



PANEL

DIGITAL HEALTH

EMPOWERING INDIVIDUALS AND DISRUPTING AN INDUSTRY

DATE: THURSDAY FEB 16

TIME: 12:00-12:50

OURCROWD SUMMIT, JERUSALEM

Advances offered by digital health solutions will improve access to care and quality of life, all at a lower cost. However, these innovative solutions also are challenging traditional business models of payers, doctors, life sciences, companies and governments. This diverse panel will discuss how their organizations are being impacted and what the future has in store.

Participants

- Clive Kaye, managing director, Janssen Israel
- Joe Powers, head of commercialization, Johns Hopkins University
- Dr Ryan Noach, deputy CEO, Discovery Health, South Africa
- Anya Eldan, Israel Innovation Authority, GM Startup Division
- Dr Charlie Davies, managing director of UCL Partners, NHS England
- Allen Kamer, Managing Partner Qure; Co-Founder Humedica (acquired) – moderator



Digital health is an emerging field, offering innovative solutions that help make healthcare more personalized, precise, comprehensive, and efficient. At the center of this change is the individual, an empowered individual. Whether or not the health care delivery system is ready for this change, there is no doubt that individuals are managing their health and their families' health much more proactively with the aid of digital health solutions. Ultimately, this change should reduce costs, improve the medical ecosystem and result in a healthier humanity.

Some reasons cited for this positive movement on the digital curve towards making healthcare patient friendly, are: government policy amendments, like payers reimbursing for virtual visits; the growing number of people with smartphones; and the adoption of digital health tools by older generations. This is substantiated by a recent report describing 2016 as having been the [tipping point in consumer adoption of digital health](#). More than ever, people are using wearables and accessing telemedicine. Patients have more skin in the game than ever before. They are more willing to pay for digital health tools, more willing to share their data and display a keen sense of wanting more ownership over their health.

Internalizing that creating disruptive technological solutions is the easy part, integrating and scaling these is much harder, this panel will provide us with the opportunity to interview players in the health ecosystem: ranging from payers, to providers; from pharma to government; and from investors to consumers, better understanding how they best envision the optimal path towards realizing these goals.