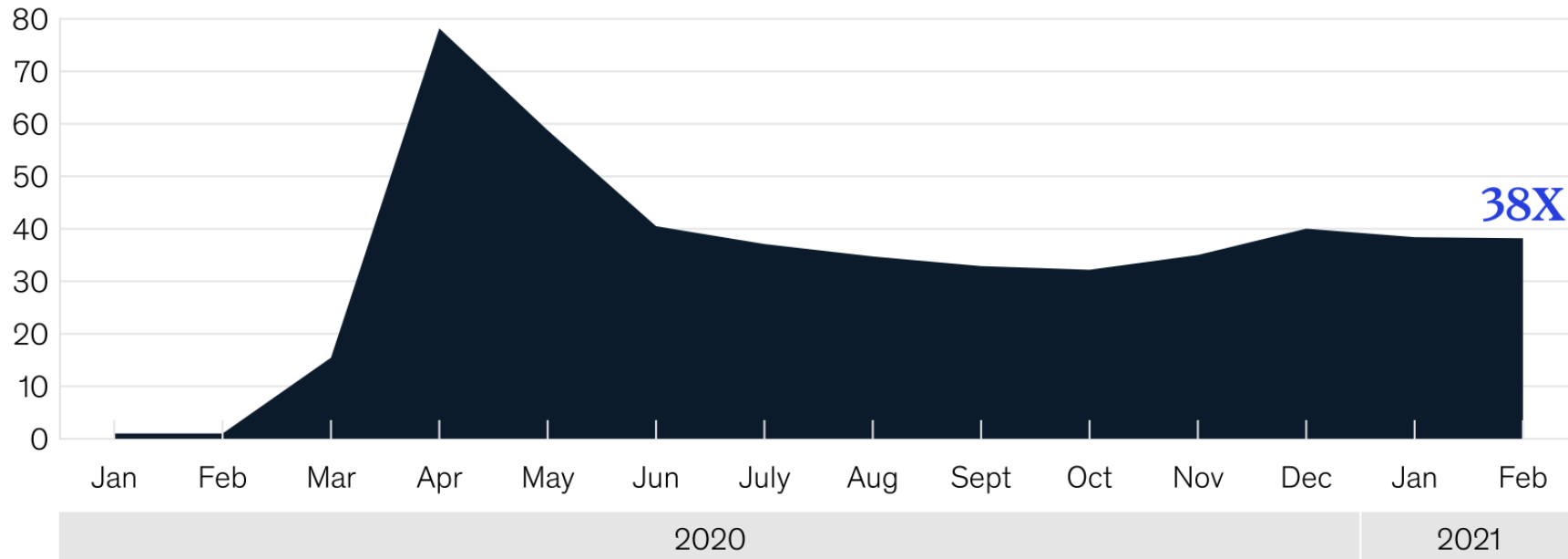




Tolga T. TUNCER
www.guvenfuture.com

Growth in telehealth usage peaked during April 2020 but has since stabilized.

Telehealth claims volumes, compared to pre-Covid-19 levels (February 2020 = 1)¹

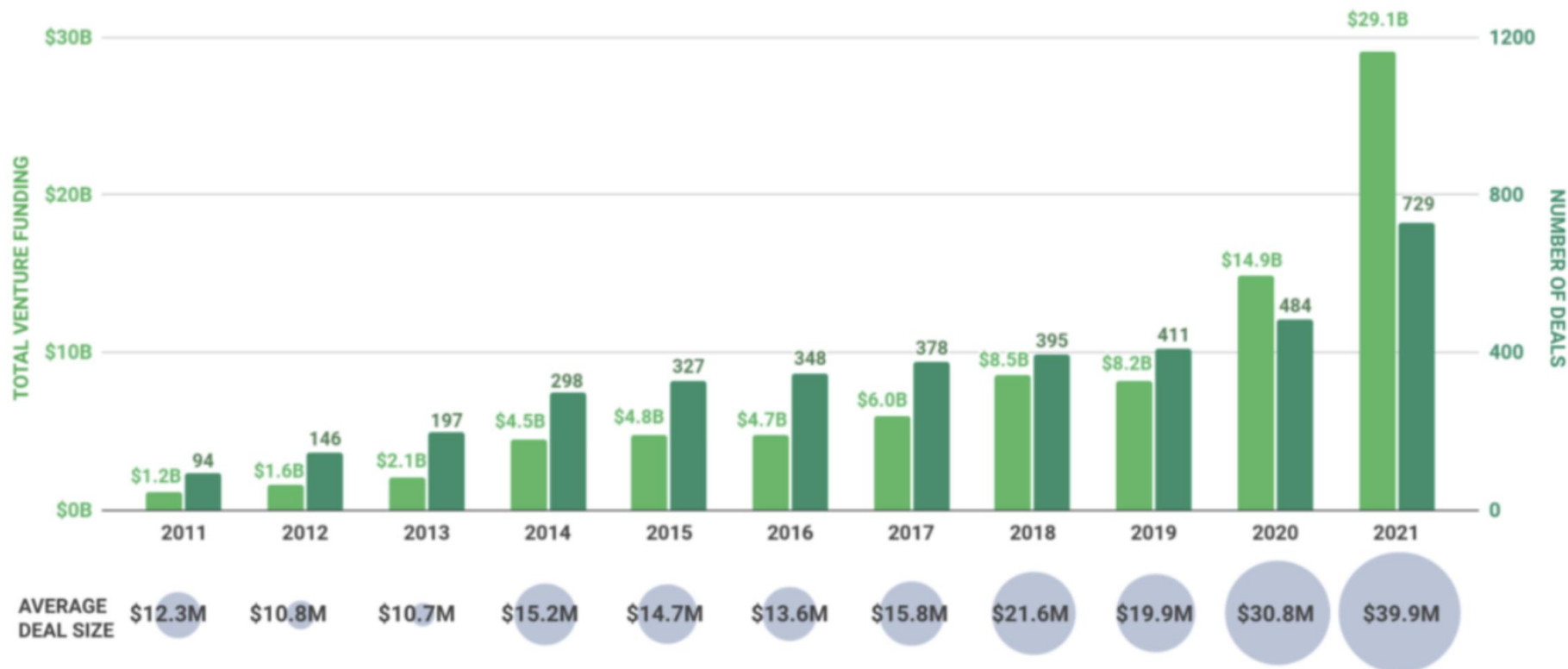


¹ Includes cardiology, dental/oral, dermatology, endocrinology, ENT medicine, gastroenterology, general medicine, general surgery, gynecology, hematology, infectious diseases, neonatal, nephrology, neurological medicine, neurosurgery, oncology, ophthalmology, orthopedic surgery, poisoning/drug tox./comp. of TX, psychiatry, pulmonary medicine, rheumatology, substance use disorder treatment, urology. Also includes only evaluation and management visits; excludes emergency department, hospital inpatient, and physiatry inpatient claims; excludes certain low-volume specialties.

Source: Compile database; McKinsey analysis

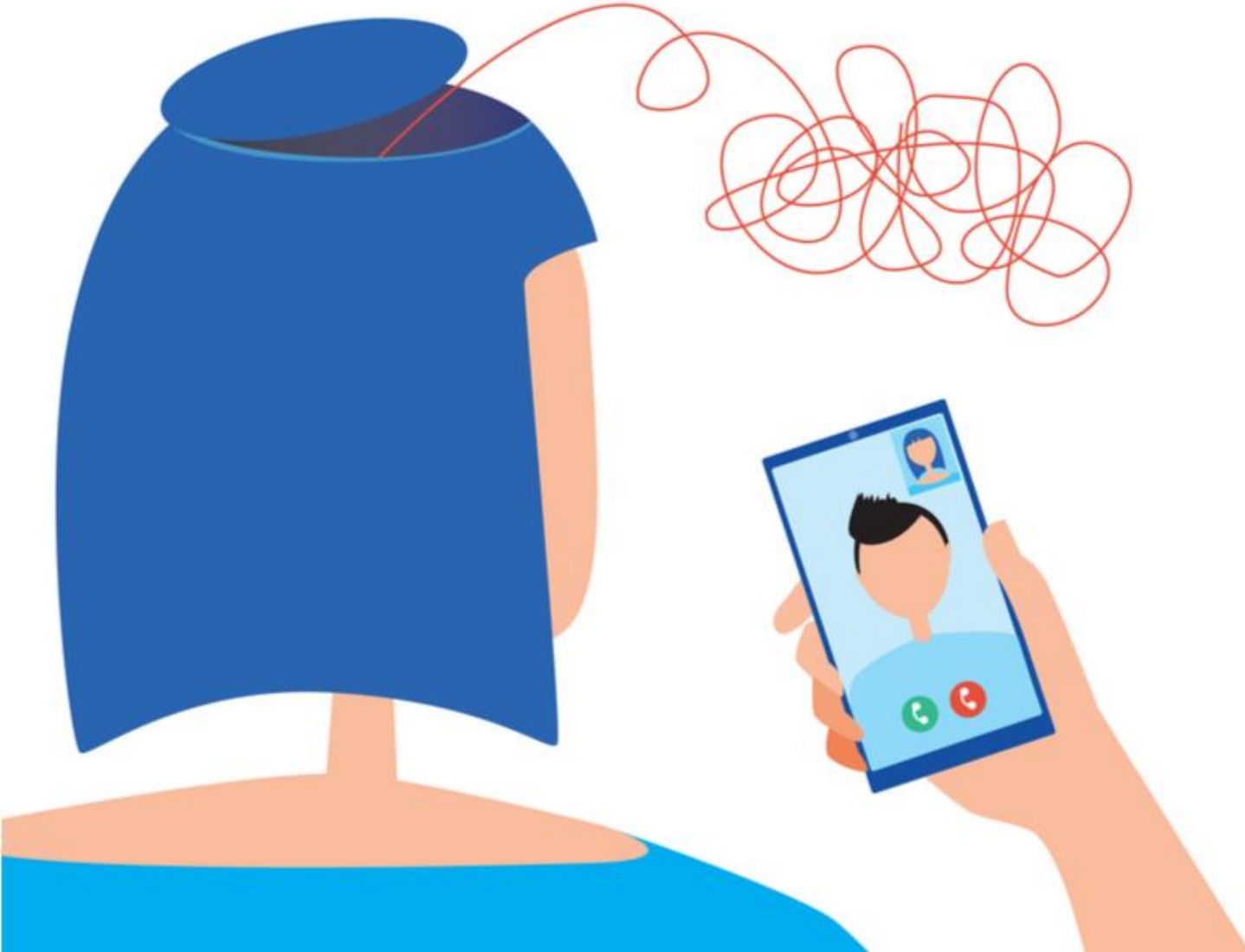
- **self-diagnostics, e-triage** : Gereksiz başvuru ve ziyaretlerin azaltılması, tanıya yardımcı sistemler ile hekime başvuruyu azaltma
- **care at home** : Daha çok hemşirelerin aktif olduğu hizmet maliyetlerinin azaltılabildiği, evde sağlık hizmetleri sunumu
- **remote patient monitoring** : Kişilerin katılımcılığını sağlarken, farklı uzmanlıkların dahil olabildiği sürekli bir gelir modeli

U.S. DIGITAL HEALTH FUNDING AND DEAL SIZE 2011-2021



Note: Includes U.S. deals >\$2M; data through December 31, 2021
Source: Rock Health Digital Health Venture Funding Database

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Pandeminin Psikolojik Etkileri !

Online Konsey İkinci Görüş



Tele-Sağlık 'tan Sonra Yeni Odak Alan

Hospital at Home / Care at Home



- Acil başvurularında %35 azalma
- Poliklinik başvuruda %50 azalma
- Evde hemşire ile sevkte %43 azalma
- Taburcu sonrası yeniden yatışta %48 azalma
- Hizmet sunum maliyetlerinde %35-40 azalma



Mevcut Hizmetler için Evde Bakıma Geçiş Analizi

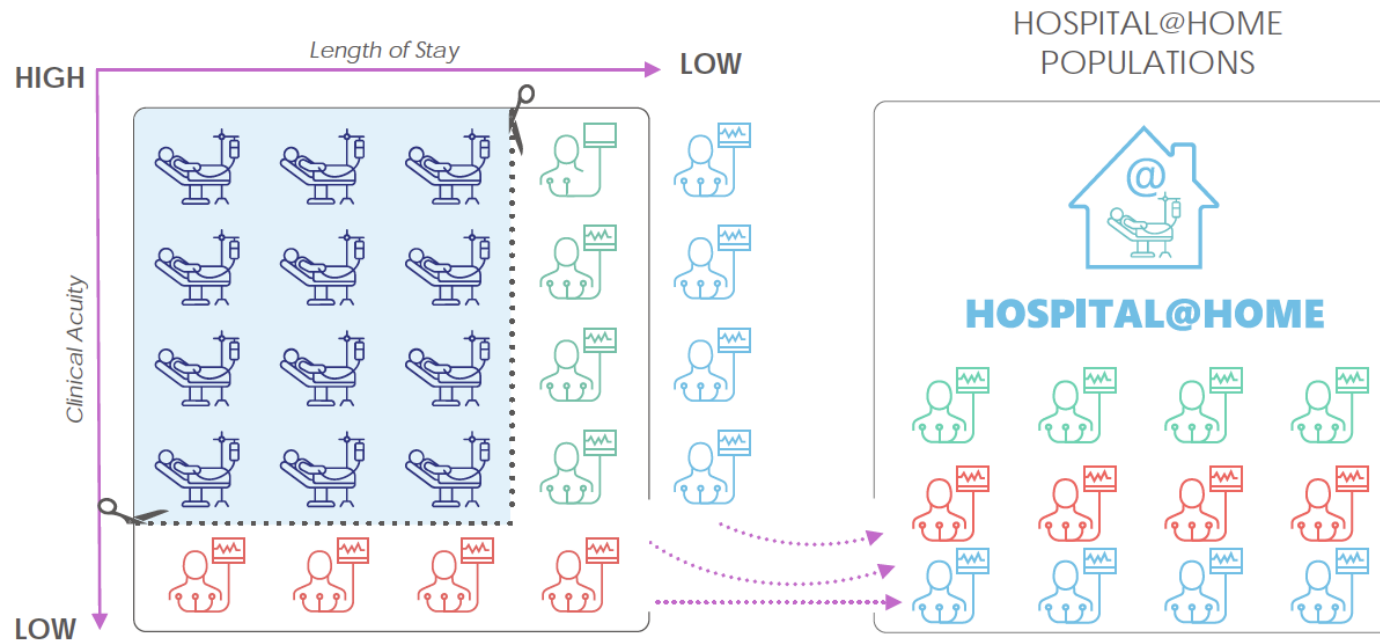
The Hospital@Home care model allows hospitals to extend care and capacity well beyond the confines of the hospital and offers consumers and their caregivers the ability to move seamlessly across expanded care continuum settings.

CURRENT STATE

INPATIENT ACUTE CARE POPULATION



IN THE FUTURE....



Population 1 Step-Down to Home

Leveraging H@H as a "step-down" site of care for lower acuity patients

Population 2 Redirect to Home

Redirecting select clinical populations to H@H settings for their acute care

Population 3 Post-Acute at Home

Deploying specific sub/post acute capabilities for non-acute populations

Geri Ödeme Desteği ile Teşvik Eden Yaklaşım

CPT Code	250 Patients	500 Patients	750 Patients
99453	\$ 4,693	\$ 9,385	\$ 14,078
99454	187,320	374,640	561,960
99457	154,830	309,660	464,490
99458 (estimates 20% of patients)	<u>25,332</u>	<u>50,664</u>	<u>75,996</u>
Total Annual Incremental Revenue	\$372,175	\$744,349	\$1,116,524

Note: Projections assume patient compliance for 12 months. Estimates 20% of patients require additional treatment management (99458). Reimbursement is representative of nonfacility rates from the 2020 National Physician Fee Schedule Relative Value File, June release.



CPT Code	Description ²	2020 Medicare Reimbursement ³
99091	Collection and interpretation of physiologic data (e.g., ECG, blood pressure, glucose monitoring) digitally stored and/or transmitted by the patient and/or caregiver to the physician or other qualified health care professional, qualified by education, training, licensure/regulation (when applicable) requiring a minimum of 30 minutes of time, each 30 days)	\$59.19 per month
99453	Remote monitoring of physiologic parameter(s) (e.g., weight, blood pressure, pulse oximetry, respiratory flow rate), initial; set-up and patient education on use of equipment. (Initial set-up and patient education of monitoring equipment)	\$18.77, one time
99454	Device(s) supply with daily recording(s) or programmed alert(s) transmission, each 30 days. (Initial collection, transmission, and report/summary services to the clinician managing the patient)	\$62.44 per month
99457	Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified health care professional time in a calendar month requiring interactive communication with the patient/caregiver during the month. (Interpretation of the received data and interaction with patient on a treatment plan by a clinician)	\$51.61 per month
99458	Remote physiologic monitoring treatment management services, clinical staff/physician/ other qualified health care professional time in a calendar month requiring interactive communication with the patient/caregiver during the month; each additional 20 minutes (List separately in addition to code for primary procedure)	\$42.22 per month



NHS @home

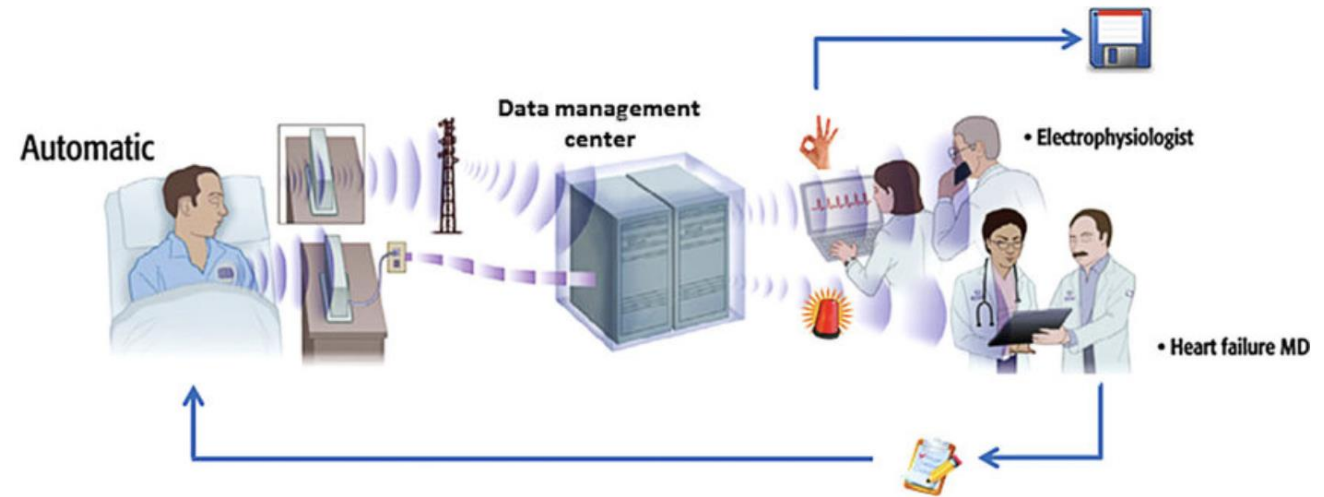
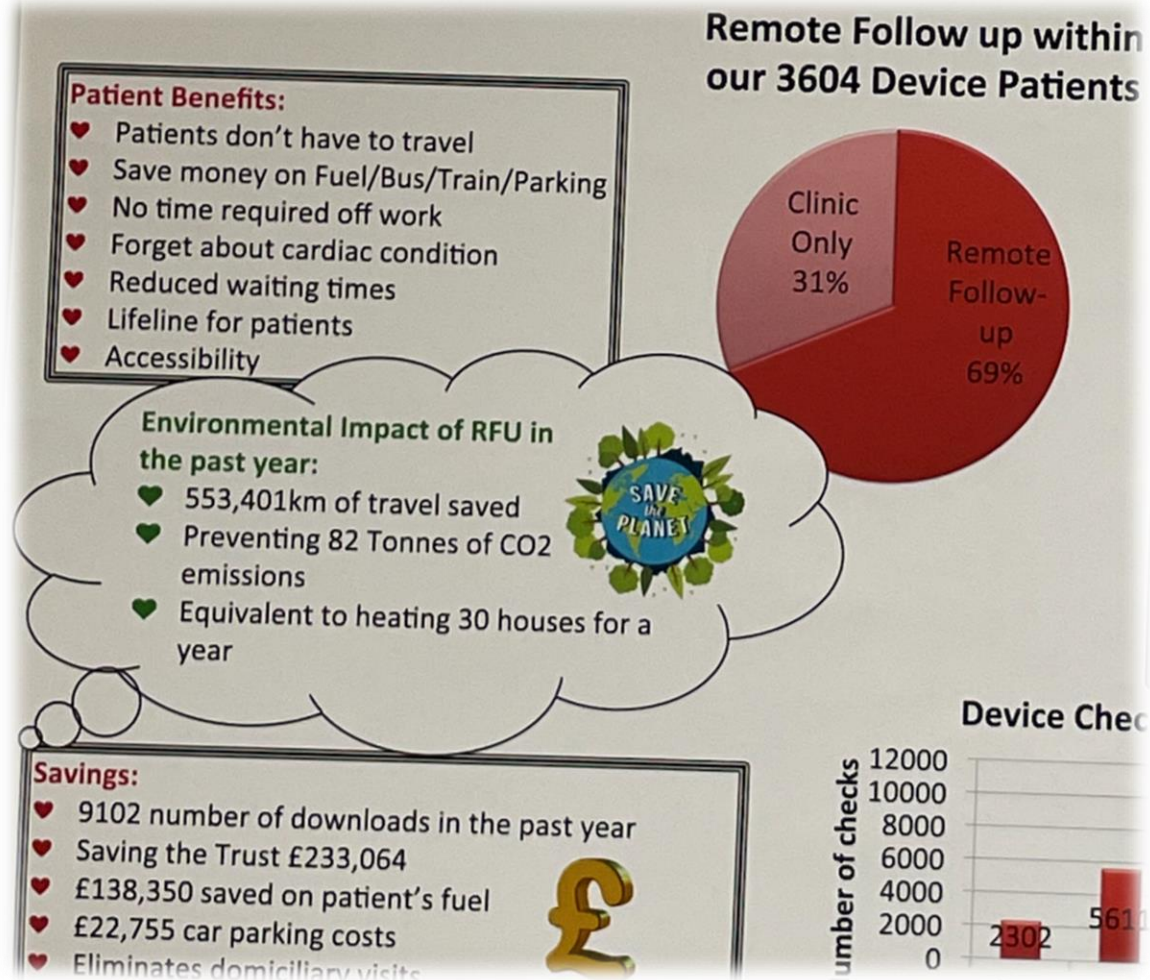
NHS @home is a nationally-led programme of work providing better connected, more [personalised care](#) in people's homes including care homes. It aims to ensure people have faster access to more appropriate and targeted care, without necessarily having to attend emergency care or arrange GP appointments.

NHS @home builds upon what we have learned during the COVID-19 pandemic and aims to maximise the use of technology to support more people to better self-manage their health and care at home. This provides more convenient, high quality and timely alternatives to face to face care, where this works for the individual, and when clinically appropriate.

Uzaktan Kardiyolojik Takip



3604 Hasta Tek Hemşire





Biz Kimiz...?

UZAKTAN SAĞLIK UYGULAMASI

YAPAY ZEKA UYGULAMALARI

Amacımız

- Tamamen kişiselleştirilmiş,
- Geleneksel yöntemlerden farklı,
- Alternatif iletişim kanalları üzerinden Doktor-Hasta etkileşimini mümkün kılan,
- Kişilerin kendi sağlık durumlarını izleyebileceği,
- Sağlığın ve yaşam kalitesinin korunabilmesine yönelik aktif katılımı teşvik eden,
- Yenilikçi bir sağlık hizmet modeli...!



Kalite ve Akreditasyon



T.C. SAĞLIK BAKANLIĞI
TÜRKİYE İLAÇ VE
TIBBİ CİHAZ KURUMU



Federal Institute
for Drugs
and Medical Devices



UZAKTAN SAĞLIK için

Bireyin durumuna yönelik
farklı parametreler toplayabilen,
bütünsel bir bakış ve risk analizine
imkan sağlayan platform...!



HAZIR CİHAZ ENTEGRASYONLARI

Glukoz, Nabız, Oksijen Satürasyonu, EKG, Ateş, Tansiyon
Otoskop, Dermatoskop, Steteskop, Tartı (Kilo)



TEST AŞAMASINDA OLANLAR

Kronik Kalp Yetmezliği, Sürekli Glukoz Ölçümü,
Uyku, Nefes, Adım, Kalori, Fiziksel Aktivite



GELİŞTİRME AŞAMASINDA OLANLAR

Ev Tipi Hastabaşı Monitör, Ev Tipi Ventilator
Yatak Hareket ve Düşme Engelleme Sistemi



KLİNİK ARAŞTIRMA SÜRECİ GEREKTİRENLER

Tedaviye Etki Edecek Yapay Zeka Algoritmaları
(Diyabet, Kardiyoloji, Göz)

KATKILAR ve ÖNERİLER



Çok iyi hastanelerimiz var, Çok iyi hekimlerimiz var,
Yurtdışında görünürlük için başarı hikayelerini anlatmalıyız,



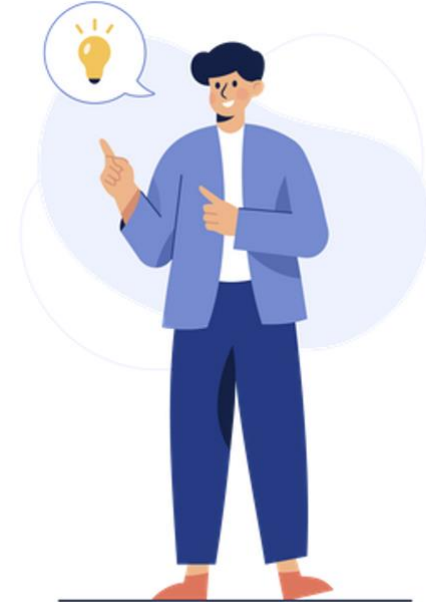
Geri ödeme sistemi yenilikçi uygulamaların ve teknolojik hizmet
sunumunun destekleyicisi olmalı,



Yazılım şirketlerine hak ettiği değeri vermiyoruz,



Sağlık'ta UNICORN çıkaracak işbirliğine ihtiyaç var.





Tolga T. TUNCER

tolga.tuncer@guvenfuture.com