

# ~~HealthCare~~ / HealthCure – The Sickness Business

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# Prayer

*Gnanananda Mayam Devam  
Nirmala Spatika Kruthim  
Aadharam Sarva Vidyanam  
Hayagrivam Upasmahe*

I promise myself before the Lord, who is the personification of knowledge and Happiness, who is very pure, and who is the basis of all learning

*Saraswathi Namasthubyam,  
Varadey Kaamarupinee!  
Vidhyarambham Karishyami,  
Sidhir bhavathu mey sada*

Oh Goddess, Saraswathi, my humble salutations to you, who are the fulfiller of all my wishes. I start my studies with the request that thou will bestow Thy blessings on me.



# Agenda

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- Healthcare or Healthcure
- Transform Care
- Digitization

# Care or Cure?

- **“Care”** is serious attention or consideration applied to doing something correctly in order to avoid damage or risk.
- **“Cure”** is to help sick person become healthy again by relieving the symptoms of a disease or condition that made the person ill.
- **“Healthcare”** by definition should imply that necessary steps are taken to avoid damages to health and life. Is that happening?

Indicates that current system of healthcare is not care but health-cure business – the sickness business

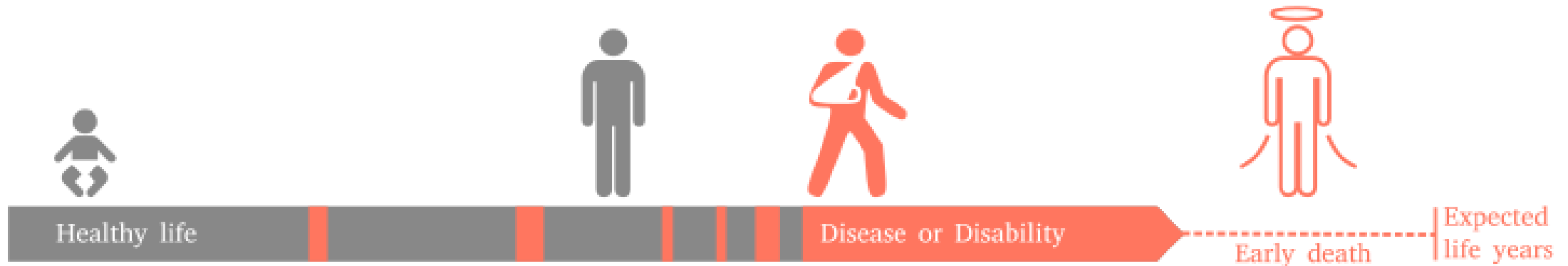
# Disability Adjusted Life Year

## DALY

Disability Adjusted Life Year is a measure of overall disease burden, expressed as the cumulative number of years lost due to ill-health, disability or early death

$$= \text{YLD} + \text{YLL}$$

Years Lived with Disability + Years of Life Lost



# Let us analyze this...

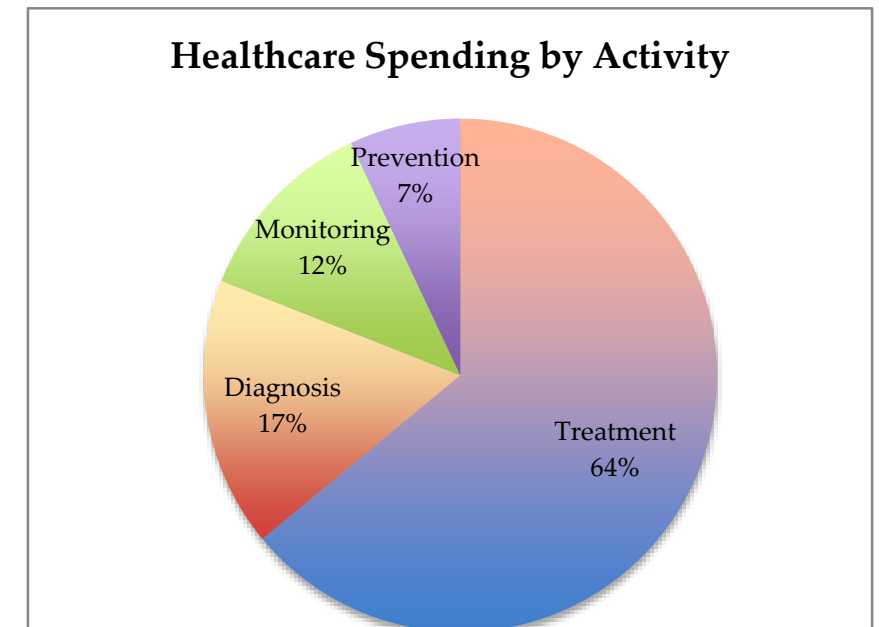
Year	Population (in Billion)*	Life Expectancy at the time of Birth (in Years)*	Total global expenditure for health (trillion USD)*	Years of life lost due to disability (DALYs) (in Millions)*	GDP Per Capita (in USD)*	Estimated Loss due to DALYs based on Value of Statistical Life (Study by Havard)
2000	6.08	66.4	2.96	1,382.80	\$5,448.7	
2012	7.08 (16.4% ↑)	70.5 (6.17%↑)	7.25 (145% ↑)	2,747.92 (106.8% ↑)	\$10,498.5	<b>22.8 trillion in 2010</b> <b>43.4 trillion by 2030</b>

\* Source: WHO

1. Quality of Life is suffering: Life expectancy has gone up by 4.1 years but years lost in disability have doubled.
2. If the spending the has increased by 145%, why DALYs is not coming down?
3. Where the spending is happening and why it is not effective in reducing DALYs?
4. Is today's healthcare system fundamentally flawed?

# Yes, Today's Healthcare System is fundamentally flawed. Here is why?

- Primarily Focuses on Cure...
- Encourages to get sick to get cured...
- Healthcare revenue model is based on the level of sickness.
- Level of sickness is due to leading an unhealthy lifestyle. Importantly, unhealthy life puts additional burden on dependent's life.
- Polluting Environment: Biomedical waste, toxins and plastic dumping is an ongoing challenge and it does affect our environment.
- Doctors, Hospitals, Clinics and specialists are blamed or sued when misdiagnosis happens as they have to deal with life and death situation every moment thus increasing the Liability of care...
- In year 2012, 93% of healthcare spending happened for “Cure” as per Frost & Sullivan Report. Very little emphasis is on “Prevention” and left to individuals to take care.
- **Honestly, you don't have control over your health and depend on others to keep you hale and healthy!!!**





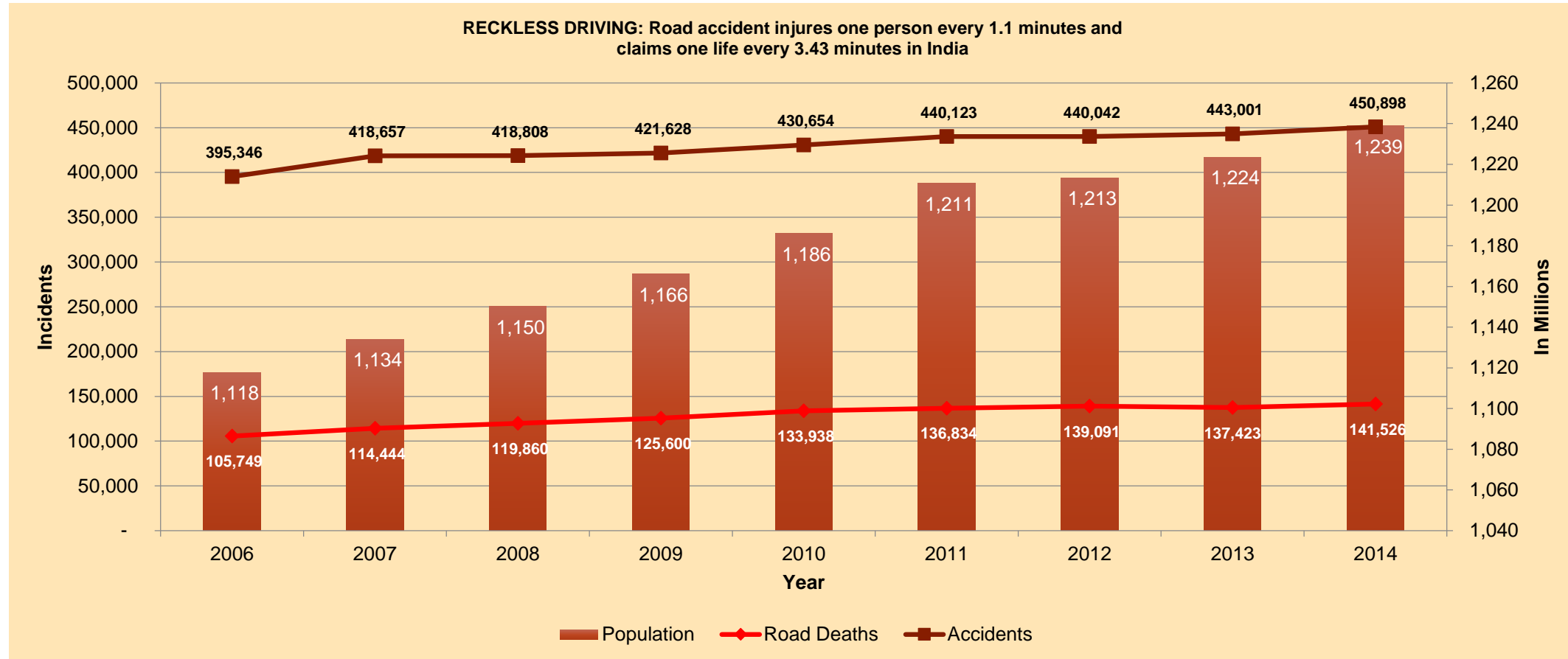
## Let us think now... What we would do in these Scenarios?

- Car Engine Oil is blinking on dashboard
- Tire pressure indicator is prompting on dashboard
- Diesel Generator is up for maintenance...

For 5 Lakh - one crore vehicle, we take ultimate care... What about your own health?

We know that PREVENTION IS BETTER THAN CURE...

# Where care is put in back seat – Road Accidents?



We make the choice: **Rs. 1,500 helmet** or **15 Lakh Surgery** to recover from Traumatic Brain & Spine injuries

# AIR, WATER & NOISE POLLUTION

- Polluted environment invites disease-causing agents to our home.
- Diarrhoea, Dengue, Malaria and many communicable diseases are caused by polluted environment.
- Open defecation is one of prime reasons for increasing disease-causing agents.
- All of nature's gifts (clean air, clear water and a serene environment) are challenged and distributed because of our greed, to own everything that we have access too.
- Successfully, we have deforested most of the earth and paying a price of climate change due to greenhouse gas effects.
- Government has taken many steps, such as 'Swacch Bharat' campaign, to promote clean and healthy environment. But still, the individual behavior has not changed.



***Are we going to keep “Swacch Bharat” a fashion statement or truly act on it?***

# Transform from Health-Cure to HealthCare.

- Care is about Prevention and promoting to being Well.
- *Prevention is always better than Cure, and it is inexpensive.*
- IF YOU CAN PREVENT, WHY GO FOR CURE!!!
- Promote Wellness... Promote Good Health...
- Encourage to lead life without diseases...
- Spend on activities, good food, products and solutions that helps you to keep healthy and facilitates to keep a tab on your health.
- Together, we can reduce disease burden by monitoring your health regularly to ensure all you health parameters are in range.

# How digitization helps to transform care?

**If you can't measure it, you can't improve it. - *Peter Drucker***

- Regular health trend monitoring helps you to:
  - identify the indications of silent killers like Hypertension, Diabetes,... well before time
  - keep your chronic conditions in check.
  - identify the right diet and lifestyle based on your health conditions
  - lead a healthy and happy life.



## The Competition and required Solution...

- Create a wireless, consumer-friendly medical device that can guide decisions about personal health and care.
- Offer the first reliable and understandable diagnosis of 15 common health conditions plus real-time monitoring of five key vital signs.
- Provide early detection of disease states and medical emergencies that are legitimate while reducing unnecessary E.R. visits and readmissions.
- Address the urgent need to improve consumer access to quality healthcare information.

# Recognition: Global Competition

AMI is one of the top 7 finalists  
(Only one from India)

Whittled down from a starting field of about 300+ entrants



Winner to be announced by end of 2016

# AMI's role in Digitization to transform care

## AMI's Healthcare Innovations: Medical Grade Portables & Wearables

*“A new wave of wearable computing devices that detect and monitor serious diseases is moving from the laboratory to the market, potentially transforming the treatment of conditions ranging from epilepsy to diabetes and creating business opportunities estimated to be worth tens of billions of dollars.” – Source: [reuters.com](http://reuters.com)*



AMI B.O.L.T Wireless Vitals Monitor & Accessories (NiBP, IRT, SPO2 and Gluchobin)



AMI Chest ECG



AMI Spirometer



AMI VitalsFit



AMI BMI Monitor

AMI Healthcare devices are compatible with :





# Remote Patient Care with AMI Healthcare Devices

Consumer uses AMI B.O.L.T at



AMI B.O.L.T automatically measures vitals and sends to HIS via cloud/internet

HIS/EMR generates alerts when the patient needs immediate attention and the healthcare worker is notified for critical care.



Doctor/Specialists responds to the alerts to provide immediate care

# Benefits of our Innovation...



- Prevent chronic & life style diseases
- Helps to lead a Healthy Life
- Live the life to fullest with no compromises made

# Accomplishments

- **DESIGNED, ENGINEERED, MANUFACTURED, SUPPORTED FROM INDIA**
- 15+ patents applied
- AMI B.O.L.T™ & AMI VitalsFit™ are registered Trademarks of AMI
- AMI B.O.L.TTM Product tested for required compliance regulations for CE (European Standard) and is CE Approved.
- FCC Certified
- Healthcare devices are validated by laboratories certified and accredited by National Accreditation Board for Testing and Calibration Laboratories (NABL)
- Ministry of Science and Technology, Department of Scientific and Industrial Research (DSIR) has registered and recognized AMI Healthcare Unit.
- **Production & Manufacturing: FDA approved facility**
- Product developed to meet compliance requirements for FDA. All safety and requirement measures are taken care. Currently in process for FDA Certification.

# Takeaway's

- Remember Garbage In... Garbage Out... Choose your diet wisely...
- Prevention is always better than Cure... Saves you from disease burden and limits your out-of-pocket expenses on healthcare.
- Do preventive and master health check-ups/screening to know the state of your health at regular intervals.
- Use Healthcare monitoring devices like the ones of AMI for health-trend monitoring and to keep a tab on your health.

BE HEALTHY, STAY HAPPY

**Thank you**

*Please Contact AMI for more information*

**Questions / Feedbacks ?**

*Please Contact AMI for more information*