

# Health Tech – maintaining the momentum post Covid

---

Sumit Puri

@Digital Health – 12<sup>th</sup> June, 2025

# Agenda

The Consumer Age



Need of the Hour



Strategy going forward – leveraging data as asset

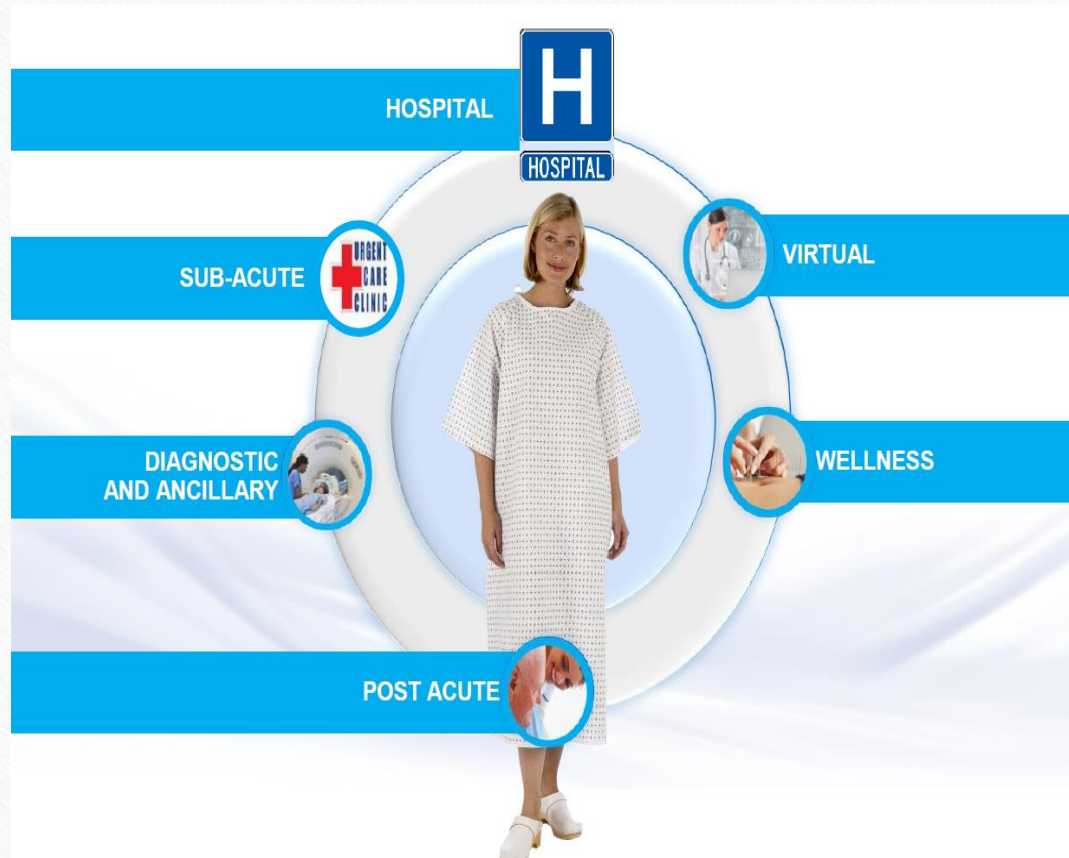


Key Learnings



# Consumer focus – patient has become the new center of gravity

Hospitals are one of many providers in ecosystem



Source: McKinsey & Company

Today's Patients Are:

**INFORMED**



52% of Patients Use Health Information Sites for Research

**SAVVY**



77% of Patients Used Search Engines Prior to Booking an Appointment

**SOCIAL**



1 in 4 People Use Social Media to Follow the Health Experience of Others



Source: Health Leaders Media Intelligence Unit CDW Healthcare

**Looking for:**

- Convenience
- Reduced cost
- Improved outcomes
- Efficient processes
- Personalised care

# Connected, Coordinated and Integrated ecosystem with focus on the patient



Tele-  
medicine



Wearable,  
Sensor



Moving to  
Cloud



Stay Connected  
with Patients



Digitization



## Categories of networked devices

### Consumer products for health monitoring

- Fit bit, wearable
- Communicate using blue tooth to mobile devices

### Wearable, external medical devices

- Portable insulin pumps
- Proprietary wireless protocols to communicate

### Internally embedded medical devices

- Pacemaker
- Wireless communication with proprietary wireless protocols or Bluetooth

### Stationary medical devices

- Chemotherapy dispensing solutions
  - Home care cardio monitoring
- Traditional Wi fi network in hospital/home

# The Health Iceberg - Are we listening to the knock?

## External Symptoms:

Cold, Cough, Fever, BP, Weight

## Internal Symptoms:

Sleep issues, uneasiness

## Non-comm Diseases:

Cardiac, Diabetes, Cancer

## Mental Health:

Depression, Anxiety

## Lifestyle & Habits:

Poor diet & sleep, no exercise

*"...I wish my doctor gave me more time to understand my symptoms"*

*I now know what I did not 10 years ago, right food and small lifestyle changes can enhance my immunity and health"*

*"If my doctors had told me what I know now, I would not be here"*

*"Desperate, and confused whenever I or my family have a medical problem about where to go to...don't know whom to trust"*

# Healthcare will **evolve** in multiple overlapping waves over the next 10-15 years



**HORIZON 1**  
**Evolution**  
*0-3 years*

**Productivity driven  
hospital - centric systems**

focused on high  
performance and lower  
costs



**HORIZON 2**  
**Transformation**  
*3-10 years*

**Consumer - centric health  
ecosystems**

providing customised and  
differentiated healthcare  
solutions across the care  
continuum

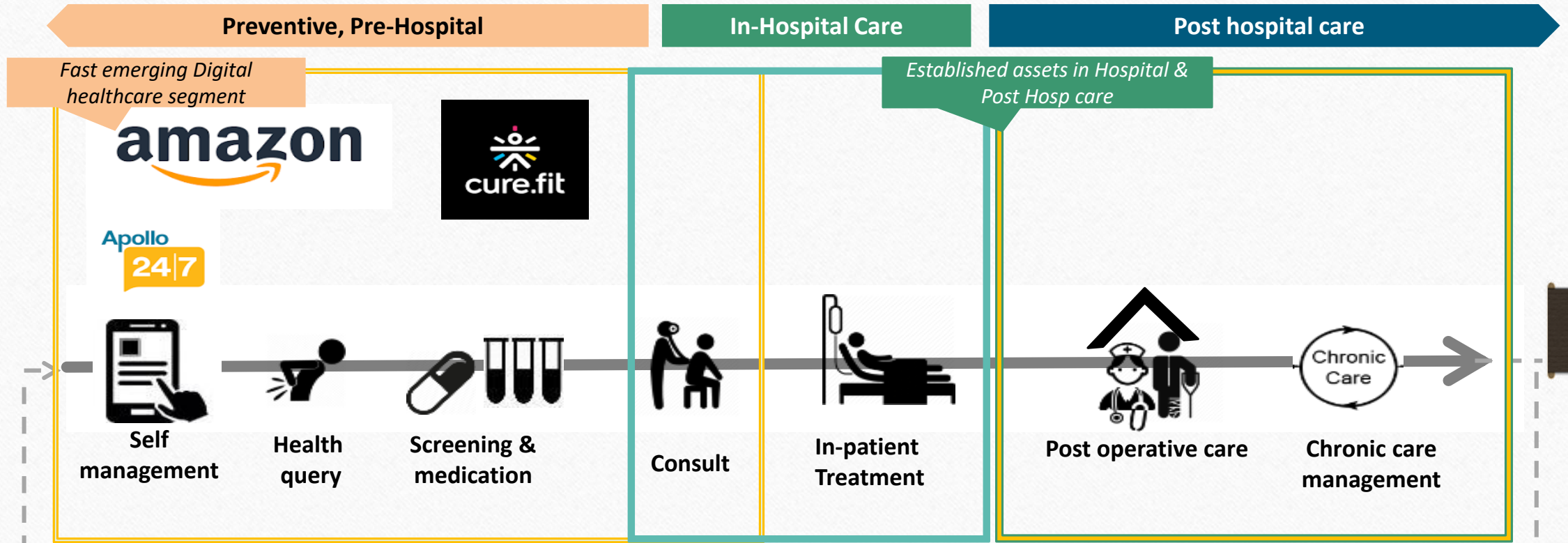


**HORIZON 3**  
**Revolution**  
*10+ years*

**Cutting edge health  
orchestrators helping  
consumers coordinate and  
convene**

health, risk and lifestyle  
choices in fundamentally  
new market spaces

# Covid-19 has expedited push towards out-of-hospital, digital services



## Key business proposition

### Establish High Quality back end support

Enable tieups with home care diagnostics / pharmacy at home providers

### Continuity of care

Ability to provide continuity of care through the entire lifecycle of the patient

### Extensive reach

Keep enhancing reach with patients and GPs supported by a strong digital remote monitoring platform

# Digital Health Trends Presentation

## Innovative Solutions

Enhancing customer experience



S

## Limited Awareness

Knowledge gaps in digital health



W

## Startup Innovation

Growth in digital health startups



O

## Competitive Landscape

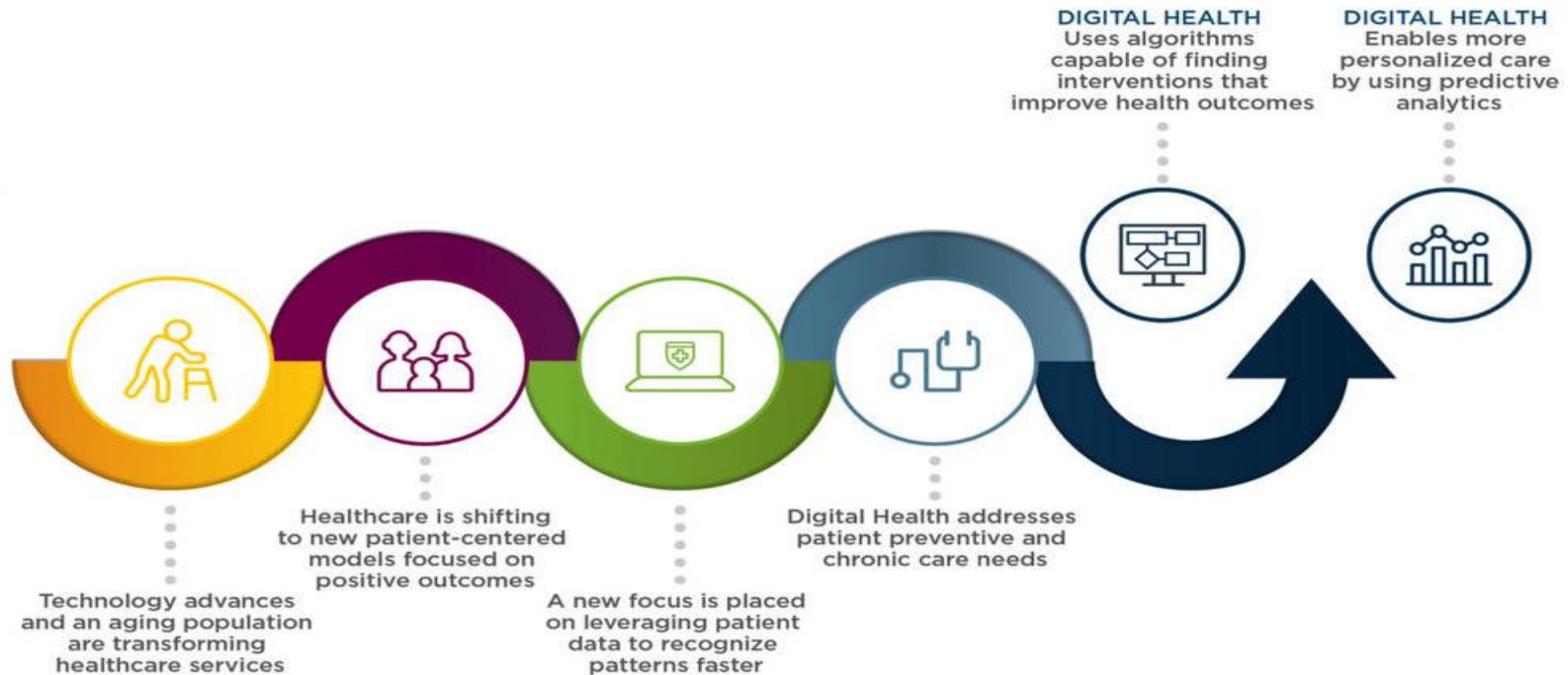
Emerging competitors in digital health



T



# Managing the transition to digital health



# Future of healthcare – Visualising Hospitals of tomorrow

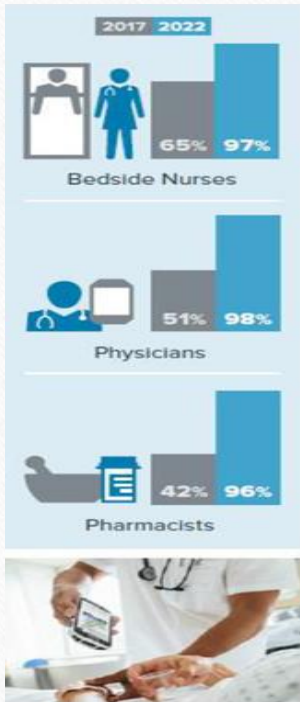
*Mobile technology elevates patient care, empowers clinicians and enhances workflows*

Growing use of mobile devices

Delivering meaningful improvements

Emergence of tech savvy patients

Transformative technology trends



CURRENT IMPACT OF MOBILE TECHNOLOGY:

**COST REDUCTION**

**55%**

Of hospitals cite reduced cost of patient care

**QUALITY IMPROVEMENT**

**72%**

Of hospitals highlight improved quality of patient care

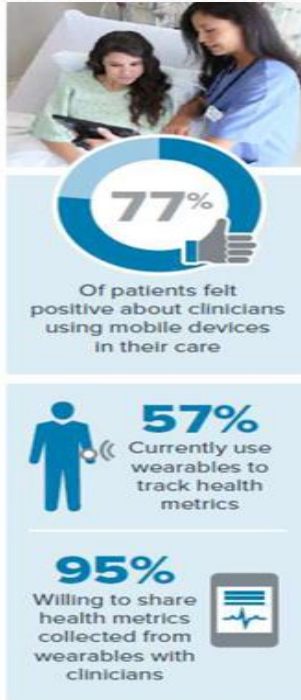
**ENHANCED PATIENT SAFETY**

**61%**

Of nurses report reduced medication administration errors



Of nurses plan to access predictive analytics on mobile devices by 2022

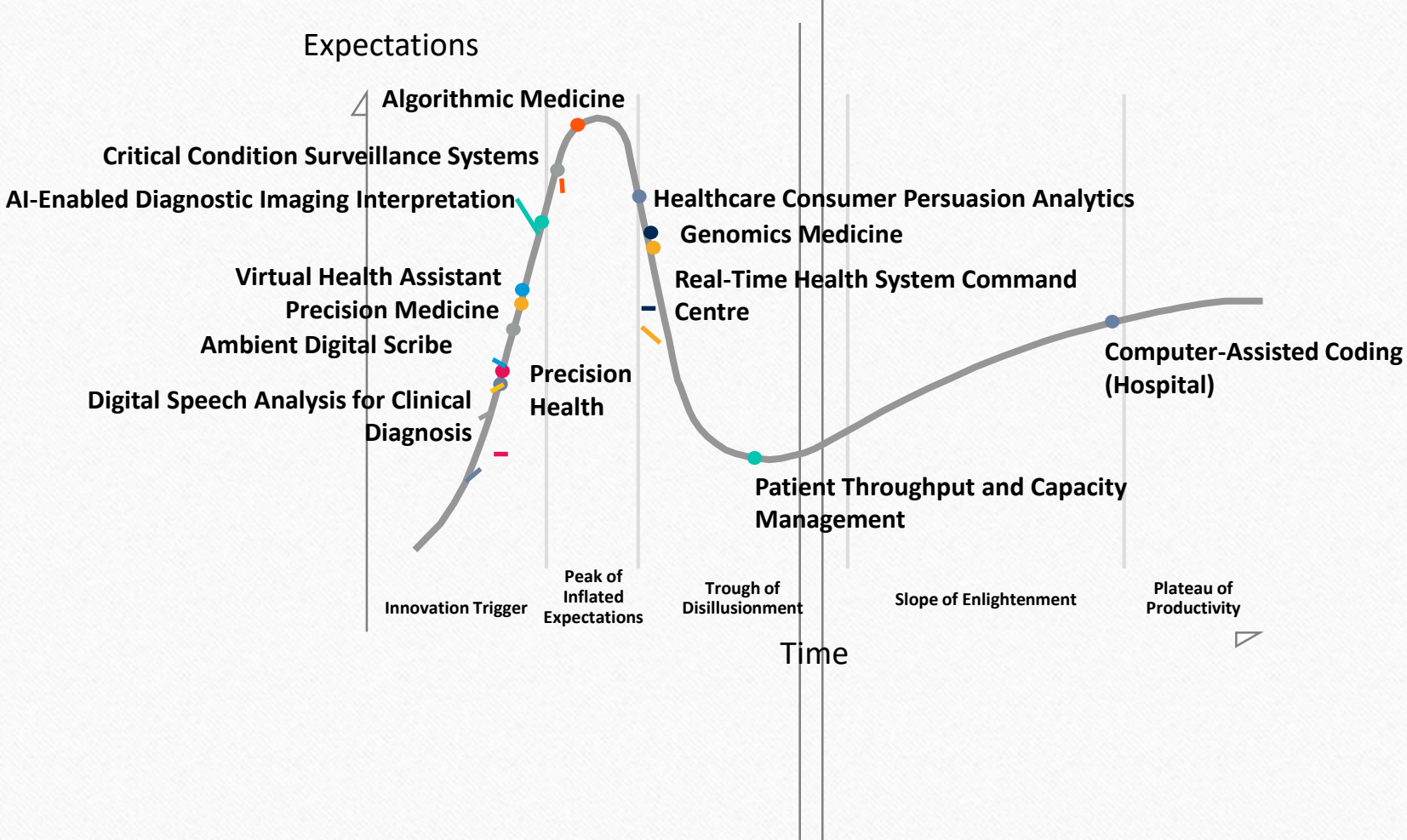


CONVERGENCE OF TECHNOLOGY TRENDS



IoT APPLICATIONS / AI

# AI and Automation Profiles Herald Efficiency and Precision



# Leveraging AI for diagnostics, revenue and spend optimization

## Health System Triple Play

• *Health System Triple Play is a suite of practical AI and ML products that addresses challenges to accelerate profitability, patient experience and research:*

### Operations

**Drive profitability to the bottom line**

- Leverage actionable insights to reduce procurement costs
- Optimize payment terms, identify working capital saving opportunities
- Discover missed charges to optimize revenue

### Patients

**Improve patient experience and quality of care**

- Build awareness with target patients to optimize care
- Contextually understand patients and their conditions to better direct care

### Image Analytics

**Improve health outcomes through image analytics**

- Quickly detect Covid-19 from X-Rays – bridge the learning curve across facilities
- Easily make all image data searchable and ready for Ai research
- Intuitively search all images and segments

# The Rise of Bots and Conversational AI

## Infermedica



### Symptom Checker

Leading-edge preliminary diagnosis and triage app, effectively guiding patients to timely and proper level of care.



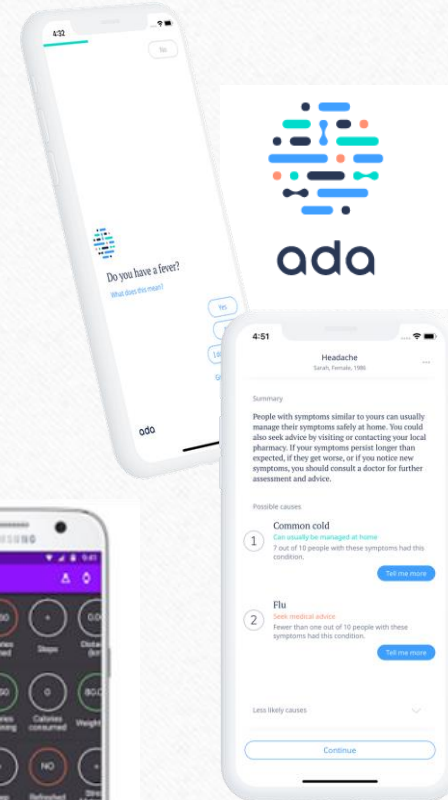
### Call Center Triage

AI-driven software supporting call operators in making accurate, timely, reliable triage recommendations.



### Infermedica API

Our powerful application programming interface allows you to build customized diagnostic solutions from scratch.



### Speech Recognition

Using a proprietary classification engine, Molly listens to your member and delivers an appropriate response.

### Text to Speech

Molly dynamically generates speech, creating a highly personalized lifelike experience.

### Chatbot

Prefer texting? Text chat mode is available, allowing for a more private experience.



### Images & Video

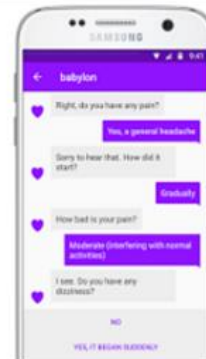
Members can send images back to Molly, allowing for intelligent routing back to the member services team.

### Data Integration

Member data can be seamlessly integrated with your existing data storage system.

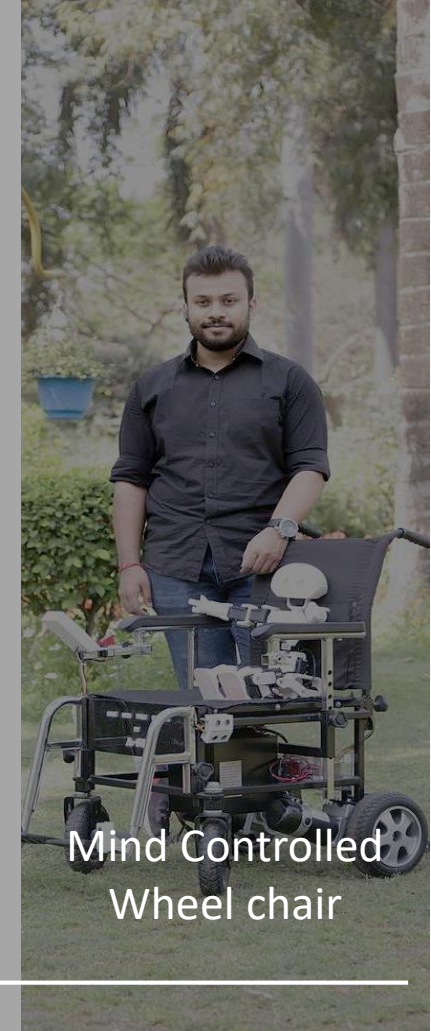
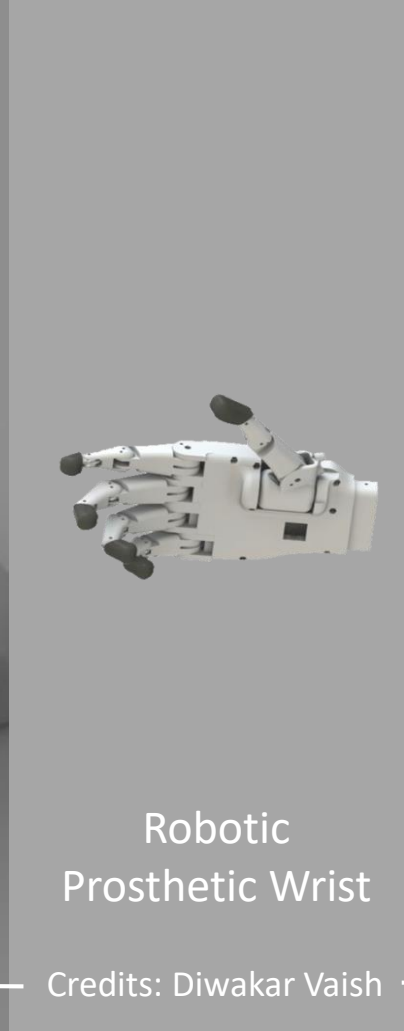
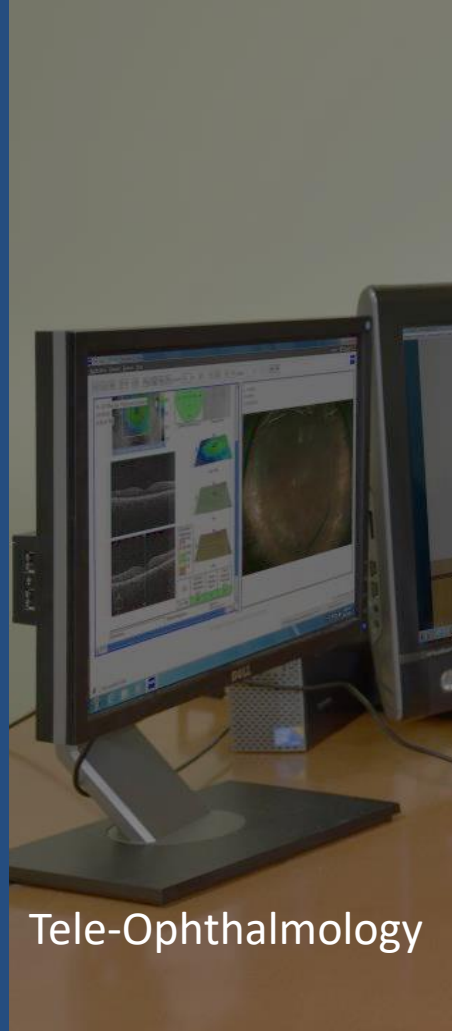
### Device Integration

With optional remote patient monitoring program, connect with bluetooth devices.



# Technology innovations are helping address healthcare Access, Cost and Quality

Use case for  
Technology  
in Healthcare




Credits: Diwakar Vaish

# Confluence of global market trends

## State of Mental Health

  
**300 million+**  
People suffer from depression

  
**260 million+**  
People suffer from anxiety disorders

**\$1 trillion**  
Annual productivity lost cost due to disorder

Source: Global Burden of Diseases, Injuries and Risk Factors Study, 2013, WHO

## ↑ Focus on Employee Wellness

Global corporate wellness market size is expected to reach **\$84.9 billion** by 2025, growing at a CAGR of **6.8%**

Source: Grand View Research, Inc., July 2018

**\$2.2 trillion**  
Annual workplace stress costs in US alone

Each dollar spent on wellness programs saves a company

  
**\$3.27** in health care costs  
**\$2.73** in absenteeism costs  
**500% ROI**

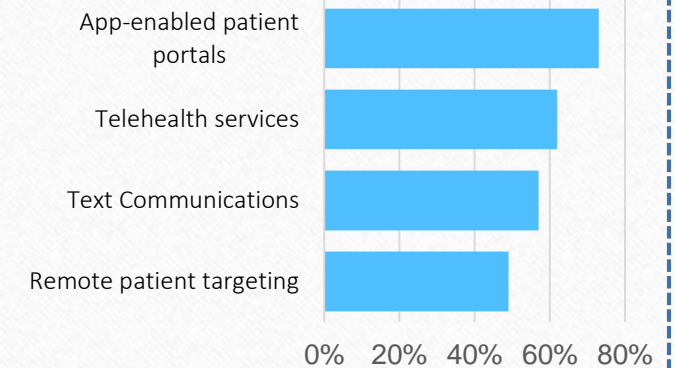
Source: Harvard University School of Public Health

## Telehealth Adoption on the rise



**250,000** in 2013  
**3.2 million** in 2018

Providers engaging patients in many ways



Source: Hfma.org

**A significant opportunity exists at the intersection of these global forces in COVID/ post COVID world**

# The need of **the hour**

*There is a need for a solution that's*

## **HOLISTIC**

Includes wide range of services that addresses the mental, emotional & wellness needs of the global population in a holistic manner

01

02

## **PREVENTIVE**

Providing the much-needed preventive care that will help avoid the costly stress & lifestyle-related illness and diseases

03

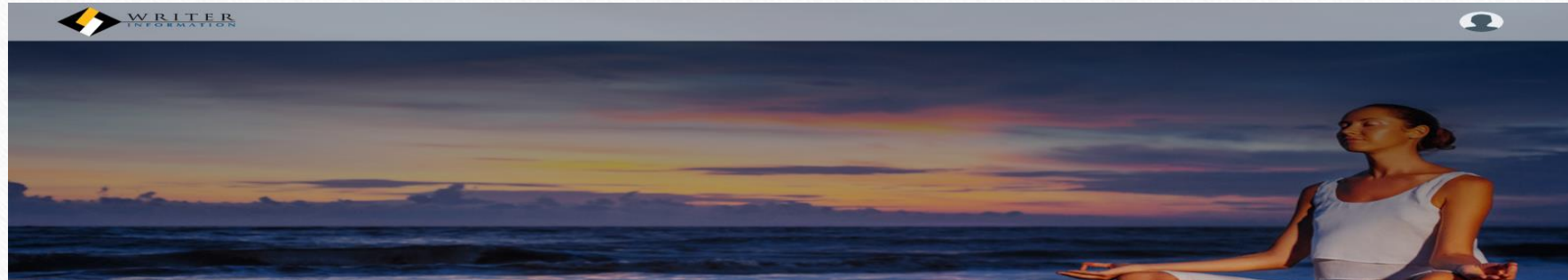
## **UNIVERSAL & PRIVATE**

That provides instant, private, secure access to services to anyone from anywhere, anytime and on any device





# Integrated Wellness programs to provide continuum of care



Visitor Management

Patient Registration

Consultation

Admission

Billing

Treatment and Therapy Management

Diet Management

Room Management

Discharge

Follow up

Ayurveda  
Yoga & Naturopathy  
Unani  
Siddha  
Homeopathy

Wellness Program– Enabling Holistic and Integrated Healing –  
*with nutrition, mental health, wellness packages and personal rejuvenation treatments*

# The Prana-AI Ecosystem — Personalized Wellness Score

Key health measures from a 1 min facial scan through any mobile device

Initial and ongoing assessment

Progress

Follow up, intensity adjustment

Goal

Maintenance

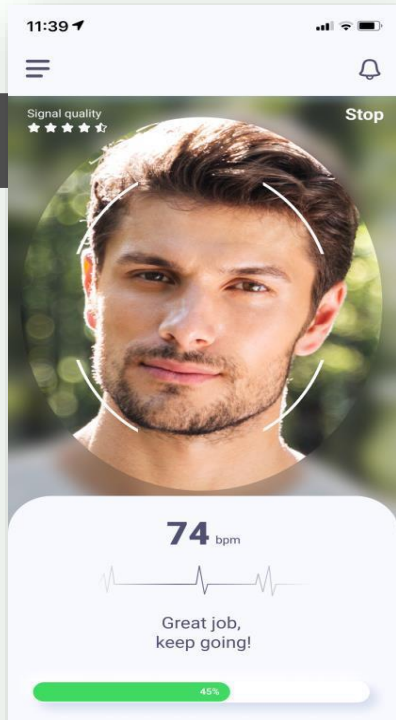
Users run their own scan

A wellness score updated with lifestyle questionnaire

AI and coaches set **goals and recommendations** across five dimensions of wellness

In person and web-based programs help deliver results

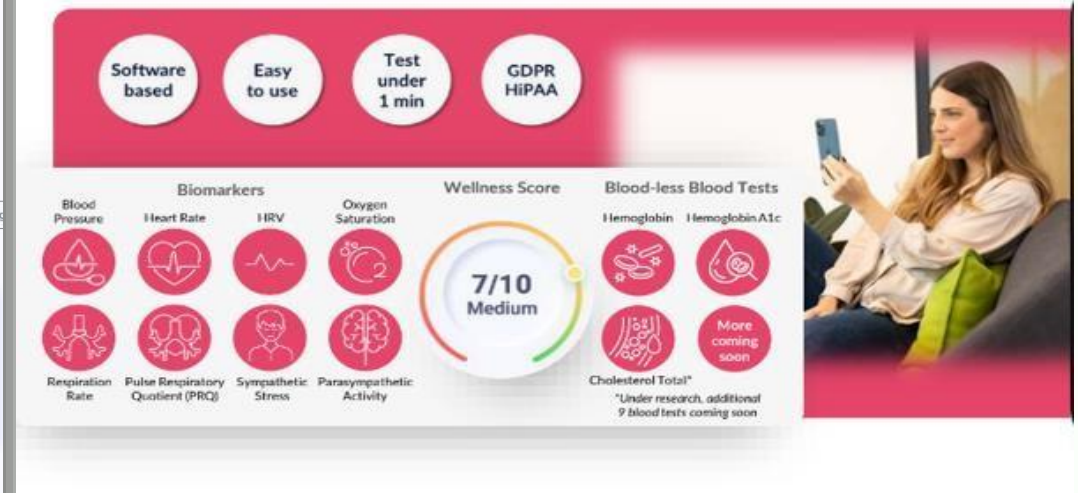
Scan



Score



Support



Revolutionary non-invasive measure of key wellness parameters: Heart Rate, Blood Pressure, Respiratory rate, Oxygen saturation and stress

Score on activity, nutrition, sleep, stress, environment generated. Further personalized biomarkers achieved with blood and genomic tests for addressing chronic conditions and pain management recommended by Prana AI's Lifestyle Medicine Practitioners and AI algorithms

Private and Confidential

# The Prana-AI Ecosystem — OPDs of tomorrow

## Contactless Safety:

- Our non-invasive approach minimizes infection risk, ensuring the safety of patients while also benefiting internal users, such as nurses, by enhancing their working environment.

## High Accuracy:

- Delivers approximately 95% to 97% real-time accuracy powered by advanced AI technology.

## Operational Efficiency:

- Streamlined Vitals workflow that enhance resource management and boost staff throughput.

## Market Expansion Potential:

- Substantial growth opportunities in the Telehealth and Remote Patient Monitoring sectors.

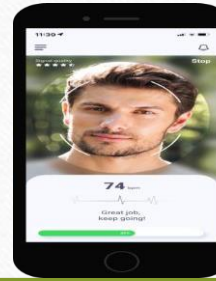
## Metric Integration Capability:

- Capability to incorporate additional health metrics, such as Body Composition Analysis. & stress, diabetes\*

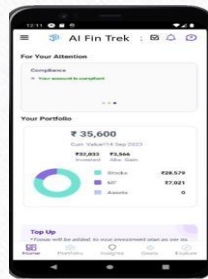
## Innovative Solutions:

- Distinctive non-invasive technologies, real-time insights, and seamless EHR integration reinforce our leadership in the healthcare sector.

# The Prana-AI Platform- *connecting the dots*

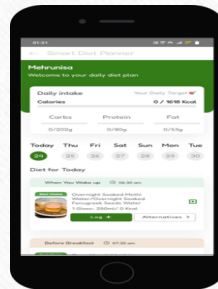


Prana Wellness score of key wellness parameters: Activity, nutrition, sleep, financial + emotional stress and environment



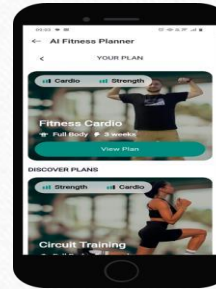
Enviro Assess

Onsite support with site assessment and sustainability experts



AI Nutrition Planner

Not just a calorie counter, uses personalized metrics to create personalised diet routine with variety of food choices



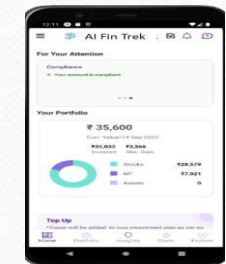
AI Fitness Planner

Tailored, structured exercise routines with a personalised AI coach guiding in real time



AI Emotional Buddy

In-app and 24x7 cognitive behavioral support with a virtual and real therapist

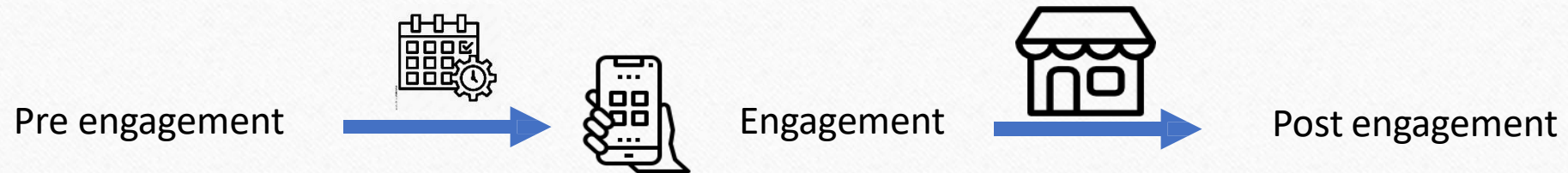


AI Fin Trek

AI Based financial assessment and financial goal setting and planning with expert guidance

Product purchase, Reward points, Point redemption, Community Feedback, Challenges

# Creating a **continuum of wellness**



DIGITAL

- Wellness Score
- Goal setting
- Habit formation Engine
- Daily activity tracking



- Experience centre
- Genomic tests and counselling
- Connect with experts
- Wellness sessions
- Rewards redemption

PHYSICAL

## Learnings...



**Many Thanks for your time !**

**Any Questions ?**