maybe my DNA could say why.”

Ozzy Osbourne, writing in The Sunday Times Magazine
Comfort and Complacency: The Enemies of Vigilance and Preparedness
The Growing Challenge Posed by Antimicrobial Drug Resistance (AMR)

Enterococcus faecium
Staphylococcus aureus
Klebsiella Pneumoniae
Acinetobacter baumannii
Pseudomonas aeruginosa
Enterobacter species

NO ESKAPE
The Valley of Dearth: The Consequence of Declining R&D Investment in Antibiotic Discovery*

- 75% decrease in antibacterials approved from 1983 to 2009
- only 16 agents currently in Phase II / III clinical trials
  - only 3 as new ‘classes’ with novel mechanisms of action
  - absence of agents for therapy of AMR in Gram-negative bacilli
  - lack of systemic agents in advanced development for organisms resistant to all current antibacterials

Vaccine Safety: Informing the Misinformed
Vaccine Safety: Media Sensationalism and Celebrity Quackery
In the first part of a special BMJ series, Brian Deer exposes the bogus data behind claims that launched a worldwide scare over the measles, mumps, and rubella vaccine, and reveals how the appearance of a link with autism was manufactured at a London medical school.

When I broke the news to the father of child 11, at first he did not believe me. "Wakefield told us my son was the 13th child they saw," he said, gazing for the first time at the now infamous research paper which linked a purported new syndrome with the measles, mumps, and rubella (MMR) vaccine.¹ "There's only 12 in this."

That paper was published in the Lancet on 28 February 1998. It was retracted on 2 February 2010.² Authored by Andrew Wakefield, John Walker-Smith, and 11 others from the Royal Free medical school, London, it reported on 12 developmentally challenged children,³ and triggered a decade long public health scare.
H1N1 Influenza (2009): Years Life Lost Analysis

NUMBER OF US DEATHS FROM FLU
(adjusted to 2000 population)

YEARS OF LIFE LOST DUE TO FLU IN US
(adjusted to 2000 population)


Translation of the Major Potential of Molecular Medicine into Routine Clinical Practice

A Complex Multi-Dimensional Challenge
The Real World

- Innovation in science and technology alone is necessary but not sufficient.
- Adoption requires overcoming multiple barriers:
  - Existing competition/standard of care
  - Cultural conservatism
  - Reimbursement and other financial obstacles
  - Regulatory hurdles
- Wide variation in routine adoption speed of new technologies by different sectors:
  - Healthcare (10-30 years)
  - Computing (1-2 years)
  - Engineering (1-10 years)
If You Build It Will They Pay?
Adoption of Disruptive Innovation

- new technology/service that simplifies a complex/costly problem
- business model that allows market adoption of the simplified solution at low(er) cost
- incentivized supply and demand to networks to reinforce the disruption
Reasonable Expectations for Rational Healthcare

- what works?
- why it works?
- who it works for?
- what works best?
- when should it be used optimally?
- validated evidence
- mechanism of action
- personalized medicine
- comparative effectiveness
- best practice guidelines, standard-of-care and malpractice

VALUE
Pervasive Inefficiencies and Errors in Healthcare Created by Empirical Care and Lack of Robust Outcomes and Performance Data

Knowing What Works (or Doesn’t)
superficial appeal of rational policy belies the complexity of rigorous CER
- endpoints/outcomes
- methodological and reporting standardization
- stringency of patient selection/treatment regimen/compliance
- prospective versus retrospective data

payor engagement and impact on reimbursement policies
- predisposition to chose lower cost intervention(s)?
- risk of abuse and rationing of care
Who Defines Best Practices?

- controversy over US Preventive Task Force (USPTF) recommendations on mammograms for women age 40-49
- endorsed by ACP
- opposed by ASCO and NCCN
- USPTF did not address cost but it dominated public debate
- “should policy makers set a price on saving a life?”
How Much New Technology Can We Afford?
UK National Institute for Health and Clinical Excellence (NICE)
NICE Gets Nasty (or Rational?)
### What Are We Willing to Pay for Added Months of Survival in Cancer?

<table>
<thead>
<tr>
<th>Lifetime cost above standard care</th>
<th>If cancer is on par with other diseases ($150,000 per life year gained), months of added overall survival benefit needed</th>
<th>Treating cancer as worthy of much higher reimbursement ($250,000 per life year gained), months of added overall survival benefit needed</th>
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<tbody>
<tr>
<td>$50,000</td>
<td>4 months</td>
<td>2.4 months</td>
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<td>$100,000</td>
<td>8 months</td>
<td>4.8 months</td>
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<td>$150,000</td>
<td>12 months</td>
<td>7.2 months</td>
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<td>$200,000</td>
<td>16 months</td>
<td>9.6 months</td>
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<tr>
<td>$250,000</td>
<td>20 months</td>
<td>12 months</td>
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<td>$300,000</td>
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<td>$400,000</td>
<td>32 months</td>
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<td>$450,000</td>
<td>36 months</td>
<td>21.6 months</td>
</tr>
<tr>
<td>$500,000</td>
<td>40 months</td>
<td>24 months</td>
</tr>
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Source: Pink Sheet 13 Sept. 2010. Adapted from S. Ramsey FHCRC, ASCO 2010
Dr. Donald Berwick

“I have a very romantic view of the NHS”

Interview in Health Affairs
April 2010
Temporal Trends in Rates of Patient Harm Resulting from Medical Care

Christopher P. Landrigan, M.D., M.P.H., Gareth J. Parry, Ph.D., Catherine B. Bones, M.S.W., Andrew D. Hackbart, M.P.H., Donald A. Goldman, M.D., and Paul J. Sharek, M.D., M.P.H.

ABSTRACT

BACKGROUND
In the 10 years since publication of the Institute of Medicine's report To Err Is Human, extensive efforts have been undertaken to improve patient safety. The success of these efforts remains unclear.

METHODS
We conducted a retrospective study of a stratified random sample of 10 hospitals in North Carolina. A total of 100 admissions per quarter from January 2002 through December 2007 were reviewed in random order by teams of nurse reviewers both within the hospitals (internal reviewers) and outside the hospitals (external reviewers) with the use of the Institute for Healthcare Improvement's Global Trigger Tool for Measuring Adverse Events. Suspected harms that were identified on initial review were evaluated by two independent physician reviewers. We evaluated changes in the rates of harm, using a random-effects Poisson regression model with adjustment for hospital-level clustering, demographic characteristics of patients, hospital service, and high-risk conditions.

RESULTS
Among 2341 admissions, internal reviewers identified 588 harms (25.1 harms per 100 admissions; 95% confidence interval [CI], 23.1 to 27.2). Multivariate analyses of harms identified by internal reviewers showed no significant changes in the overall rate of harms per 1000 patient-days (reduction factor, 0.99 per year; 95% CI, 0.94 to 1.04; P = 0.61) or the rate of preventable harms. There was a reduction in preventable harms identified by external reviewers that did not reach statistical significance (reduction factor, 0.92; 95% CI, 0.85 to 1.00; P = 0.06), with no significant change in the overall rate of harms (reduction factor, 0.96; 95% CI, 0.93 to 1.04; P = 0.47).

CONCLUSIONS
In a study of 10 North Carolina hospitals, we found that harms remain common, with little evidence of widespread improvement. Further efforts are needed to translate effective safety interventions into routine practice and to monitor health care safety over time. (Funded by the Rx Foundation.)
Patient Safety:
The Dimension of the Problem

Overt Error

Non-Compliance

Adverse Rx Event

Hospital-Acquired Infections

Cost of Hospital Re-admissions

Inaccurate, Inaccessible or Ignored Information
Applications of RFID Technology in Healthcare

- patient ID, tracking and status monitoring
- location of equipment and assets
- supply chain management
- surgical QC inventory of instruments/materials
- directed endoscopy and placement of microdevices
- patient support device alarms
- product authentication
- capture of device-generated data and uploading to EHR
Safety

Interference in High Density Medical Device Areas

The Security of Medical Devices is Not a Luxury
The Infocosm: Emerging Networks of Global Connectivity

Life's a game
Manipulating society has traditionally been the preserve of politicians and the gods. Does the current boom in virtual worlds give social scientists and economists an opportunity to join them? Jim Giles investigates.
Data: The Fastest Growing Resource on Earth
HELL IS THE PLACE WHERE NOTHING CONNECTS — T.S. ELIOT
"Managing Mega-Data"

- Volume
- Infrastructure
- Global networks

Multiscale heterogeneity

Integration
Data Exchange Standards

- integrate data from multiple sources
- inter-operability challenge from discovery to clinical practice
- leveraging existing HL7 standards
  - Draft Standards for Trial Use (DSTU)
- engage major data generators and regulators
  - CDISC, ICH
- Digital Imaging and Communications in Medicine (DICOM)
- seamless federation with healthcare system and reimbursement databases
  - CPT, ICD (USA)
- certification of compliance with HITECH EHR Standards (HIMSS, AHIMA)
Telecommunications and Media Industry
Convergence: Implications for Healthcare
Sensor Networks for Remote Health Status Monitoring
Wireless Integrated Data Systems

- geolocation data (where)
- temporal information (when)
- contextual information (what)
Wellness:

The Most Broad and Most Valuable Definition of Successful Healthcare

Consumers at the Center
After a Short Stay in America, Michelangelo's David Returned to Europe
Consumer Behavior and Healthcare Costs

“diabesity” $200 billion

smoking $190 billion
alcohol $20 billion
Engaging Consumers and Patients for Wellness and Greater Responsibility for Mitigation of Health Risk(s)

- entitlement mentality
- lack of accountability
- lack of transparency in pricing and evidence-based performance to guide choice
- cost-shifting
  - a negative but blunt economic driver
- economic incentives
  - positive drivers for wellness
  - employers, payors, taxation policies
- providing tools and information to support informed choices and improved outcomes tracking
On Body: In Body Sensors/Devices:
Real Time and Remote Monitoring of Individual Health Status
Wireless Devices and Health Status Monitoring
PressureAlert™ Orthotic System

A pressure sensing Orthotic to alert patients and/or their caregivers when blood flow may have been compromised to the point where serious injury may occur.
Wireless Biosensor to Monitor Stent Stability in Surgically-Repaired Abdominal Aortic Aneurysm

T. Ohki (2006) JAMA 296, 2667 and CardioMEMS, Atlanta
Wireless health care

When your carpet calls your doctor
Biomarkers and Personalized Medicine: A Broader Perspective

- real-time monitoring of patient (consumer) behavior
- sensors and remote health status monitoring
  - physiological parameters and deterioration
  - Rx compliance
  - emergency medical response
- telecare: mHealth
- support services for EMI (elderly-mentally infirm)
“This isn’t a device it’s a service.”

Jeff Bezos
CEO, Amazon
m.Health

Remote Health Monitoring and Chronic Disease Management

Lifestyle and Fitness

Information for Proactive Health Awareness (Wellness)

Remote Health Monitoring and Chronic Disease Management

Information for Proactive Health Awareness (Wellness)

Lifestyle and Fitness
Personal Health Systems: On-Body: In-Body Sensors (OBIBs)

- wearable
- portable/mobile
- point-of-care
- implantable
- multi-parametric
- interoperability with electronic records

Mobile Health (mHealth)
## Major Target Markets for Wireless Medicine

<table>
<thead>
<tr>
<th>Disease</th>
<th>*Patients</th>
<th>Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alzheimer’s</td>
<td>5 million</td>
<td>vital signs, location, activity, balance</td>
</tr>
<tr>
<td>Asthma</td>
<td>20 million</td>
<td>respiratory rate, FEV, air quality, oximetry, pollen count</td>
</tr>
<tr>
<td>Breast CA</td>
<td>3 million</td>
<td>ultrasound self-exam</td>
</tr>
<tr>
<td>COPD</td>
<td>10 million</td>
<td>respiratory rate, FEV, air quality, oximetry</td>
</tr>
<tr>
<td>Depression</td>
<td>19 million</td>
<td>medication compliance, communication</td>
</tr>
<tr>
<td>Diabetes</td>
<td>21 million</td>
<td>glucose, hemoglobin ATC</td>
</tr>
<tr>
<td>Heart Failure</td>
<td>5 million</td>
<td>cardiac pressures, weight, blood pressure fluid status</td>
</tr>
<tr>
<td>Hypertension</td>
<td>74 million</td>
<td>continuous blood pressure monitoring, medication compliance</td>
</tr>
<tr>
<td>Obesity</td>
<td>80 million</td>
<td>smart scales, caloric in/out, activity</td>
</tr>
<tr>
<td>Sleep Disorders</td>
<td>15 million</td>
<td>sleep phases, quality, apnea, vital signs</td>
</tr>
</tbody>
</table>

From: West Wireless Health Institute, Medtech Insight, August 2009
On Body: In Body Sensors and Devices

Objective

- remote monitoring of health status

Applications

- multi-feature monitoring and broadband wireless networks
  - ubiquitous sensing
- enhanced autonomy for in-home aged
- proactive alerting and intervention to mitigate health incidents
- monitoring of patient compliance
- coupled linkage to remote Rx dispensing for efficient disease management
The Costs of Non-Compliance with Rx Regimens

- $177 billion projected cost
- 20 million workdays/year lost (IHPM)
- 40% of nursing home admissions
- Projected 45-75% non-compliance (WHO)
- 50-60% depressed patients (IHPM)
- 50% chronic care Rx (WHO)
Intelligent Medicine Dispensers for Enhanced Rx Compliance
Gaming for Health:
You, Me and Health in a Networked World

- mobile
- multimedia
- monitored
- measured
- me, and those like me
- multiple markets of one, but primarily ME!
m.Health as a Disruptive Change

- multidimensional impact on broad range of healthcare technologies/delivery processes
  - individual wellness to global public health
- information is power
  - redress medical paternalism and information asymmetry in healthcare decisions
  - consumer : patient empowerment
  - increased consumer:patient accountability for mitigation compliance risk
- key element in evolution of decentralized healthcare services
  - point-of-care diagnostics
  - treatment compliance
  - remote health status monitoring
  - emergency response
Virtual Medicine Networks:
Increasingly Integrated Care and Continuity of Care

- rapid, real time access to expertise
- broader range of clinical specialties
- integrated health records
- availability of lab and Rx lab data
- drug interactions risk
- electronic Rx prescribing

Clinical Networks

Consumer Health

- optimum use of ‘wellness’ products and
- databases on OTC product performance to accelerate Rx to OTC conversion for products that regulators would otherwise be reluctant to grant full OTC approval

Microsoft is partnering with industry leaders to develop the health care system of the future. By creating a seamless national network that provides a more efficient flow of medical information, health care providers can better serve their patients. Find out more at microsoft.com/potential
The Dominant Future Element in Primary Healthcare Delivery???
The Expanding Universe of Health Information Resources

- diversified information sources
- dramatic expansion of social-media networks
- new brokers for validation of information authenticity
- shift in trust from traditional medical establishment to other institutions
“What can you learn from your doctor that is not available on the internet?”

P. Hartzband and J. Groopman
Untangling the Web-Patients, Doctors and the Internet
NEJM (2010) 362, 1063

“In medicine, paternalism isn’t a dirty word; it’s the default mode.”

Thomas Goetz
The Decision Tree (2010)
Rodale, New York, p. 245
“Real personalized medicine should begin long before we’re faced with pharmacology”

“Our health information is too important to leave to an archaic, insular system.

If there’s no longer a need to rely solely on a doctor’s advice for treatment and care, why should we be expected to artificially limit our options.”

Thomas Goetz
Deputy Editor of Wired
Social Networks and Consumer: Patient Empowerment

Source: R&D Directions May 2010
From Healthcare Delivery To Health Systems and Services

A Learning Health System
Integration of Services and Simplification of Services
Connected Care

Technology-enabled Care at Home

Produced by the Deloitte Center for Health Solutions

State of Technology in Aging Services According to Field Experts and Thought Leaders

By:
Majd Aliwan, Ph.D.,
Center for Aging Services Technologies (CAST)
American Association of Homes and Services for the Aging (AAHSA)

and

Jeremy Nobel, M.D., M.P.H.,
Harvard School of Public Health

Report Submitted to: Blue Shield of California Foundation

February 2008
Molecular Diagnostics and Health Information Systems as a Key Element in the Evolution of Integrated Healthcare Delivery

- Molecular Profiling Dx/PDx
- Risk Monitoring
- Health Status Monitoring
- Incentives for Risk Mitigation
- Increased Personal Responsibility for Wellness
- Risk Alerting and Tracking

DATA
A New Healthcare Ecosystem Arising From Technology and Market Convergence

- Integrated Technology Platforms
- Data Mining and Integration Services
- Increasingly Targeted Care and Efficient Use of Finite Resources
- passive/active data collection
- analytics and network architecture
- EMR/PMR
- performance and outcomes analysis

Dx/Devices
Rx
HLx
patients
consumers
services for integrated care
Privacy and Health Information

- 2010: 15 Petabits \(10^{16}\) / $250,000
- Human Genome: 10 Gigabits \(10^{11}\)

For a few million dollars, one could store the complete genome of every American and European

...for several more, could add credit card records, telephone logs, travel history,...
“We’ll have an entire generation of people who never truly have a private moment”

Patrick Tucker
Director of Communications
World Future Society
From Ambiguity to Certainty: Competitive Superiority via Analysis of a Burgeoning Infocosm

- new intermediaries for analysis/packaging of healthcare data
- global sourcing of data and expertise
- decision-support systems, metrics and CER
- lower transactional costs
- higher efficiency in use of expensive, finite resources
- increasingly predictable cost structure and predictable performance of products and procedures
- improved clinical and economic outcomes

CHANGING MINDS AND CHANGING BEHAVIORS
Sociology
Patients

- want information regarding treatment options
- increasingly informed about options via web sources but want professional input to assist in interpretation
- generation-dependent preference/expectancy for shared role in decision-making
- improved outcomes and increased compliance when patients are engaged and informed
- major cultural gap in professional-patient interactions
- time and cost to healthcare professionals
“I respect the seriousness of death
I’ve had many occasions to meditate on its intrusions.
….the way the message was delivered.
Frankly, it made me furious.”

Sen. Edward Kennedy
True Compass. A Memoir. 2009
The Too Often Overlooked Communication Interaction Gap in Healthcare and Patient Safety

- “do you understand”
  - MD paternalism and patient timidity
  - a dangerous combination
- challenge for healthcare professionals
  - time and money but large component originates in culture/training
- often hold different perception to patients and priorities versus increasing problem in managing chronic disease and multiple co-morbidities
  - increased incidence of Rx/treatment errors, non-compliance and hospital readmissions
  - positive impact of discharge counseling by RNs and other non-MD health personnel
- the sociology of medical training and practice
  - hierarchical, authoritarian, paternalistic
  - inadequate focus on team-based needs
The Fundamental Drivers of Healthcare Delivery: Implications for Training Physicians and Healthcare Professionals

- molecular medicine
- engineering-based medicine
- information-based medicine
- consumer-centric medicine
- recalibration of the roles/expectations and status of healthcare professionals
Analytics for m. Health and HIT

New Roles and Competencies

- recalibration of roles/expectations of healthcare professionals
  - integrated teams, medical homes
  - embrace of decision-support tools
- education and training
  - information-based medicine meets patient:consumer-centric care
  - accelerated skills training in developing countries
Enhancing Human Capabilities to Use the Increased Volume, Diversity and Complexity of Information Flows
Increase in Data Parameters for Clinical Decision Points Relative to Human Cognitive Capacity

Integration of Advances in Customized Data Formatting and Visualization Tools for Different User Constituencies

- escalating quantities and diversity of information
- real time decision support systems under conditions of uncertainty
- new multi-modal, multi-sensory high performance human: information interfaces
- representation and comprehensibility of information flows
  - optimize representation (perception and recognition)
  - integrated multi-user interfaces (customized and actionable)
- adoption of advances in cognitive neurobiology in customizing data formats (kinds of minds)
Design of Context-Dependent Data Mining and Visualization Tools and Integration with Advances in Cognitive Biology
Health Systems and Services: Changing Minds and Changing Behaviors

- technology is only the enabler
- emergence of new organizational structures, alliances and business models
- engage and educate multiple constituencies with long entrenched behaviors
- ‘care’ space will be increasingly decentralized
  - from hospital/clinic to ‘personal health space’
- from episodic encounters to continuous interactions
- new business opportunities in customized health services and health broker/concierge services
Sustainable Health

- complex problems can’t be solved uni-dimensional ‘quick fixes’ and political populism
- complex problems reflect the intrinsic complexity embedded in all multi-component systems
- comprehension and control of complex systems requires systems-level analytics
- examination of complex systems at the subsystem level(s) will not enable design of robust, sustainable performance
<table>
<thead>
<tr>
<th>Healthcare Delivery</th>
<th>Health Systems and Services</th>
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<tbody>
<tr>
<td>MD/payor-centric</td>
<td>patient:consumer (PC)-centric</td>
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<tr>
<td>controlled information</td>
<td>transparency</td>
</tr>
<tr>
<td>medical paternalism</td>
<td>active PC participation in care decisions</td>
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<tr>
<td>patient:consumer dependency</td>
<td>health literacy and accountability</td>
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<tr>
<td>reactive, episodic interaction/intervention</td>
<td>proactive, integrated care continuum</td>
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<tr>
<td>fragmented care and information silos</td>
<td>PHR + ERH + mobility and ambient intelligence</td>
</tr>
<tr>
<td>system-constraints on PC-centric services</td>
<td>options + choice</td>
</tr>
<tr>
<td>system-shielded from economic competitiveness and outcomes metrics</td>
<td>performance metrics/emergence of a real market</td>
</tr>
</tbody>
</table>
The Three Convergent Forces Shaping the Evolution of Healthcare

- Molecular medicine and personalized medicine
- Access, cost and quality of care
- Proficient use of information (e.health)

VALUE
The Coming Convergence in Healthcare Delivery and Consumer Health

New Delivery Pathways

- new organizational/business models
- rapid expansion of e.health/m.health
- social media and promotion/adoption of OTC/wellness/lifestyle products/services
- integration of consumer health product categories with remote health monitoring services
- new ‘infomediaries’ will change balance of power between healthcare professionals and consumer
  - transparency, positive outcomes and performance
  - consumer choice
The Key Strategic Elements in the Evolution of Healthcare

- molecular diagnostics for disease prediction, prevention, earlier detection
- biomarkers for health status profiling
- molecular medicine
- health status monitoring
- m.health
- risk management
- optimized decisions
- e.care: EMR, PHR integrated care and wellness
- • prevention
  • disease subtyping and Rx choice
  • compliance
  • m.health
Technology Acceleration and Convergence in Healthcare Delivery
The Coming Convergence in Healthcare Delivery

Technologies

• biotechnology, medicine, engineering, computing, telecommunications and social media

Clinical Practice

• molecular medicine and increasingly customized care
• diagnostic, drug and device combinations
• POC testing and remote monitoring
• reduced error and improved compliance
• improved outcomes

Realigned Incentives

• integrated care for complex chronic diseases
• earlier disease detection and risk reduction
• wellness versus illness
• remote health status monitoring
The Coming Convergence in Healthcare Delivery

Consumers

- increased personal responsibility for health
- new incentives for wellness/compliance
- remote health status monitoring

Connectivity

- integrated care networks for chronic disease
- social media networks and informed consumers
- new supplier networks of specialized turnkey expertise
- value added ‘content’ services for clinical data mining
- clinical decision-support systems

Control

- cost of care
- quality-of-care
- personal health, quality-of-life, and wellness