



“Valorisation des comportements santé”

Paris, le mercredi 22 mars 2017

#FNIM



#FNIM



Nos intervenants

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Head of healthcare Europe at **Future Thinking**

Dr Laurent Goldstein

President at **QALYO**

futurethinking

QALYO



Beatrice Chemla

Head of healthcare Europe at **Future Thinking**

futurethinking

How consumer willingness to pay will drive innovation in healthcare

Future Thinking - IRIS Network

Frankfurt 2016

future
thinking



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www.ephmra.org

Globally, healthcare systems are in crisis

HUFFPOST HEALTHY LIVING

Edition: US ▼



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THE BLOG

The Health Care Crisis: The Financing Fight Obscures More Fundamental Issues

🕒 10/04/2013 03:07 pm ET | Updated Jan 23, 2014

NEWS

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Public health system faces growing financial stress, Australian Medical Association report card finds

By political reporter [Stephen Dziedzic](#)
Updated 27 Jan 2016, 8:46pm

Public hospitals are facing a budget crisis as federal and state governments bicker over funding, the Australian Medical Association (AMA) has warned.

The Association's annual public hospital report card found emergency department waiting times had worsened slightly, with 68 per cent of "urgent" emergency department patients seen within half an hour.

Of all emergency department visits, 73 per cent were completed in four hours or less, well short of

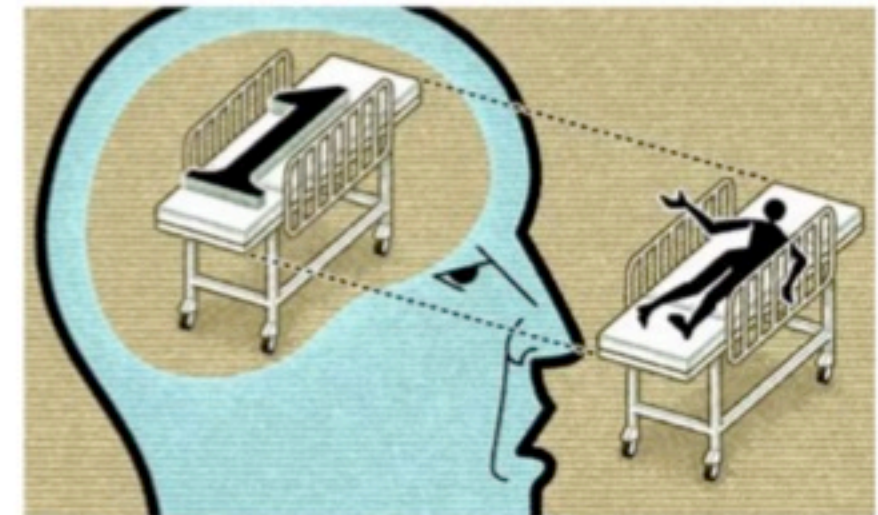


PHOTO: The report found elective surgery waiting times had

Look beyond the politics - Britain's healthcare really is in crisis

Jenni Russell

My NHS experience as an emergency admission revealed just how wrong things can go when staff are in thrall to bureaucracy



Colombia: A Healthcare System in Crisis

By Francisco Jose Yepes Luján, MD, PhD, Director, Graduate Studies in Health and Social Security Administration, Pontificia Universidad Javeriana, Bogotá, Colombia

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Medication is becoming more
and more expensive



**Can patients fill the gap to some extent?
Are they prepared to pay out of their
pocket?**





Our Global Healthcare Study

The participating countries

23

countries

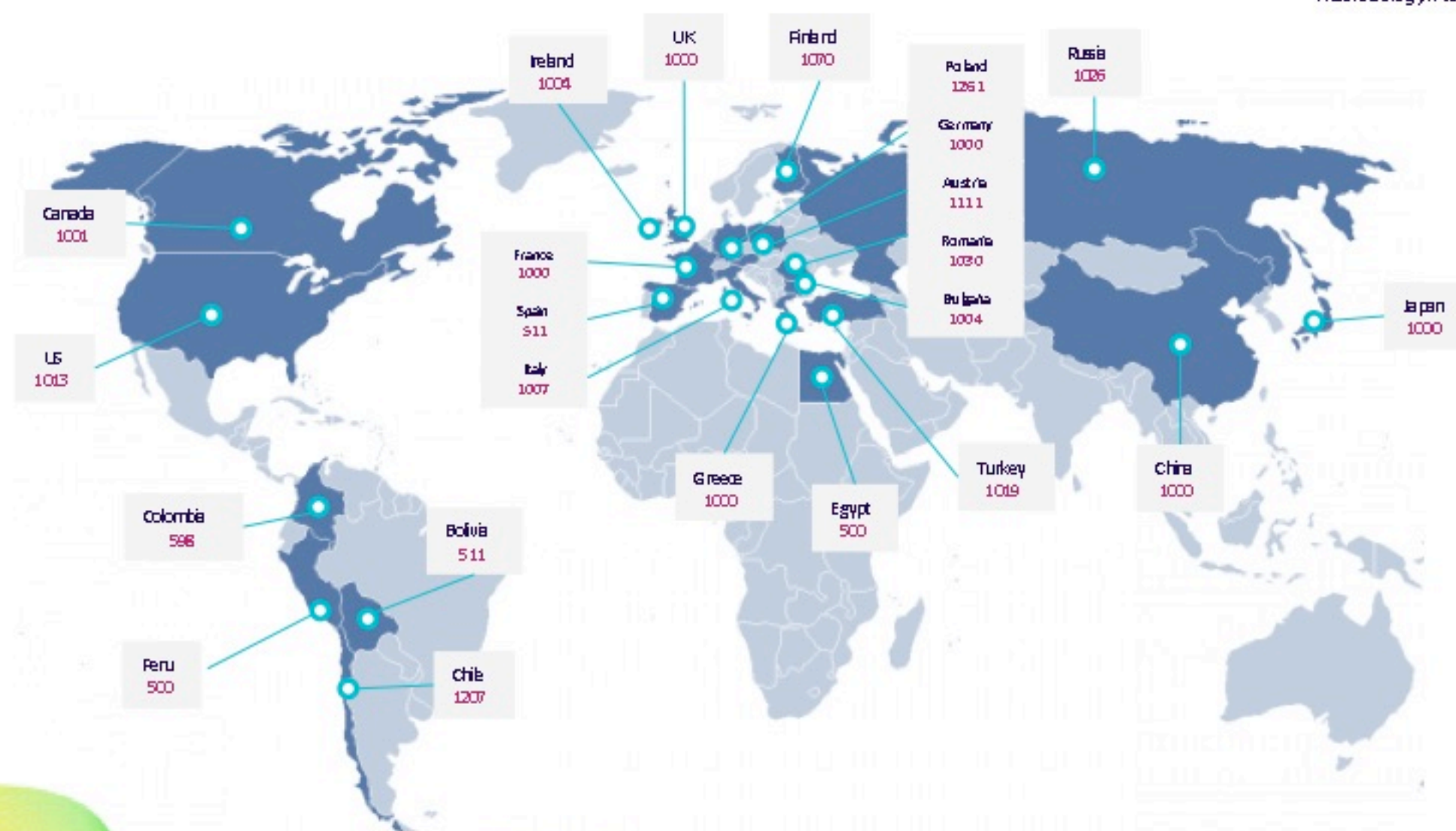
5

continents

21,300

respondents

Methodology: FtoF, Internet, Online, Ca ti

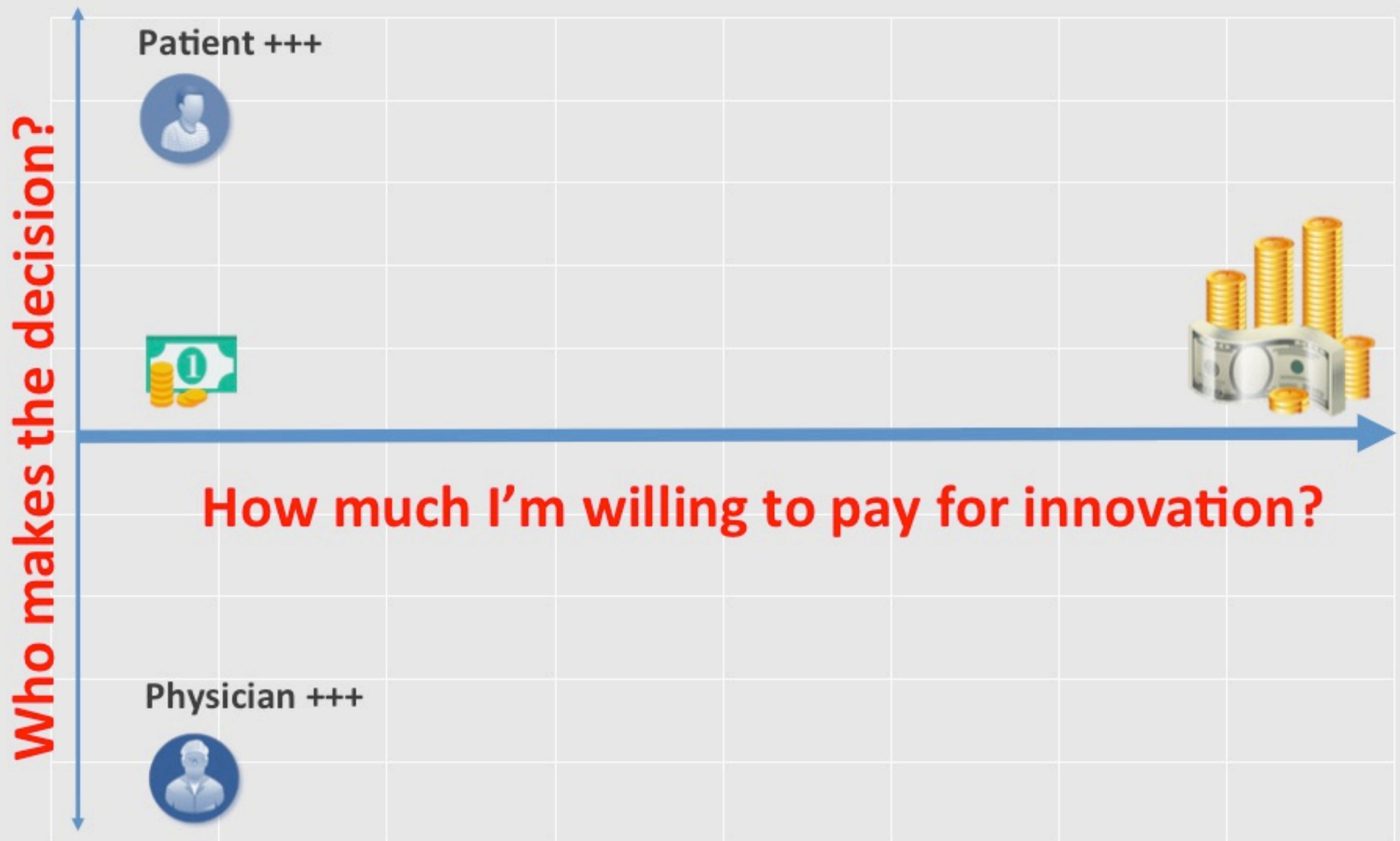


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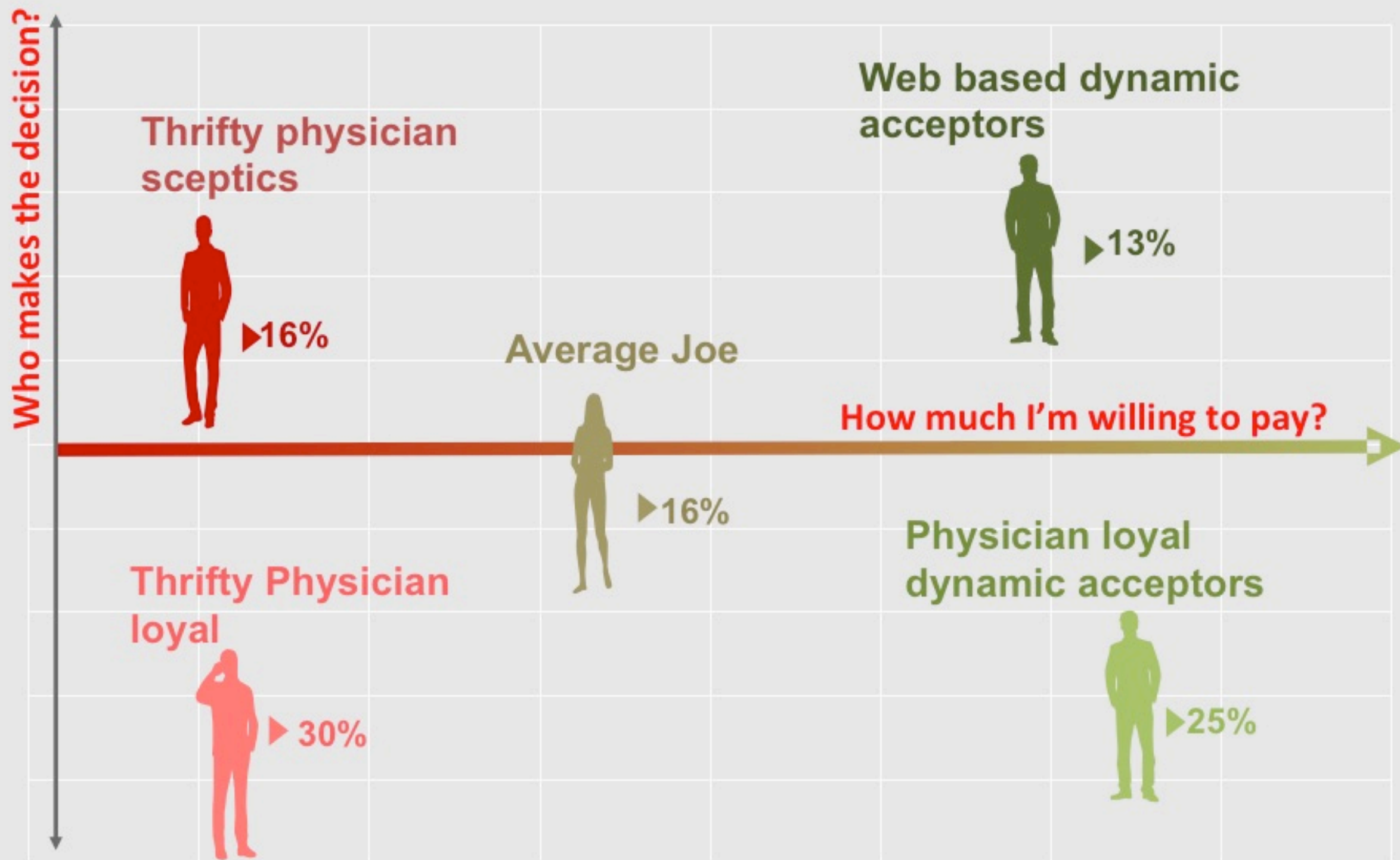


Our Global Healthcare Study Segmentation

Explaining the segmentation



The Segments





**How consumer willingness to
pay will drive innovation in
healthcare**

Taking decision on healthcare based on information other than the physician

thrifty physician sceptics



►16%

Thrifty Physician loyal



►30%

Letting

46% consumers worldwide

Not ready to pay out of pocket for innovation and comfort in healthcare

Web based dynamic acceptors



►13%

loyal dynamic acceptors



►25%

Willingness to pay for healthcare

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Taking decision on healthcare based on information other than the physician

thrifty physician sceptics



►16%

38% consumers worldwide

Ready to pay out of pocket for innovation and comfort in healthcare

Thrifty Physician loyal



►30%

Letting the physician to decide for them

Web based dynamic acceptors



►13%

Physician loyal dynamic acceptors



►25%

Willingness to pay for healthcare

EphMRA

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Taking decision on healthcare based on information other than the physician

**38%
consumers
worldwide**

Ready to pay
out of pocket
for innovation
and comfort
in healthcare

**But different
ways of
communication:**

1/3 sources of
information web
family etc...
2/3 very
confident in
physicians

Web based dynamic acceptors



►13%

Physician loyal dynamic acceptors

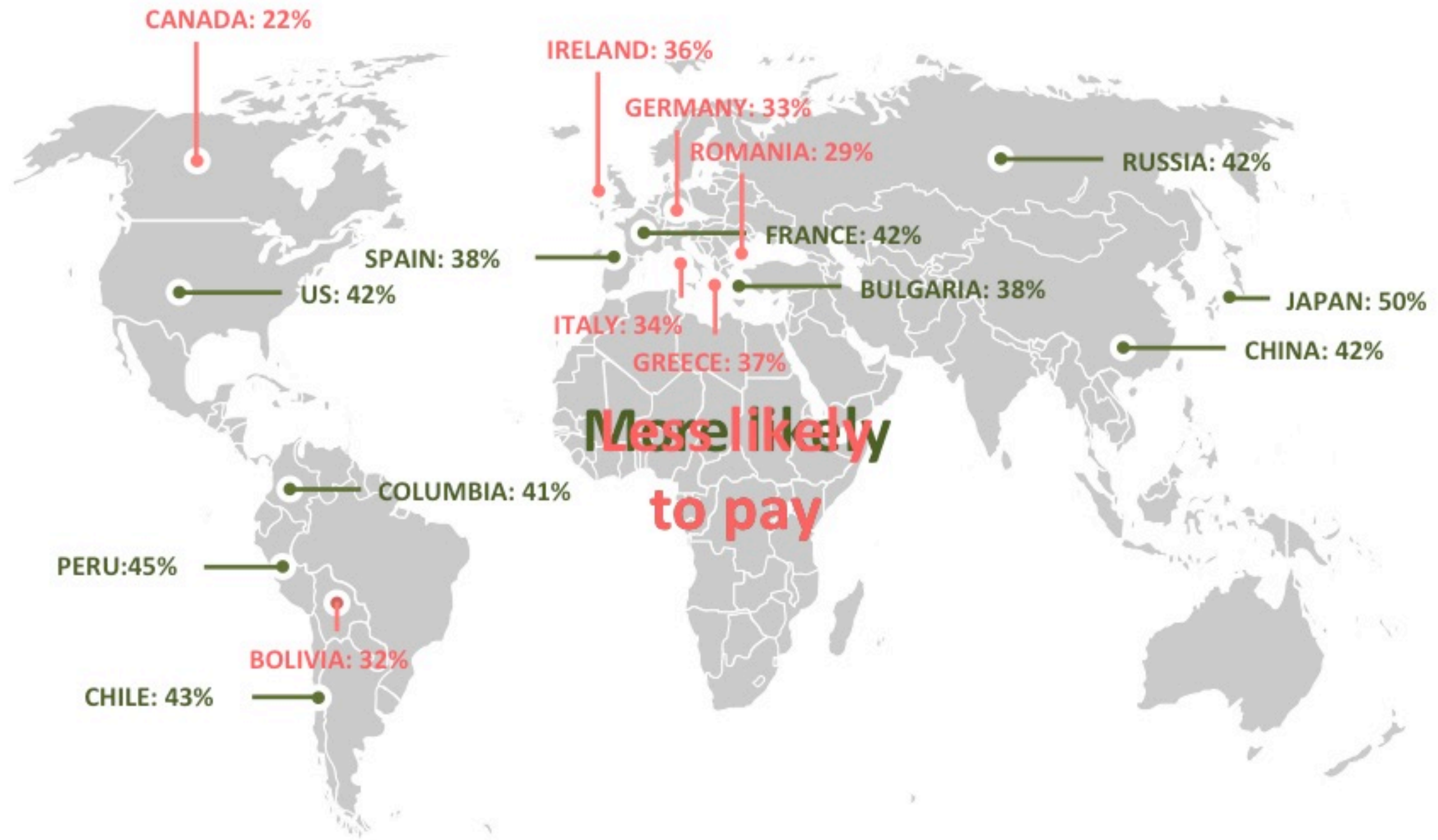


►25%

Willingness to pay for healthcare

Letting the physician to decide for them

Global Profile: Willingness to pay



Used Indicator: Web based dynamic acceptors + Physician loyal dynamic acceptors



MORE LIKELY TO PAY

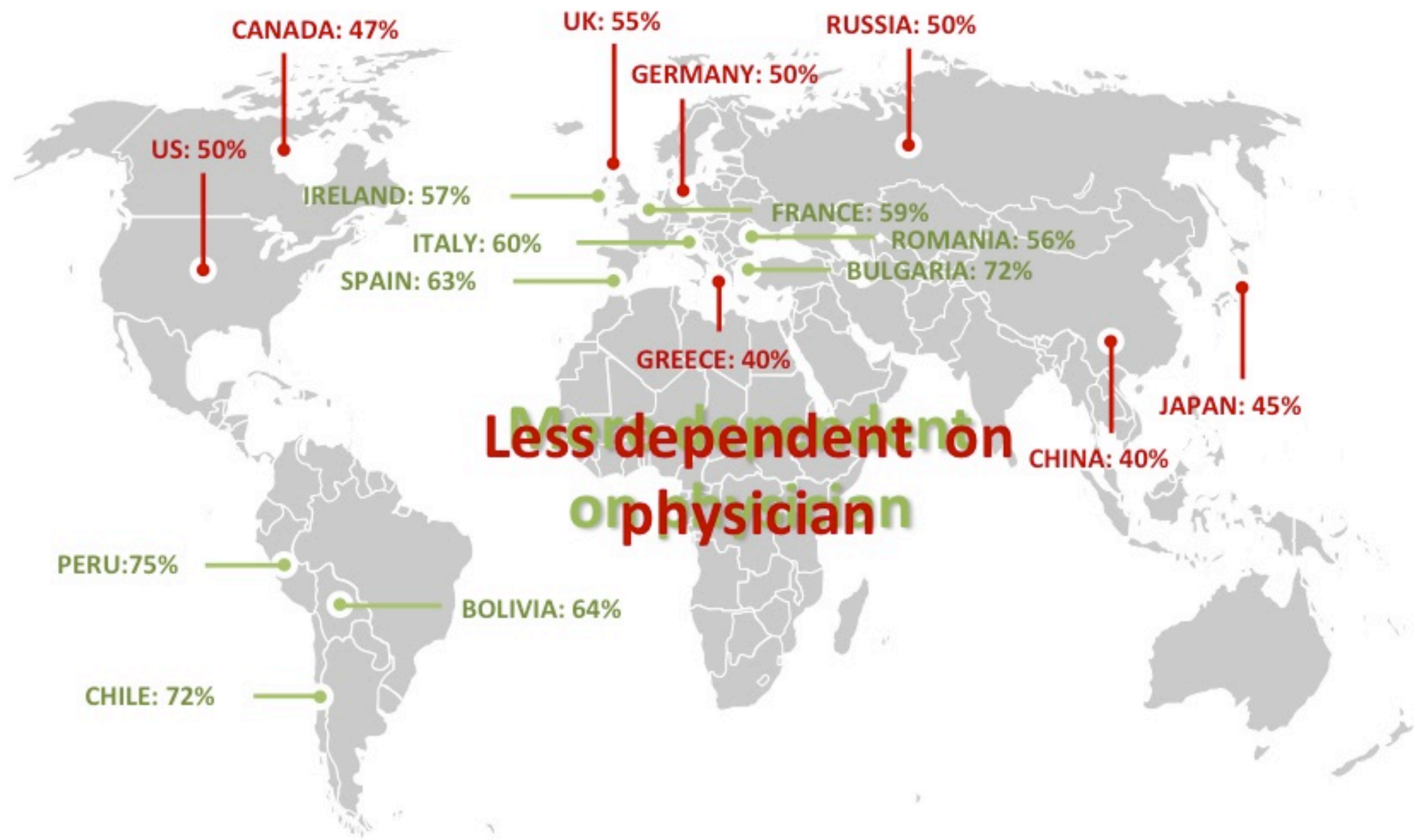


LESS LIKELY TO PAY

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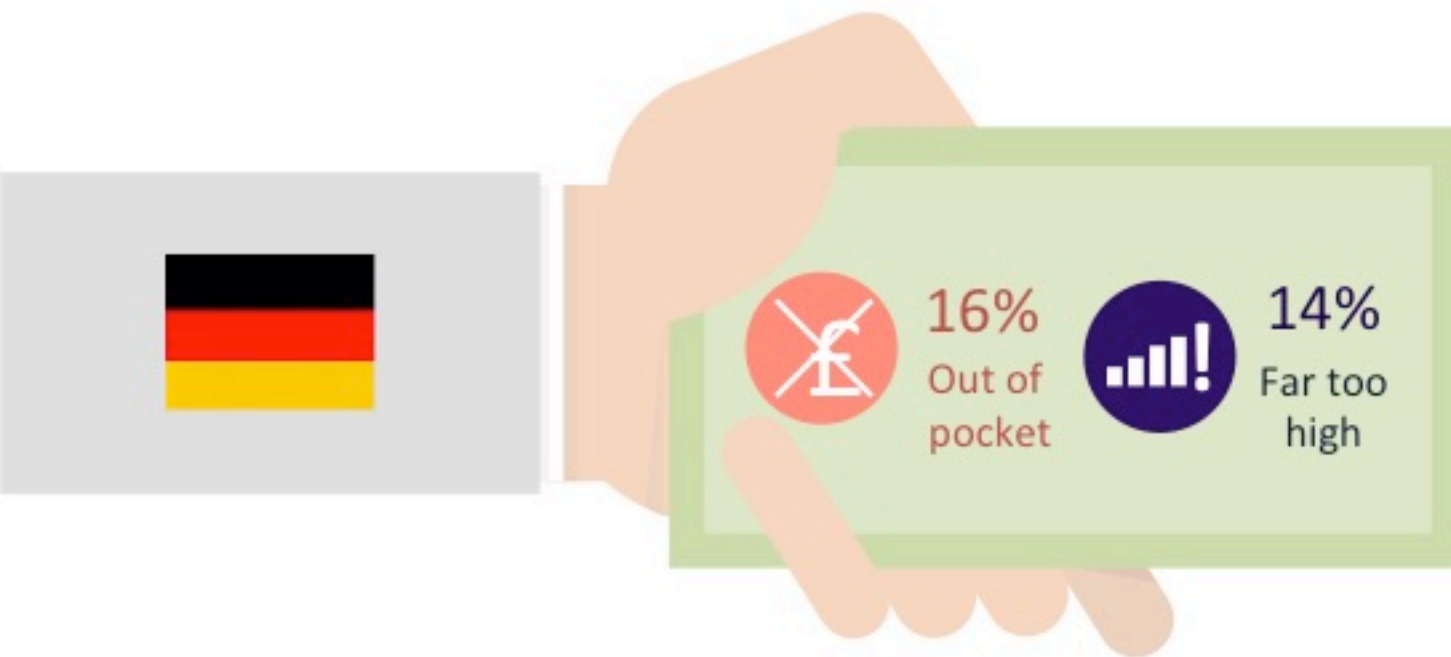
Global Profile: Comms Channels



Used Indicator: Physician loyal dynamic acceptors + Thrifty Physician loyal



Perception is Reality



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Anticipate the conscious and unconscious

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Dr Laurent Goldstein

President at **QALYO**





SANTÉ DIGITALE FNIM

Vers de nouvelles interactions



QALYO
POUR UNE VIE EN BONNE SANTÉ



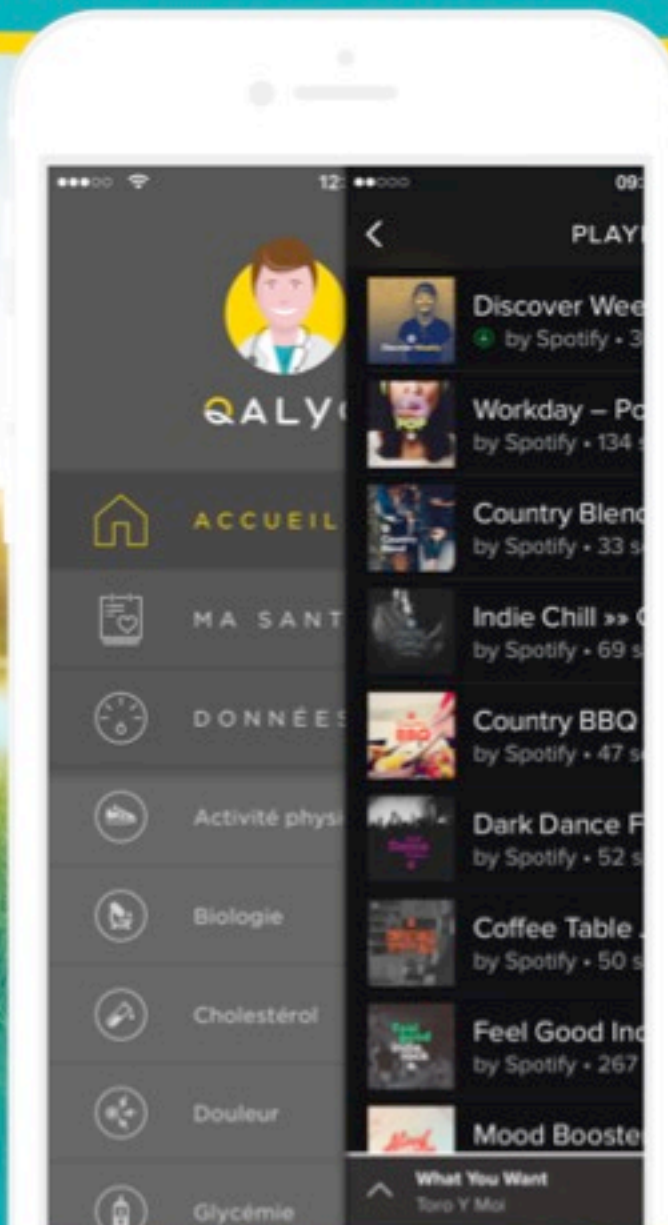
Paris
22 mars 2017



QALYO EST À LA SANTÉ CE QUE SPOTIFY EST À LA MUSIQUE !



MA SANTÉ
MES BESOINS
MES RECOMMANDATIONS
MES SERVICES PERSONNALISÉS

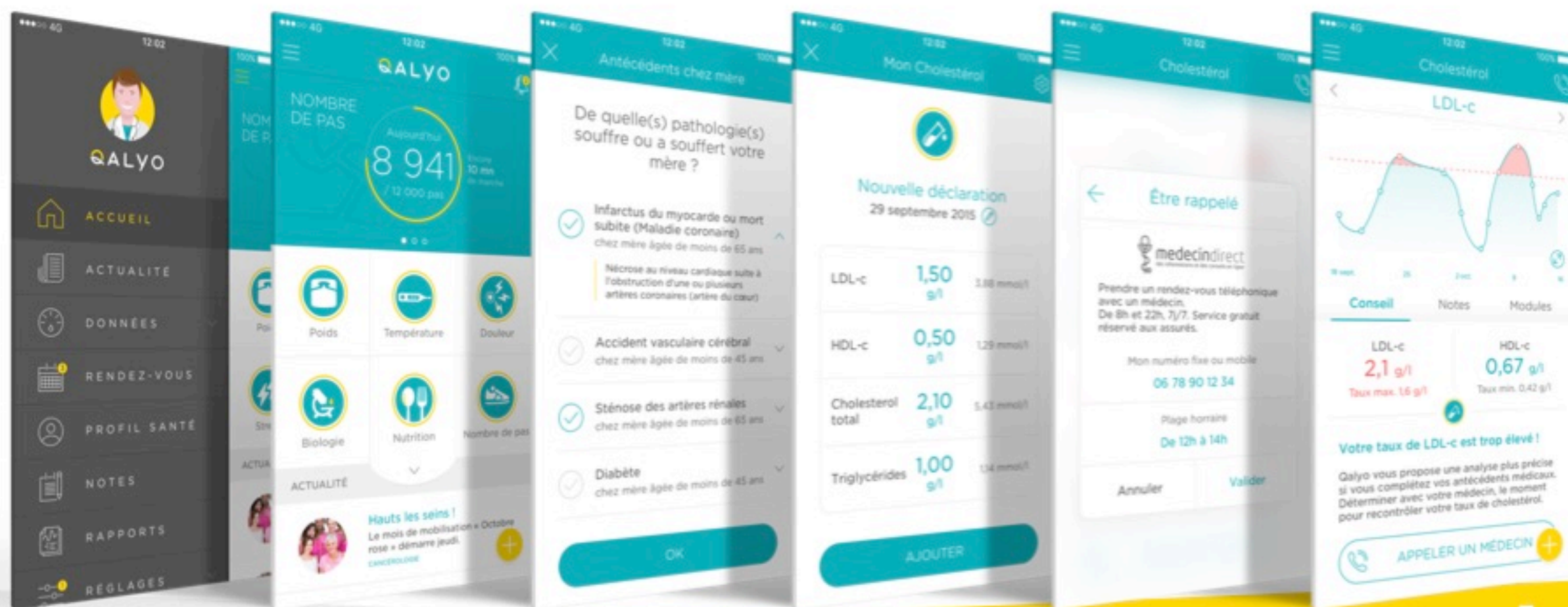


MES GOÛTS
MES ENVIES
MES SUGGESTIONS
MES PLAYLISTS



OUTIL DE SUIVI SIMPLE ET INTUITIF

MOYEN RAPIDE ET FACILE POUR SUIVRE SA SANTÉ





SERVICES ECHELONNES SELON LES BESOINS

1

Prévention et
bien-être



Pour accompagner
les individus dans
le maintien d'une
bonne santé

2

Bilans
médicaux



Pour réaliser des
bilans médicaux
auprès de
populations ciblées

3

Suivi des
maladies



Pour accompagner les
malades souffrant de
maladies chroniques ou
ayant un traitement
spécifique

4

Suivi et
télésurveillance



Pour fluidifier l'amont
de l'hospitalisation et
sécuriser la sortie



Merci



Bonne journée à tous
www.lafnim.com

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Marketing opérationnel, Digital, internet et multimédia...*

*La **FNIM**, mieux nous connaître pour valoriser nos métiers
et agir auprès des acteurs industriels et institutionnels
du monde de la Santé.*