



Medtech Futures



**A COLLECTION OF KNOWN TRENDS,
EMERGING NEEDS AND PERSONAL
PREDICTIONS ...**

**... BASED UPON CLIENT ENGAGEMENTS,
EVIDENT NEEDS AND PROGNOSTICATIONS**

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Lower costs of product use and ownership

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The forces compelling lower costs have been in play for over a decade. They will continue, and escalate, out of necessity to control US societal healthcare costs.

Product and service offerings will have to be restructured to improve the economics of usage and capital ownership.

Shifts to non-hospital care

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This is a compelling trend driven by both cost reduction and patient convenience.

More diagnostics and therapies are migrating to outpatient facilities, urgent-care centers, infusion centers, specialty practices, pharmacy-based clinics and patient homes.

Business, distribution and sales models must adapt.



Better clinician assistance and support

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Clinicians are increasingly squeezed for time and bombarded by new requirements. They need help, and product suppliers can provide it.

Examples include improved product education, product-choice algorithms, guidance on appropriate indications, clinical analytics and economic rationalizations.

Improved billing and reimbursement support

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Clinicians are challenged by billing and reimbursement complexities, a prime example being the new ICD-10 coding system.

Many physician practices – both independent and captive – are poorly equipped to optimally deal with these new requirements.

Once again, suppliers can easily help within the scope of each of their product offerings.



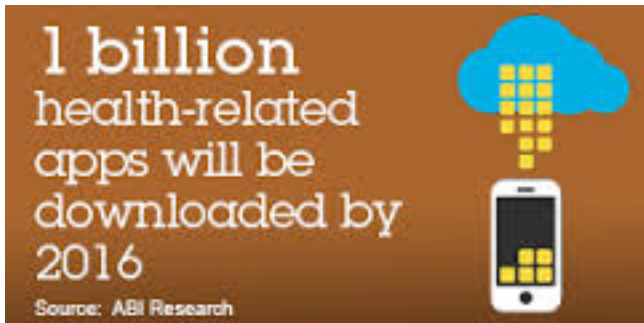
Stronger patient engagement

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Patients are being drawn further into clinical decision-making. They need immediate access to reliable information, guidance and support.

Some of that assistance can be appropriately (and objectively) provided by product suppliers.

Internet and mobile channels will predominate.



Device monitoring

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Implanted and inserted devices will increasingly be capable of reporting performance and clinical data by wireless means.

Appropriate sensors can be integrated to create multi-purpose devices.

Data can be monitored over periods as long as years when devices are equipped with transdermal charging mechanisms.

WIRELESS IMPLANTABLE MEDICAL DEVICES



Suppliers offering clinical services

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Some qualified device suppliers are fully capable of providing certain relevant clinical services as complements to existing providers, both within and beyond the hospital.

This can be a sensible business model if the services are sustainable, non-threatening and economically viable within the target healthcare system.

EHR integration with devices

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Certain device data can add value in a patient's electronic health record.



EHR systems will gradually evolve and perhaps standardize over time, thereby accommodating the incorporation of device data.

What device data should be included? How do those data get captured? Both good questions. Time will tell.

Patient-specific devices

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Improvements in 3-D printing technology raises the specter of a device that is fully customized to a given patient or class of patients.

This possibility raises some important questions:

- Who produces the device?
- How is it regulated?
- Is this approach economically viable?

Time will tell.

Continuing invention

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The history of medical devices has been driven by invention, yielding vast improvements in the practice of medicine and its accessibility.

The inventive spirit endures. Knowledge of biology and genetics, coupled with improving tools and materials, will continue to favorably impact patient care.

Possibilities are endless. The specifics, as always, will be unpredictable.

Do you have a better idea?

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If so, let me hear from you:

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