



# ESSEC SANTE

SAMSUNG ELECTRONICS FRANCE

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# INTRODUCTION



## LES PROBLÉMATIQUES DE SANTÉ



Des patients de plus en plus **informés et exigeants**



Recentrer le personnel de santé **sur le patient**



**Problèmes de coordination** dans la prise en charge à domicile



**29,7 Milliards d'€ de dettes** cumulées pour les hôpitaux français



Une **demande santé** toujours plus forte et des moyens réduits



La **sécurisation des données** médicales



**1,7 Milliards d'habitants** sans accès aux soins



L'angoisse du Big Data comme un frein au digital

# DID YOU KNOW ?

## CONSUMER TECH MOVES IN TO HEALTH

### Google launches healthcare company

By Richard Waters in San Francisco

Google has launched a healthcare company to attack some of the most difficult scientific problems in disease related to aging, marking the biggest step yet toward its new "moonshot" business.

Every three, chief executives attended the meeting called Calico, with

**the** **new** **idea** **was** **this** **is** **Healthbook**, Apple's major first step into health & fitness tracking



Three smartphones displaying health-related data, including a heart rate monitor and a graph.



A small portrait of a man, likely a Google executive, with social media icons below.

10/10/15

### 8 Examples Of How Google Is Moving Into Digital Health

By Richard Waters

**THE MICHAEL J. FOX FOUNDATION AND INTEL JOIN FORCES TO IMPROVE PARKINSON'S DISEASE MONITORING AND TREATMENT THROUGH ADVANCED TECHNOLOGIES**

By Richard Waters

Intel and the Michael J. Fox Foundation have joined forces to develop a digital health solution for Parkinson's disease. The partnership will focus on developing a digital health solution for Parkinson's disease, which is a neurodegenerative disease that affects movement. The partnership will focus on developing a digital health solution for Parkinson's disease, which is a neurodegenerative disease that affects movement. The partnership will focus on developing a digital health solution for Parkinson's disease, which is a neurodegenerative disease that affects movement.

### Sony and Personalized Medicine

By Richard Waters in San Francisco

On January 21st, Sony announced a partnership with the startup company, Personalized Medicine, to develop a personalized medicine platform. The partnership will focus on developing a personalized medicine platform, which is a new type of medicine that is tailored to the individual patient.

### Nintendo CEO outlines plan to move into health-related entertainment

Spurred by multi-media games, Nintendo outlined its plan to redefine itself as a health-related entertainment company in the coming decade. In a letter to shareholders, Nintendo's chief executive, Tatsumi Takahashi, said the company plans to expand beyond games to other areas.

### Samsung Galaxy S5 Review: What it Means for Healthcare and mHealth

Last week Samsung took the stage at the Mobile World Congress in Barcelona, Spain to unveil the Galaxy S5, the newest addition to its line of Galaxy smartphones. The tone of the event, the point, a complete one from last year's Galaxy S4, was described as "speculative" and not abandoned for a sense of Samsung's return to the top of the phone market.

### Intel acquires health-tracking wearable device maker Basis Science

Intel has announced the acquisition of Basis Science, a wearable device maker. The acquisition will focus on developing a wearable device that can track health data, such as heart rate, sleep, and activity levels.

The Intel and Basis Science partnership will focus on developing a wearable device that can track health data, such as heart rate, sleep, and activity levels. The partnership will focus on developing a wearable device that can track health data, such as heart rate, sleep, and activity levels.

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# SAMSUNG IN THE WORLD

32

affiliated  
companies



384 000

employees  
in the world



Net Sales

305 B\$

in 2013



Samsung Card  
Samsung SDS  
Samsung C&T Corporation  
Samsung Electro Mechanics  
Samsung Electronics  
Samsung Medison  
Samsung Engineering  
Samsung Everland  
Samsung Fine Chemicals  
Samsung Fire and Marine Insurance  
Samsung Heavy Industries  
Samsung Life Insurance  
Samsung machine Tools  
Samsung Medical Center  
Samsung SDI  
Samsung Securities  
Samsung Techwin  
Samsung Biologics  
Samsung Bioepis



20%

GPD of  
South Korea



445

offices



66

countries

# SAMSUNG MEDICAL CENTER

Ouverture du Samsung Medical Center en Corée du Sud en 1994

Une culture forte, centrée autour du **patient**

10 ans plus tard, l'hôpital Samsung est devenu le **1er** établissement médical de Corée




# LA SANTE : ELEMENT CONSTITUTIF DE L'ADN SAMSUNG

Présent à travers le monde dans l'univers de la santé depuis **1985**

De la construction d'hôpitaux jusqu'à la mise sur le marché de médicaments en passant par les dispositifs médicaux, une offre de santé connectée et la gestion des flux d'informations.





A hand holding a smartphone, with the screen displaying a blue interface. The background is a bokeh of colorful lights in shades of yellow, orange, and pink. A semi-transparent white box contains the text.

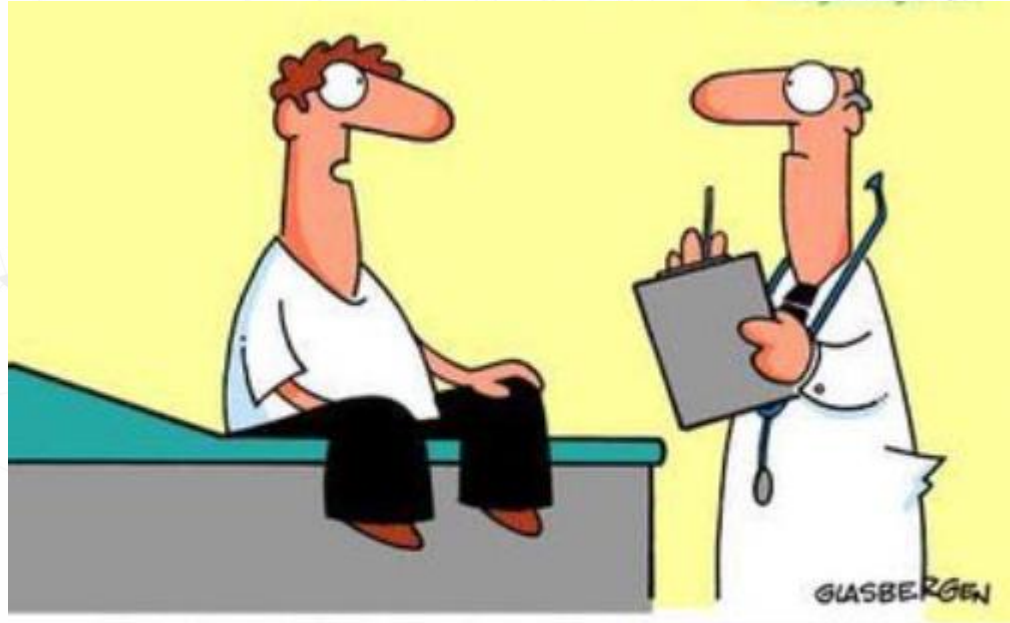
LA REVOLUTION DIGITALE

AU SERVICE DU PATIENT

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# LA SANTÉ CONNECTÉE VA RÉVOLUTIONNER LE MONDE MEDICAL COMME L'INVENTION DE L'IMPRIMERIE L'A FAIT POUR LA CULTURE ET LA RELIGION

"C.J."



**"I already diagnosed myself on the Internet.  
I'm only here for a second opinion."**

# LE NUMÉRIQUE AU CŒUR DE LA TRANSFORMATION DE LA SANTÉ



**La santé connectée**, ouvre le champ des possibles en matière d'amélioration d'accès aux soins, de qualité des prises en charge et d'autonomie des patients.



# LES PROFESSIONNELS DE SANTÉ SONT-ILS DESTINÉS À DISPARAITRE ?





# L'HÔPITAL DU FUTUR



*« NOUS TRAITERIONS LES PATIENTS NON PLUS COMME UNE SUCCESSION D'ORGANES MAIS COMME UNE PERSONNE  
PHYSIQUE ET MORALE COMPLEXE » L. VIQUESNEL »*

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# L'IMPACT DES NOUVELLES TECHNOLOGIES DANS LA PRISE EN CHARGE



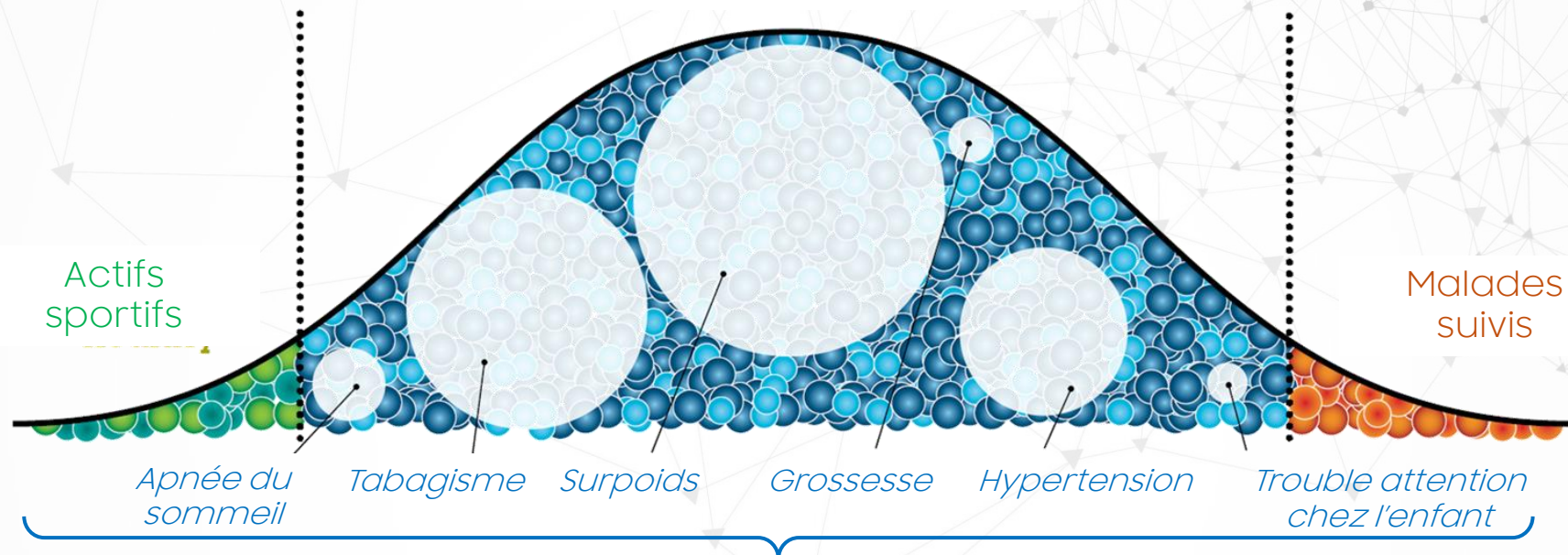
# VERS UN TRAITEMENT PERSONNALISÉ





# STRATÉGIE – UN MARCHÉ VARIÉ

En recherche  
d'informations



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# INTERNET OF THINGS



**SECURITÉ + CONTRÔLE = CONFORT**



**THANK YOU**

**MERCI**

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