

Digital Health & Care

Sector Overview

The global Digital Health & Care market is expanding rapidly. Now is the time for companies to actively participate in this growing and diversifying market. With a variety of initiatives and an early adopter population, the UK offers the ease to enter and participate in the UK and EU digital health and care marketplace.

The global mobile health market will grow 32% CAGR to reach £35.7bn by 2020. The UK will continue to dominate the EU Telehealth market (estimated revenue of £62m by 2015) with ehealth initiatives making a mark across the UK.

The UK's Digital Health & Care sector offers unrivalled advantages for investors:

- Access to a world class open data
- Access a world leading academic and research environment
- The gateway into UK and Europe health and care markets
- A large supply of highly skilled and well-trained employees
- A highly cost effective environment for R&D investment and product testing

- A proven business and investment environment
- Wide range of funding support for SMEs
- A robust system of protecting intellectual property
- A wide range of fiscal incentives to support innovation
- Access to a wide range of healthcare stakeholders through Academic Health Science Networks (AHSNs)

UK opportunities exist in three major sectors

The UK **National Health Service (NHS)** is the largest unified healthcare system in the world, spending c£128 billion across the UK in 2011-12 and treating almost 1 million patients a day from diverse ethnicities. The **Private Healthcare** sector is estimated to reach £35 billion by 2015 and **Social Care** is estimated to grow from £2 billion in 2012 to £6 billion in 2020.

The NHS faces challenge to achieve £20bn in efficiency savings by 2015. Access to electronic health records, greater collaboration and efficiency in patient management will help to meet this challenge.

The UK has a growing elderly population and a growing number of people with Long Term Conditions (LTCs). This provides opportunity to apply new digital solutions across a range of application areas (e.g. telehealth, wellness and fitness technologies).

Market Opportunity

The UK's digital health core offer is to achieve better health outcomes for patients through technology.

Commitment to Digital Health

The UK is moving towards an integrated health and care system.

England and Scotland are pioneering integrated telehealth and the UK is currently

the largest EU spender for telehealth. National programmes exist across the UK; e.g. £37.3 million investment in UK-wide DALLAS (Delivering Assisted Living Lifestyles At Scale)

Big Data revolution and ehealth

Opportunity to unlock the power of data through advanced analytics and smarter use of data to inform decision making and create value.

The UK's ehealth sector is identified as a major growth area. Big Data is one of the Government's 'Eight Great Technologies' and the Big Data revolution will grow a data-based healthcare economy via new products and services.

The NHS generates and manages large amounts of data - more than 60 million people are served by the NHS which treats almost 1 million patients daily. Big Data research partnerships are growing across the UK and the UK is a world-leader in open data (e.g. Open Data Institute)

The UK boasts connected people who are early adopters

Opportunity to connect with a web, mobile and tech active consumer base, and leverage UK-wide advanced connectivity capabilities. The UK is set to have the best superfast broadband network in Europe by 2015. The UK is a nation of early adopters keen to engage with the digital health revolution. Future opportunities lie in improved health records, sharing data and better reporting.

INNOVATION IS GREAT
BRITAIN



Digital Health & Care

A multisector convergence

The UK boasts many world-leading sectors:

- Creative
- Life Sciences
- ICT & Electronics
- Academia
- Research

A convergence of these sectors will bring multiple benefits for Digital Health & Care

- Access talent from the world's leading academic and research institutions
- UK has 4 of the Top 10 universities worldwide.
- With some of the world's best trained data scientists, the UK continues to attract talent from the rest of the EU (e.g. Tech City community)
- Partnerships with companies, academia across various UK industries
- UK is the second strongest nation on IP protection globally

Ease of Doing Business

Fiscal incentives to support growth

- R&D tax credits
 - small and medium sized enterprises entitled to tax relief at 225%
 - for every £1 spent on R&D in the UK, £2.25 can be put against the company's corporation tax liability
 - larger company tax relief is 130%.
- Patent Box
 - reduces corporation tax on profits from UK patents to 10%.
- Low corporation tax rate
 - Currently at 21% and dropping to 20% by April 2015.
 - The UK is third in the world for total tax payable by businesses

■ Funding for business growth

- In England and the Devolved Administrations
- DA R&D funding by Scottish Development International (SDi), InvestNI and Wales

Rich & Diverse Ecosystem

Sector Funding Opportunities

The Government and NHS are investing £1 billion in technology over the next 3 years:

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Safer Wards, Safer Hospitals

- £260m Technology Fund

Digital Economy Research Hubs

- £12 million fund from EPSRC

Digital Health in a hospital setting

- worth approximately £6m

Technology Strategy Board (TSB) funding programmes:

Small Business Research Initiative (SBRI)

- £200m connects public sector challenges with innovative ideas from industry

IC tomorrow

- test bed for Digital Innovators

Catapult

- technology and innovation centre

Biomedical Catalyst

- £180 million joint TSB and Medical Research Council programme

Launchpads

- funding for business innovation

Collaborative research and development (R&D)

- encourages businesses and researchers to work together on innovative projects

Sector Funding Opportunities

UK Case Studies

Clinical Digital Maturity Index (CDMI)

CDMI is an important step to realising NHS England's Digital Vision

www.ehi.co.uk

www.england.nhs.uk

European Connected Health (ECH) Alliance

Supports the wider adoption of healthcare and wellbeing products and services across Europe

www.echalliance.com

UK Biobank

A unique data source with over 500,000 participants is the most detailed study of its kind

www.ukbiobank.ac.uk

Mastodon C

Open data identifies £200m potential prescription savings

www.mastodonc.com

www.nihr.ac.uk

Aridhia

Aridhia uses health informatics and analytics to improve chronic diseases

www.aridhia.com

Cellnovo

Cellnovo, formed in Swansea, is a world leading innovator in Mobile Diabetes Management technology

www.cellnovo.com

FDI Case Studies

Hitachi

Hitachi links up with the Greater Manchester health ecosystem

www.gmahsn.org

UCL/Elsevier

Elsevier and UCL set up Big Data Institute

<http://www.ucl.ac.uk/>

PatientsLikeMe

PatientsLikeMe establishes its European base in the UK

www.patientslikeme.com

