



Vietnam Digital
Economy **Forum**

NOVEMBER 1ST 2018 – Ho Chi Minh City

“Digital Innovation enabling SME to tackle public healthcare issues”

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Healthcare?

HEALTHCARE = GROWTH

According to the
World Health
Organisation

— Health is a state of **complete physical, mental and social well-being** and not merely the absence of disease or infirmity.



For a country,
healthcare is a
basis for social and
economic
development

— **→** The most **fundamental need** for populations
→ One of the most, or maybe the **most strategic asset for a country**
→ One of the main, or maybe **the main lever of development**

Healthcare economy?

HEALTHCARE IS ONE OF THE LARGEST MARKET IN THE WORLD...

Vietnam → 7% (15B\$)

Asia → 4,75%

Europe → 10,5%

USA → 16,5%

% Healthcare/GDP

...WITH SIGNIFIANT LEVERS OF GROWTH IN VIETNAM

Hospital beds need
in 2018

→ 35 000 (15% Growth)

→ Mainly small medical centers

Patients overseas
leak rate

→ 40 000 patients/year

2B\$/year potential

Medical equipment's
market

→ + 10% per year of growth in Vietnam

→ 86% imported

1B\$/year potential

The healthcare paradox

THE MORE YOU CARE / THE MORE YOU PRODUCE ILL PERSONS



Long-term illness are becoming a major unsustainable epidemic problem in the world.



NEED FOR A MODEL CHANGE

Solution ?

Inverse the balance between curative and preventive systems

CURATIVE
SYSTEM



PREVENTIVE
SYSTEM

THE MORE YOU PREVENT EFFECTIVLY / THE LESS YOU NEED TO CARE

A need for 2 systems working together to tackle public healthcare issues

System	CURATIVE	PREVENTIVE
	Pathologies	Health determinants
Tackling	<ul style="list-style-type: none"> • Cancers • Cardiovascular diseases • Diabetes... 	<ul style="list-style-type: none"> • Behaviours • Food quality • Environnement...
Actions levers	<ul style="list-style-type: none"> • Doctors / Nurses • Treatments • Hospital beds... 	<ul style="list-style-type: none"> • Personnalisation • Communication • Relationship...
Needs	<ul style="list-style-type: none"> • Infrastructures • Experts / MD's • Substantial investments 	<ul style="list-style-type: none"> • Gathering data / Networks • Innovative / Agile organizations • Private equity / Crowdfunding
Main actors	GVT & MAJOR GROUPS	NPO & SME

Thanks for your attention!