

USE OF TELEMEDICINE TO ENSURE MEDICAL CARE FOR PEOPLE IN RURAL AREAS

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SUSTAINABLE BUSINESS MODELS FOR EHEALTH APPLICATIONS IN THE HEALTHCARE SITE “AT HOME”

Second International eHealth Conference (SIeHC) 2011:
eHealth and the Road to Millennium Development Goals

International Islamic University, Islamabad (Pakistan)

January 22-23, 2011

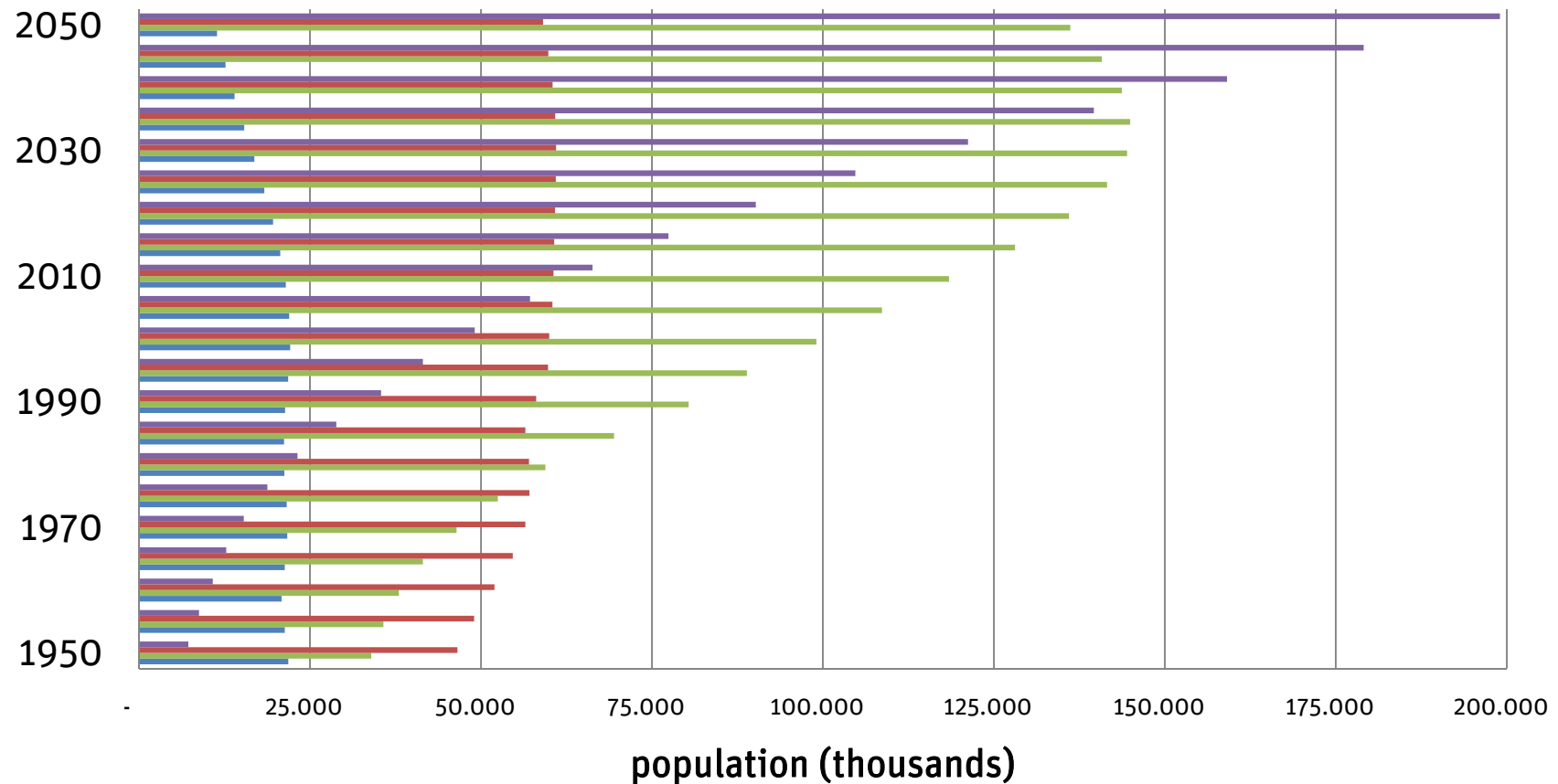
Ralf Lindert – InWIS GmbH

INWIS – Institute for Housing, Real Estate, Urban and Regional Development at the EBZ Business School and the Ruhr University Bochum

- Non profit research and knowledge transfer institute at the EBZ Business School Bochum
- Affiliated institute at the Ruhr University Bochum and EBZ Business School
- interdisciplinary basic research of housing, real estate, urban and regional science topics
- Building and maintaining of home and real estate research tools
- Transfer of research results into practice and practical requirements to science
- Applied research and consultancy, 5 service areas:



Development of Urban and Rural Population: A Comparison between Pakistan & Germany



- Urban population (Pakistan)
- Rural population (Pakistan)
- Urban population (Germany)
- Rural population (Germany)

United Nations (2010): <http://esa.un.org/wup2009/unup/index.asp>

Towards an „Ageing Society“

The Importance of Elderly in Pakistan & Germany

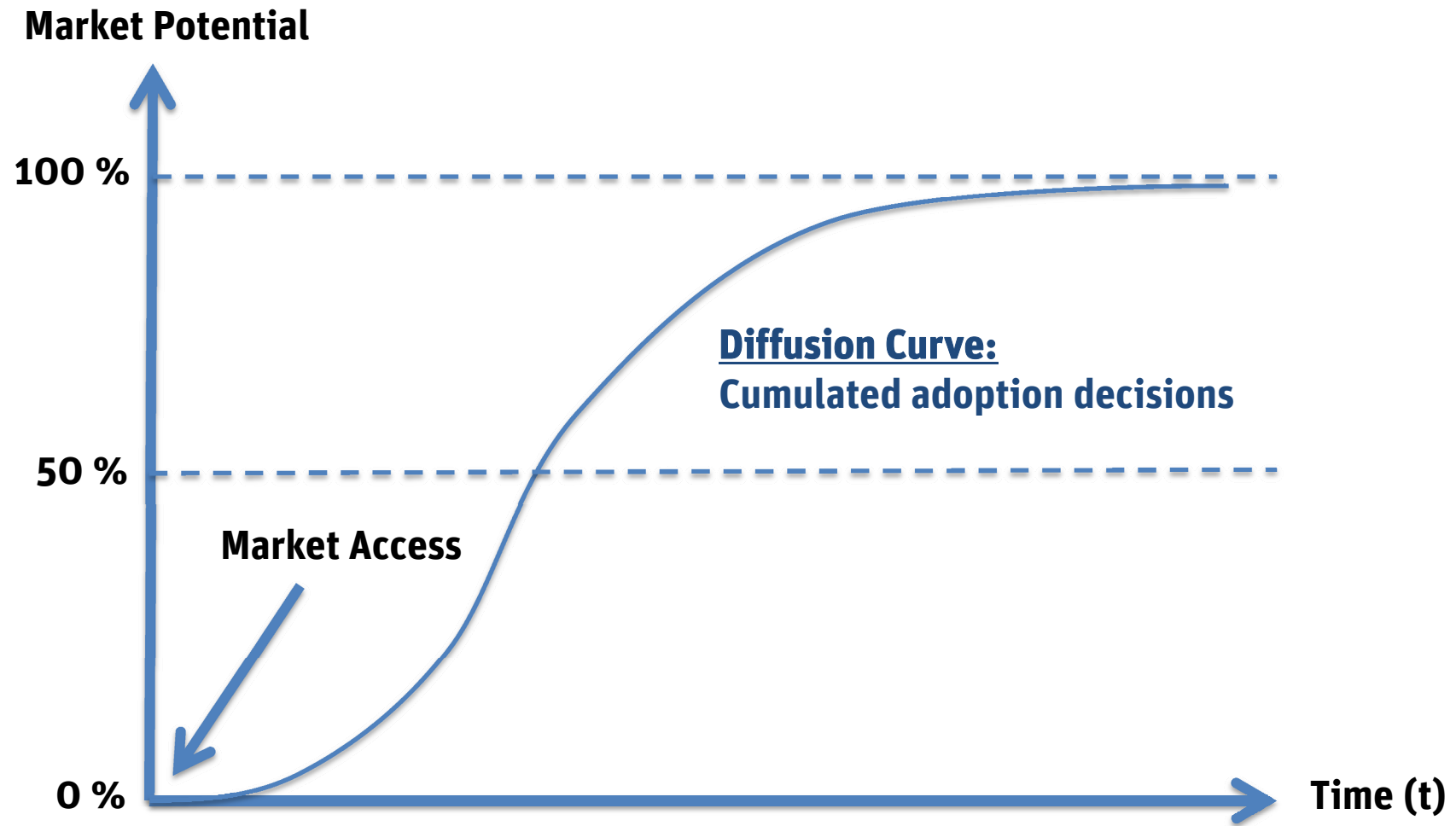
- UN-calculations for South-Central Asia certify Pakistan an increase in population in rural regions from approx. 30.5 million (1950) to almost 103 million (2005). Forecasts indicate a further growth to up to 145 million expected in 2035 and since then a decline to 136 million by 2050.
- For Germany during the same period a decline of rural population is predicted from 22 million to 11.5 million.
 - A German phrase: The Germans become „older, less and more brightly“
 - The Pakistanis become older and even more...
- The "Demographic Change" for Pakistan is a challenge, but as well a great opportunity. Medical and technological advances (e.g. eHealth) contribute significantly to this development.

Indicator	Germany	Pakistan
People aged 60+ (thousands)	11,000	21,000
Share of total population	6.1 %	25.7%
Average age	21	43.9

United Nations (2009): <http://www.un.org/esa/population/publications/WPA2009/WPA2009-report.pdf>

Market Access of Innovative eHealth Applications

Challenges and Opportunities

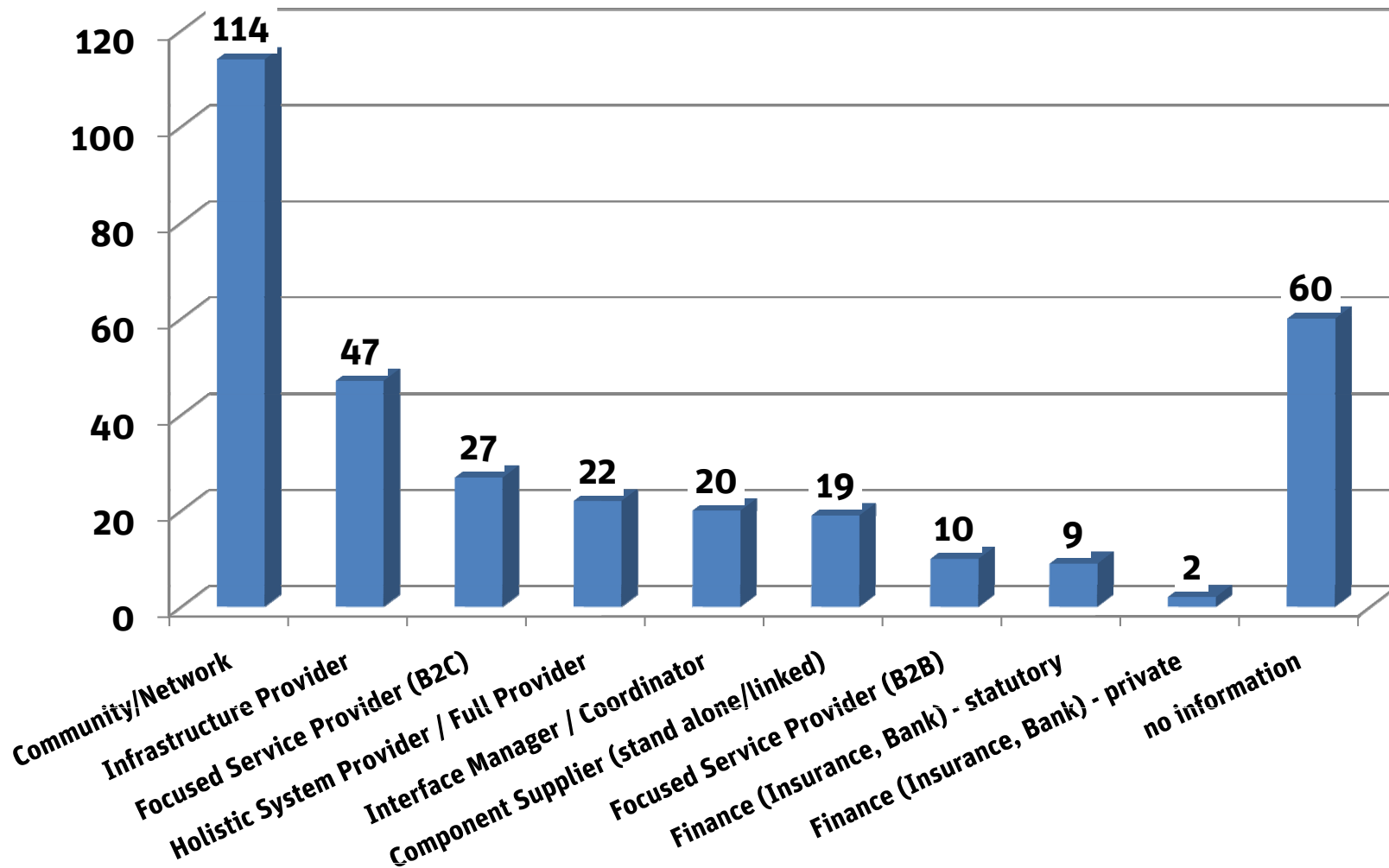


Research Agenda:

Target, Approach & Actual Procedure

- **Target:**
Identification of the currently establishing business models in the eHealth-sector.
- **Empirical Approach:**
a qualitative and explorative analysis
- **Actual Procedure:**
An iterative multilevel-procedure for exploration and deduction was chosen in order to collect and analyze the data. Intermediate results were discussed at 4 regular focus group meetings during 2009.

Emerging Business Models within the Field eHealth



IAT (2011): E-Health@Home-Map. <http://www.iat.eu/ehealth/index.php>, as of 2011/01/03.

Outlook: Three Theses in the End

- For successful establishment and long-term market penetration of eHealth-applications a consistent approach from an economic perspective is required (“Thinking in business models”).
- To strengthen the medical care situation of an increasing number of people, especially in rural areas, the use of eHealth-technologies already in the short-term can mean a significant improvement of the health-care situation
- Development of adequate human resources (e.g. medical professionals) can only be successful in the medium- to long-term.

Thank You for Your Attention!



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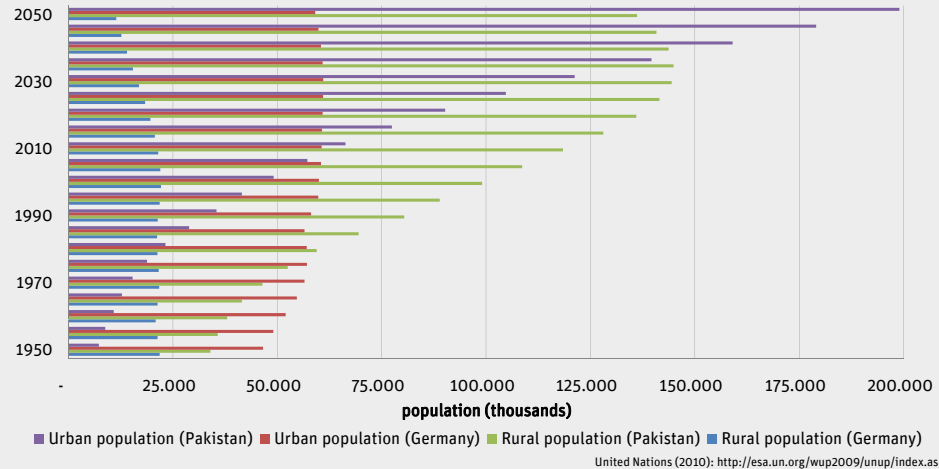
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Introduction/Background:

Development of Urban and Rural Population in Germany & Pakistan



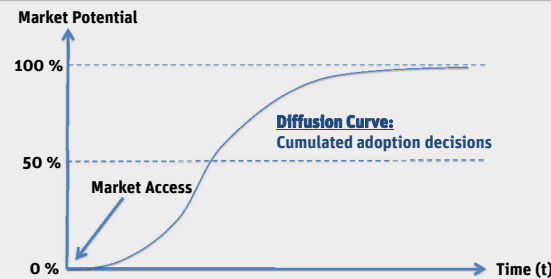
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Objective:

Development of viable business models for long-term and sustainable implementation of innovative eHealth-applications

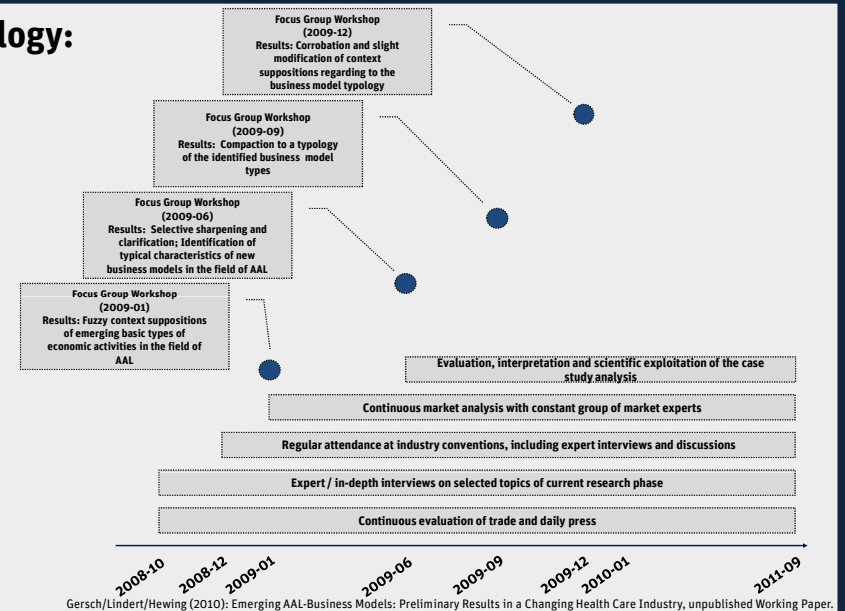
→ Utilization for a large number of people



Contact:

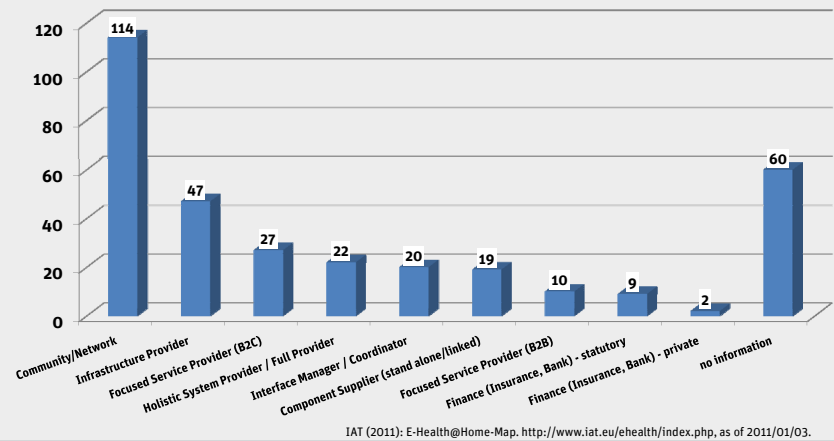
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Methodology:



Result:

Identified eHealth Business Models



Conclusion:

1. For a successful establishment and long-term market penetration of eHealth-applications a consistent approach from an economic perspective is required.
2. To strengthen the medical care of an increasing number of people – especially in rural areas – the use of eHealth-technologies already in the short-term can mean a significant improvement of the health-care situation.
3. The development of adequate human resources (e.g. medical professionals) can only be successful in the medium- to long-term.