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China 2024

Opportunities and Challenges of Cloud Native Technology in US Healthtech

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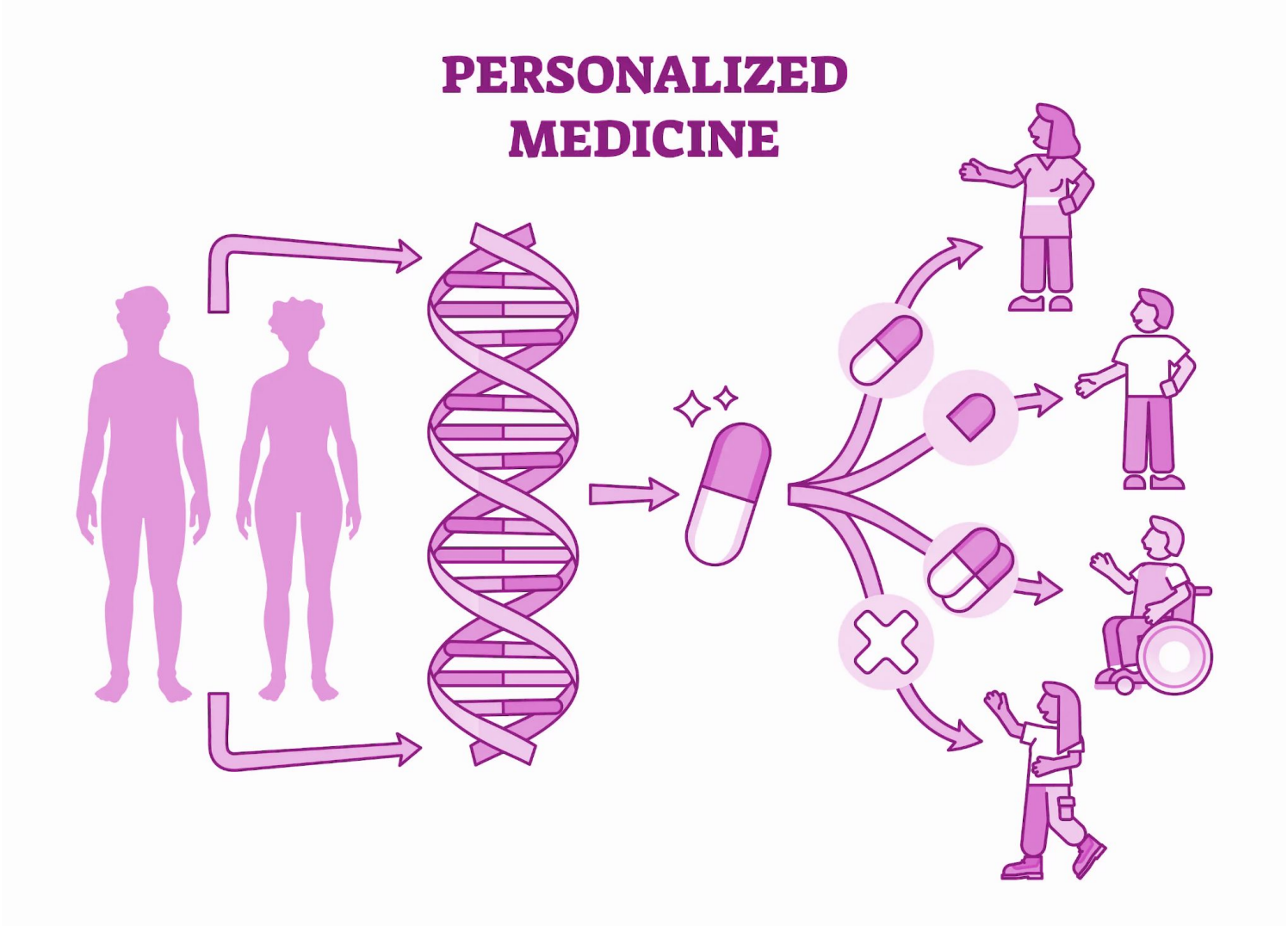
SUSE

The State of Healthcare (or Care of Health)

Healthcare is at its best, **individual**.

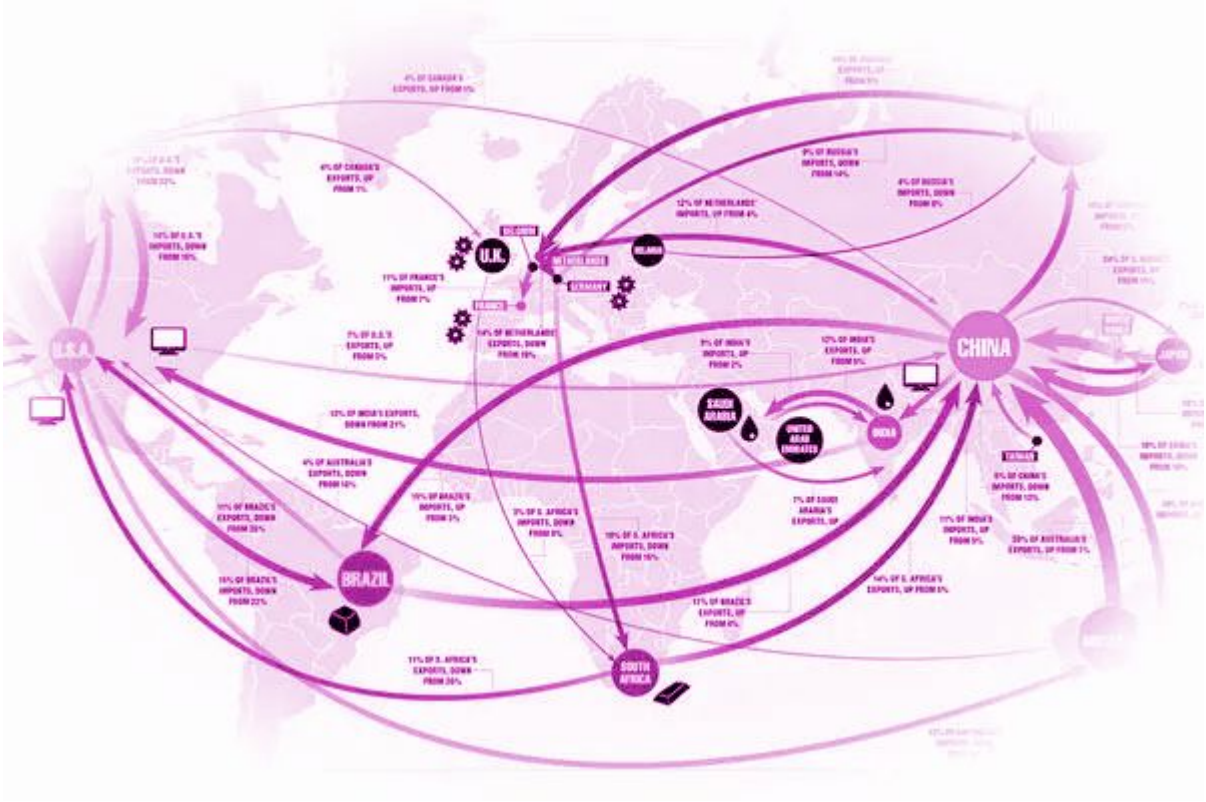
At its worst, **regional**.



The State of Healthcare (or Care of Health)

Healthtech is at its best, **global**.

At its worst, **regional**.



The American Healthcare Ecosystem

Regulatory Bodies

FDA

European Commission

CDC Centers for Disease Control and Prevention

Department of Labor, United States of America

Patients

	MedTech	Point Solution	Pharma
Enterprise	GE Healthcare Philips Medtronic	Standalone apps or digital tools that address gaps in health plans	Eli Lilly Novo Nordisk J&J
Start-Up	Butterfly Carbon Health Forward	Eli Lilly Novo Nordisk J&J	Capital Rx Ailynix insitro

Providers

Payers

Industry Associations

CHIME College of Healthcare Information Management Executives

hlth.

AMA American Medical Association

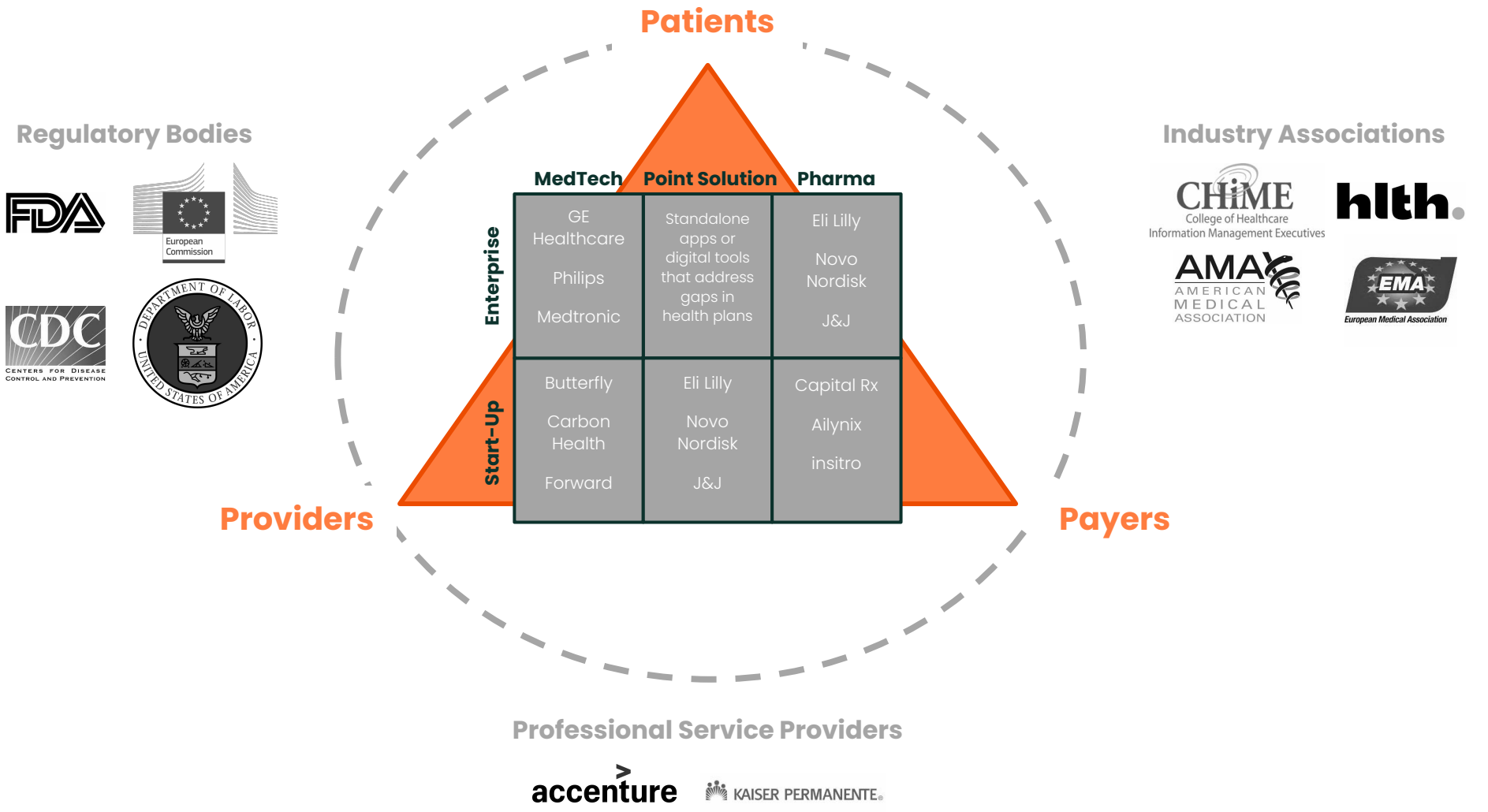
EMA European Medical Association

Professional Service Providers

accenture

KAISER PERMANENTE

The American Healthcare Ecosystem



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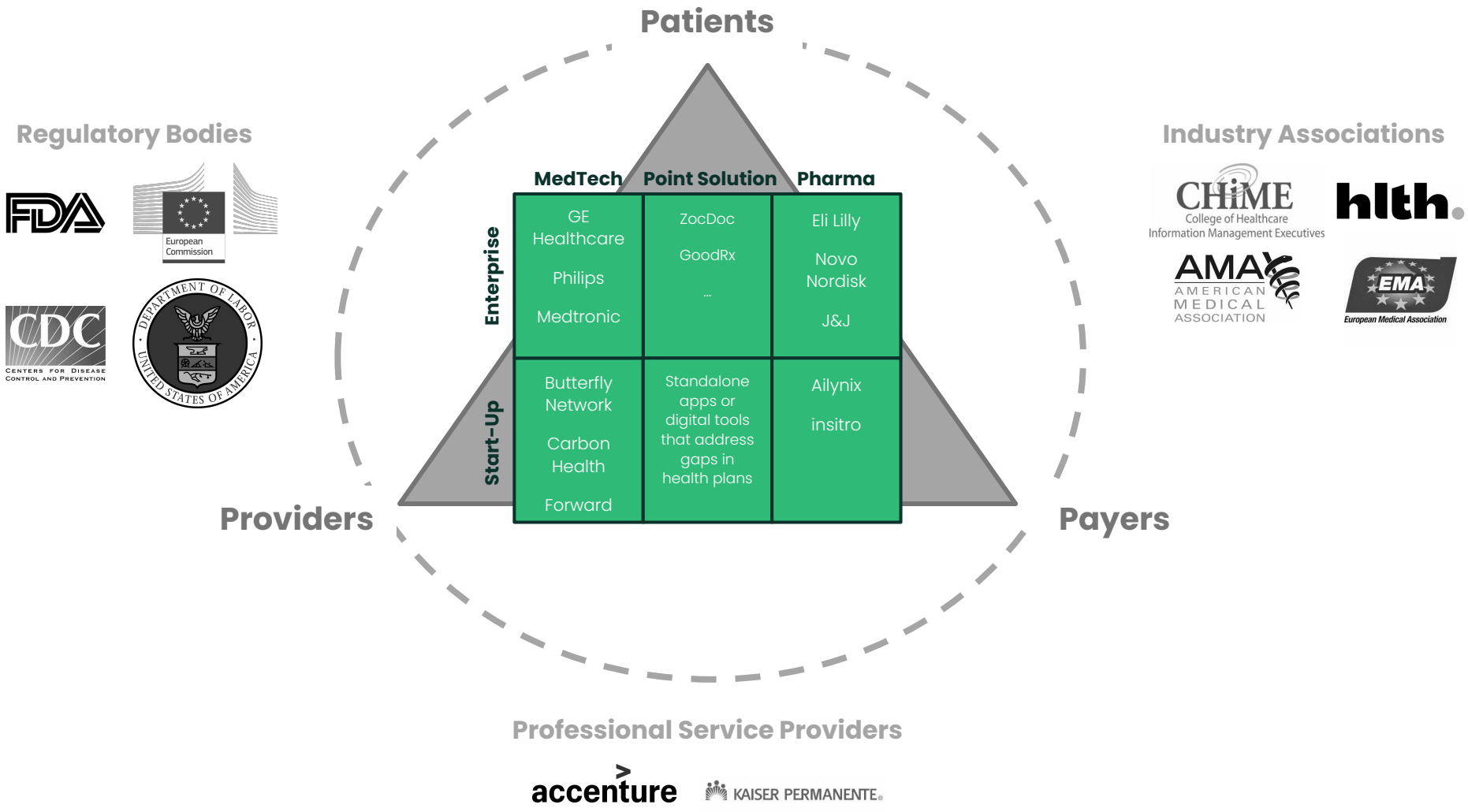
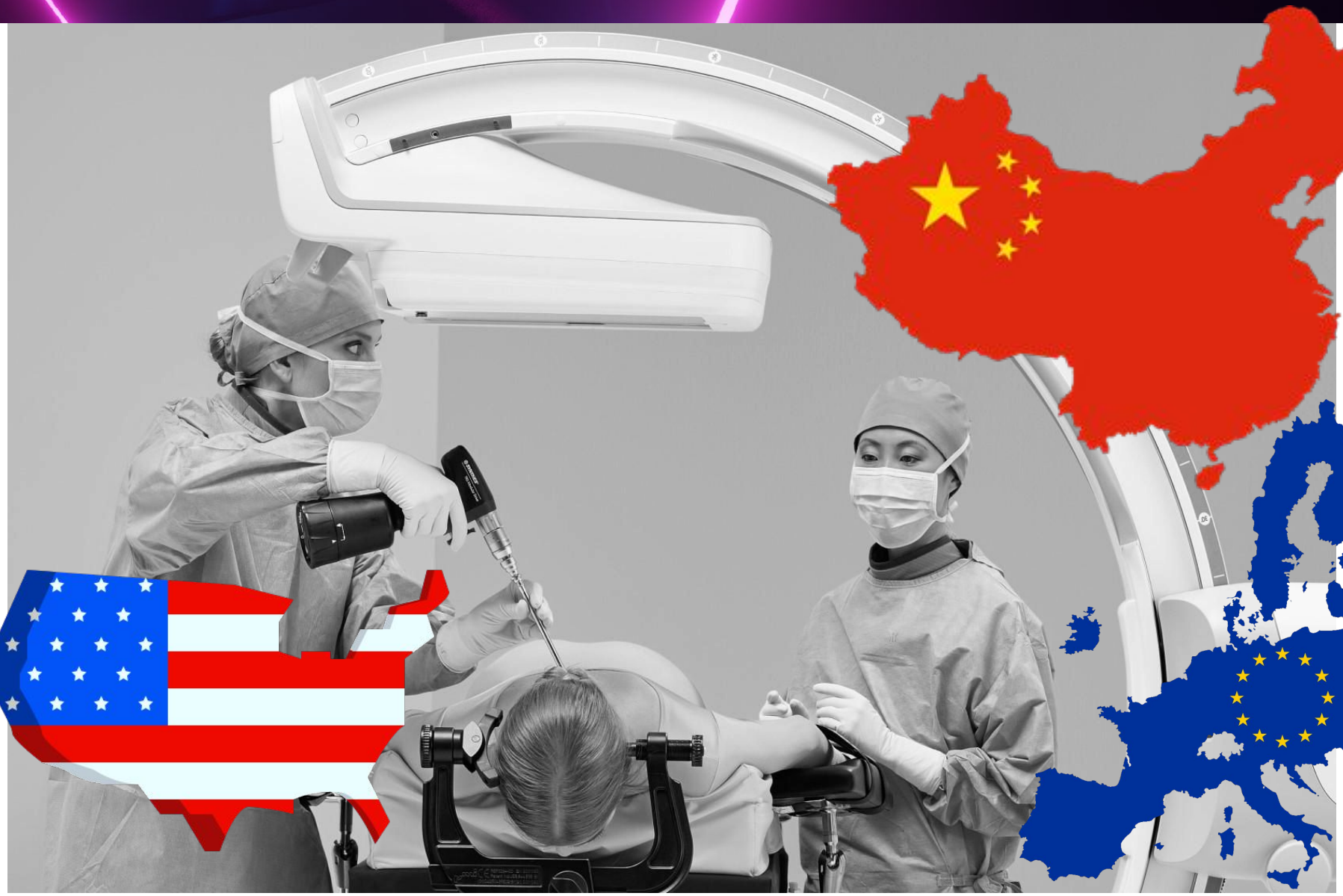


Use case: Mobile Surgical Imaging

- Real-time data processing
- Built with legacy in mind
- Expected to Operate “Indefinitely”
- Operational Resiliency



Use case: Mobile Surgical Imaging

Opportunity Identified

6 – 12 months

Phase 1: Prepare

- Discover the end solution requirements

6 – 12 months

Phase 2: Deploy

- Continue to test and harden the final runtime stack

2 – 6 months

Phase 3: Control

- Finalize the end solution and agree to final opportunity terms

Validated Design

2 - 7 years

Phase 4: Support

- Continuously validate the designs (new patches and updates)

2022: POC and Risk Retirement

2024: Development

2025: Hardening

2026 & 2027: Commercialization

Mobile Surgical Imaging

2022 – 2025: Development

Regulatory Delays - 1-3 years

2026 - 2027: Commercialization

2030 – 2032: Retirement

2040: LTSS

Paradox 1: Technology

Technology: Healthcare is both **incredibly high tech** with implanted medical devices keeping people alive, and also about **three decades behind** in terms of technological advancement.

75% of all medical communication is still transmitted by fax

70% of providers use legacy systems. The average organization has almost 1,000 unique applications in use

The health care sector employs about 14% of the US working population

Paradox 2: Regulation

Regulation: Healthcare needs to be **highly individualized**, to the genetic level, while also maintain **strict standards** and best practices identified on an industry level.

64%

Increase in regulations for device manufacturers since 2015

$31M

Average total cost for participants to bring a 510k product from concept to clearance ($24M spent on FDA-related activities)

3 years

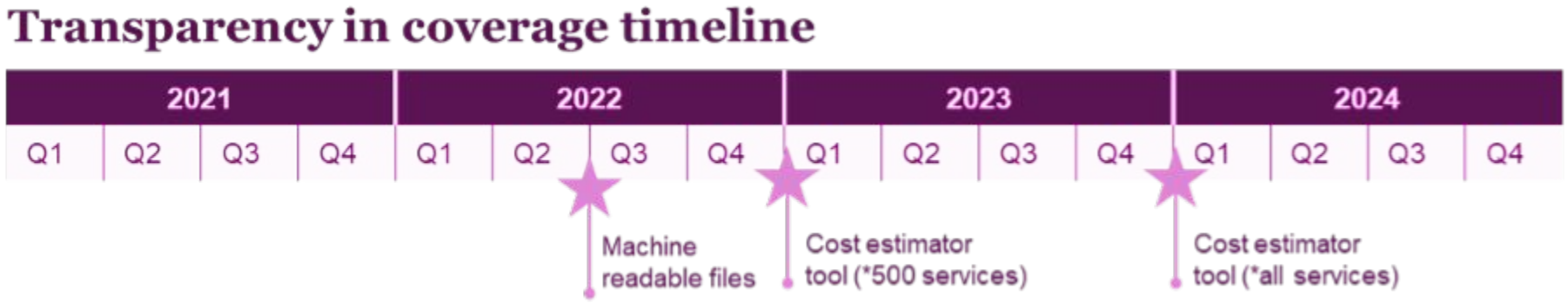
Time spent on regulatory approvals to market devices globally

Paradox 3: Data

Data: Healthcare data needs to be **highly secure** and with restricted access controls put in place, but if a patient asks for their data, they need to have **immediate access** and transferability.

1 in 4

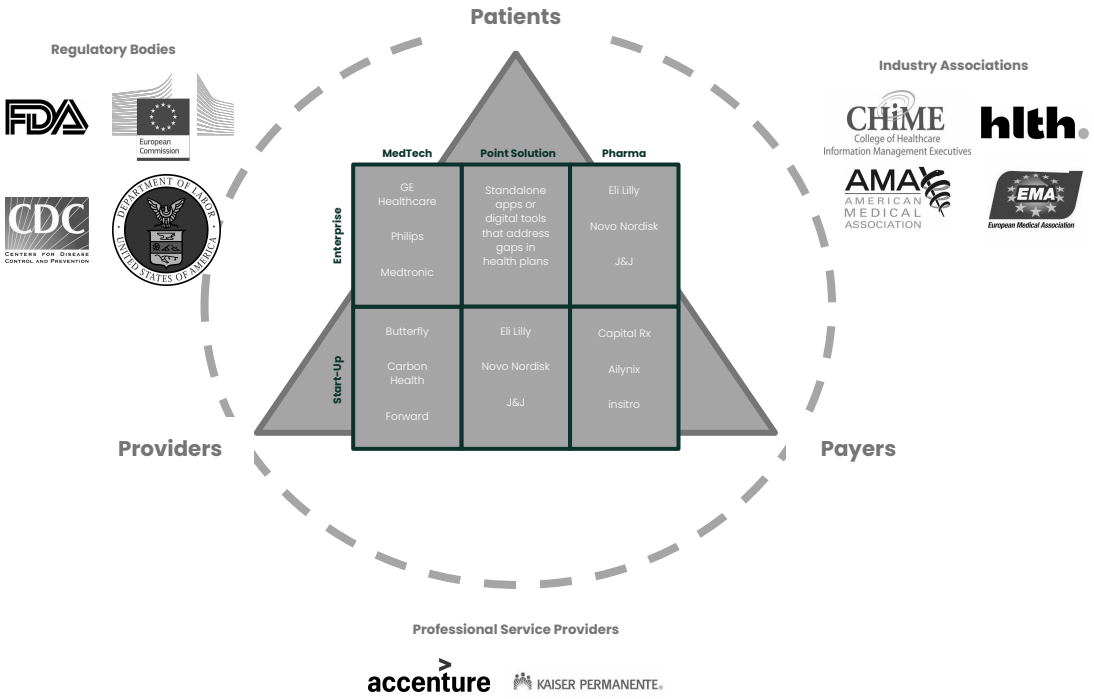
Consumers have their healthcare data stolen



Solution: Coopetition

1. Understand

The market and assess the go to market strategy



2. Cooperate Regionally

Form strategic partnerships, engage with professional organizations, leverage channel partners

3. Compete Globally

Continue to build trust and credibility through continuous innovation

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