

# Orange, driving force of e-Health

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# 2 major markets addressed by Orange



## medical services



- all medical and medical related activities
- services to patients
- services and systems for professionals and establishments

- € 153bn market in France
- € 450bn in Europe (orange footprint)

### key trends:

- lack of medical resources and expertise
- cost containment efforts
- increasing health consciousness and prevention
- rise of chronic diseases (7.5 M patients in France only)

## services to elderly and disabled



- at home services
- in establishments / home retirement services

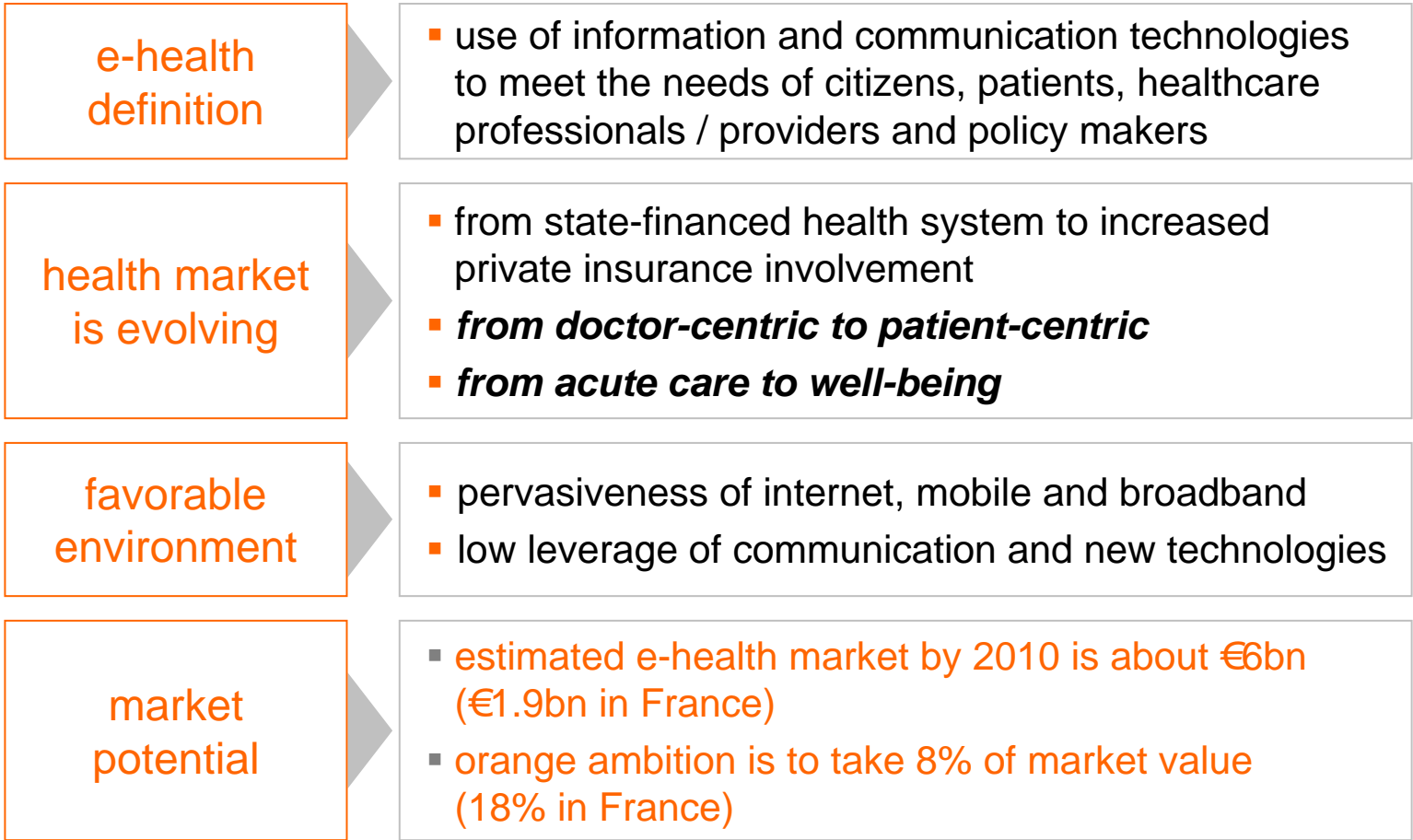
- € 18bn market in France
- ~€ 50bn in Europe (orange footprint)

### key trends:

- ageing population and increasing dependent people (9% over 75 years in 2010)
- people willing to stay at home as long as possible



# e-health: definition & market background



the **growth in e-health** is now the fastest of any sector and estimated to approach **15% and 20% per year for the next 5 years**

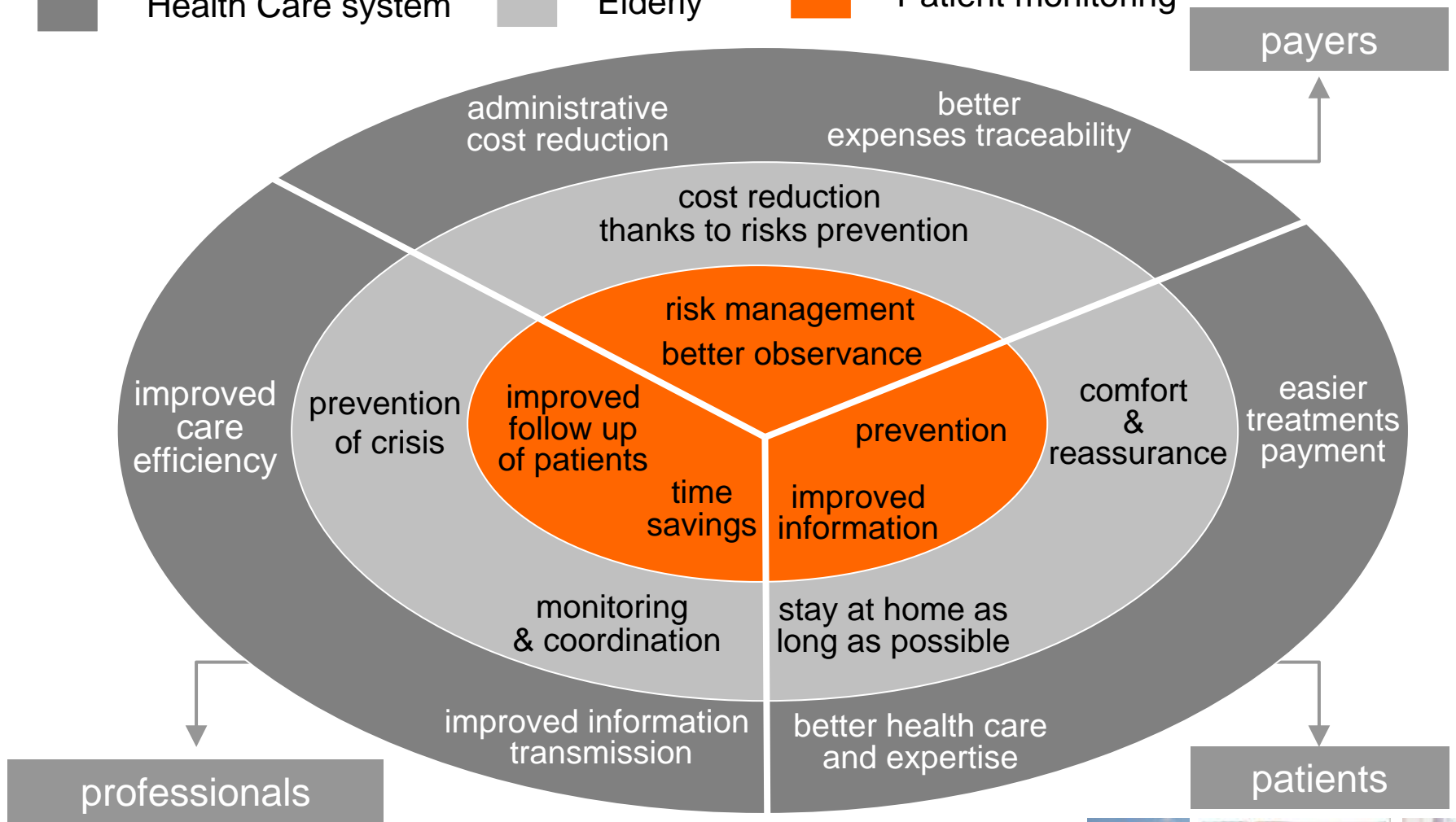




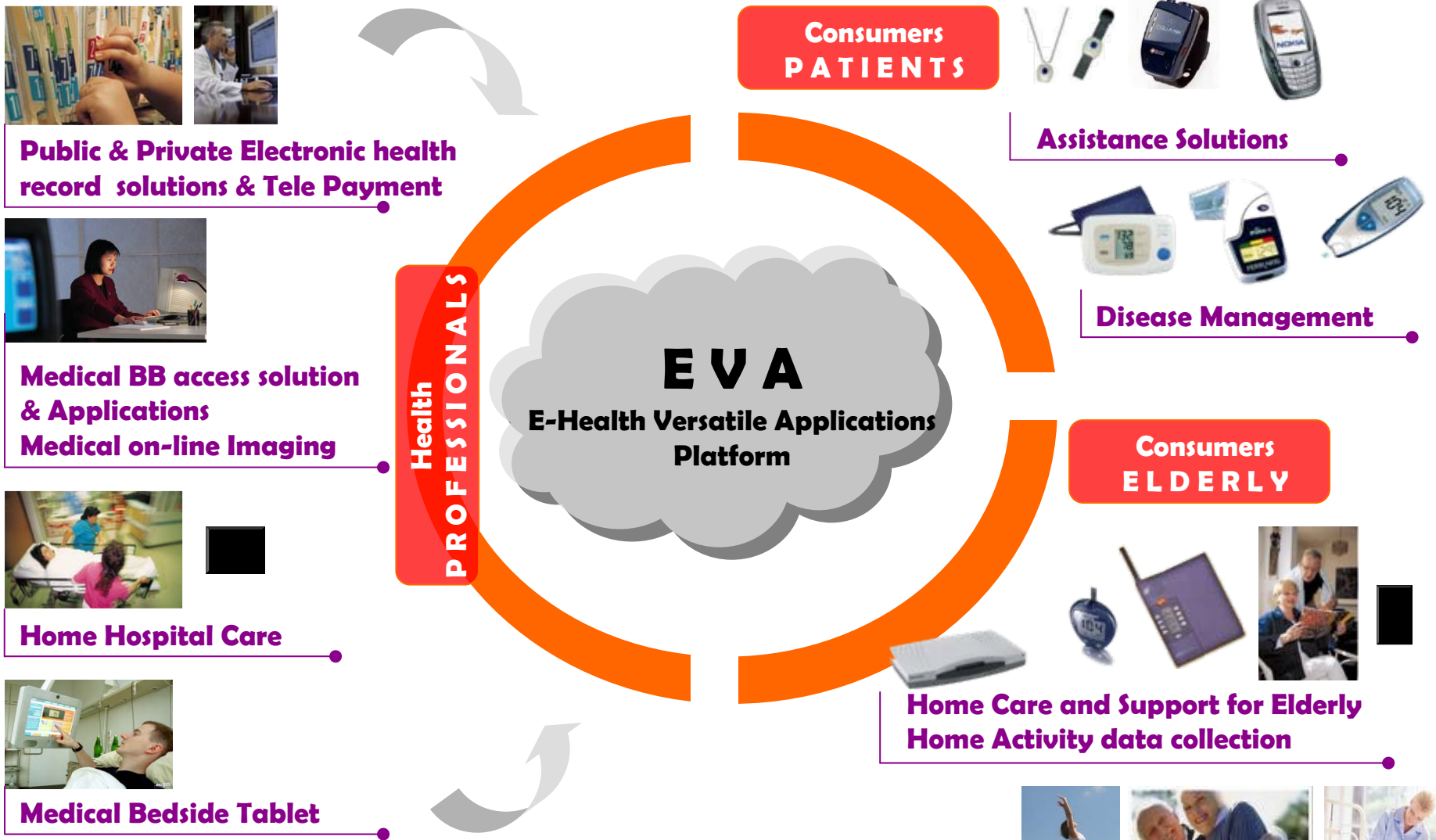
# information and communication technologies bring benefits to all players



Health Care system
  Elderly
  Patient monitoring



# Orange Strategy : a range of interoperable products, supported by a global E-health Versatile Application Platform



# Orange has a unique blend of assets in health sector :



## Trust & reliability

- **trust** as a Telecom & Services Provider
- **reliable** communications and terminal offering
- **brand congruence**

## Health ecosystem connections & understanding

- **dedicated R&D** health lab with 100 staff
- **nearly 30 existing pilots** and experimentations with health players
- **important sales force** targeting the different segments of the complex health ecosystem
- **leading position** in the french health professional electronic exchanges

## In an extremely fragmented ecosystem

- **capacity to federate** all players
- **ahead of most competitors** which are still in experimental mode, mainly centred on one country



# Example of services

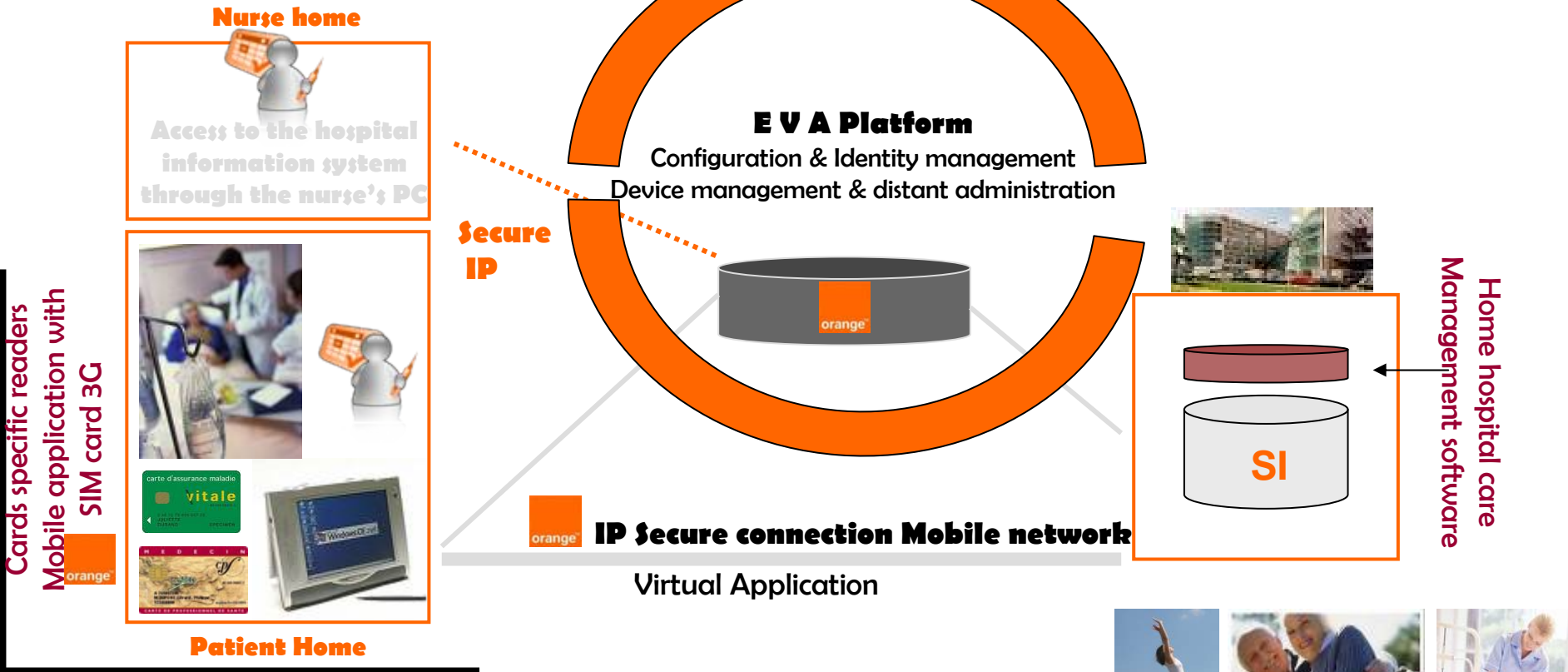


# Home Hospital Care– Solution for Health Professionals



## The solution includes:

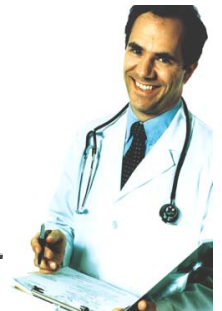
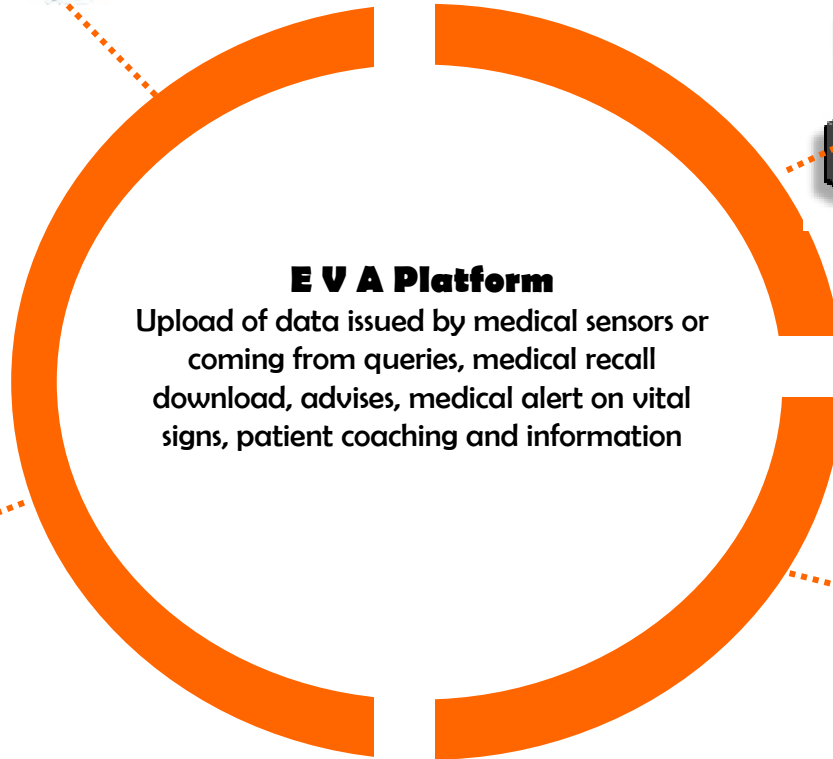
- ✓ The devices (PC tablets) located at patient's home, include special card readers/ SIM card,
- ✓ Network mobile edge access or 3G used for the data collection and transmission to the hospital information system specialized in Home hospital care,
- ✓ Identity, security, transmission protocols through EVA platform,
- ✓ Device management and administration.



# Chronic Disease Remote Management



Blue tooth



Call center



# Home Care and support for Elderly – Solution for Elderly

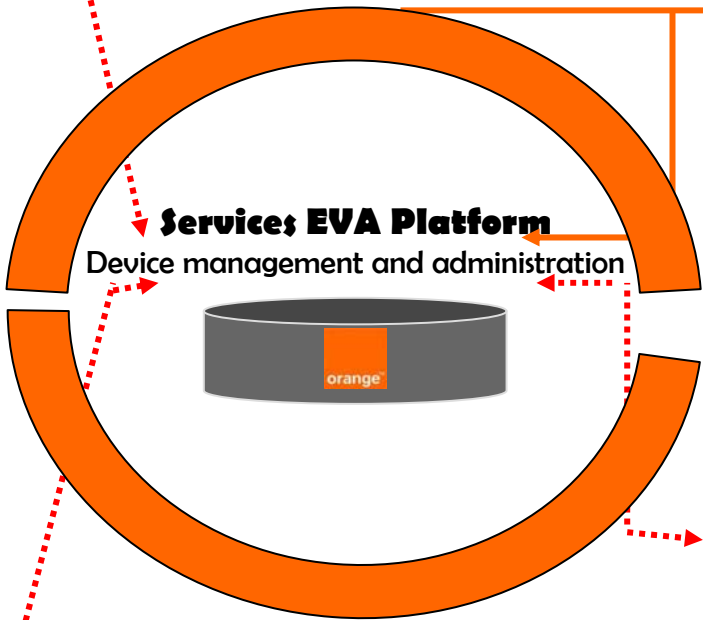


**Added services**

**Disease Management**

**Assistance tools**

**Private family space**  
Send pictures & personal mails



**Home care services**  
Meal providers  
Nurses services ...

**Elderly's Home**

**Home Care Associations**



thanks





open