

## Human Powered Health

Yelda Ulu Colin Managing Director | Turkey, Lebanon, Georgia, Azerbaijan, Iran, N.Cyprus

March | 2022

in \in\yeldaulucolin ≫ \YeldaUluColin A FUNDAMENTAL COOPERATION

 $\bigcirc$ 

## Health & Technology



### THE FUTURE HEALTHCARE A Sustainable Future Starts With Health

Health is the foundation for everything else. For people to thrive. To be empowered. To live the lives they want to live. It helps communities and economies to prosper and is vital to building better, healthier societies.

#### 20 M

The world will need almost 20 million additional health workers by 2030 to address these ongoing challenges.



\$16T

Global annual healthcare spending estimated at \$8.6 trillion in 2019...

... is projected to nearly double over the next 10 years to \$16 trillion in 2029

## OUR CHALLENGE

Looking ahead the world faces immense health threats – and major issues in confronting them

## 18-YR

difference in life expectancy between rich and poor countries

>70%

of all deaths can be attributed to chronic diseases

## 1 in 3

people lack access to essential healthcare products

1 in 3

people suffer from malnutrition

DEBT

and immense budget deficits limit funding for health

COVID-19

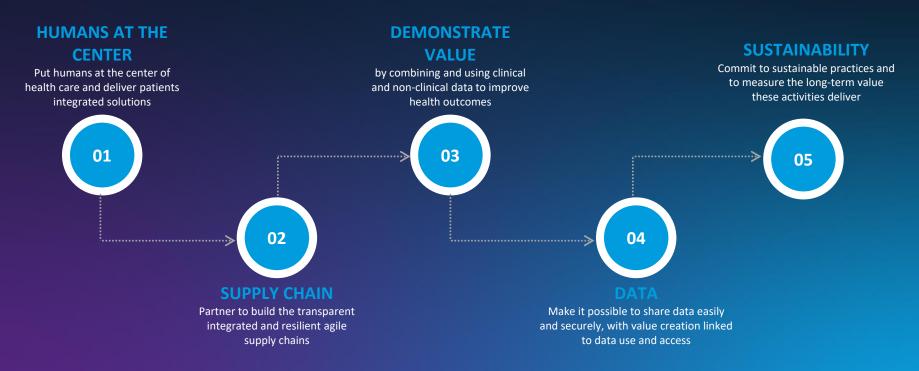
And other infectious diseases affecting every community

## The FUTURE HEALTHCARE The Needs on Global Health

**INVESTING IN DIGITAL INNOVATION RECRUITING, CULTIVATING AND** AND TRANSFORMATIONS **RETAINING HIGH TALENT** ADAPTATION TO CHANGING CONSUMER **ENSURING LEGAL COMPLIANCE AND NEEDS, DEMANDS AND EXPECTATIONS CYBER-SECURITY NEW SERVICE MODELS THAT IMPROVE HEALTH ACCESS AND AFFORDABILITY** 

**FINANCIAL SUSTAINABILITY** 

## 5 trends TO BE LEADERS IN THE FUTURE



https://www.ey.com/en\_gl/health-sciences-wellness/how-the-future-of-health-care-is-becoming-a-reality

## Rapid Response in the COVID-19 Pandemic



### 15<sup>th</sup> April Only around 1 month



**Rapid assays** to get results in 5 mins

*Molecular assays* for early diagnosis



Antibody assays to learn immune response

1 1 1

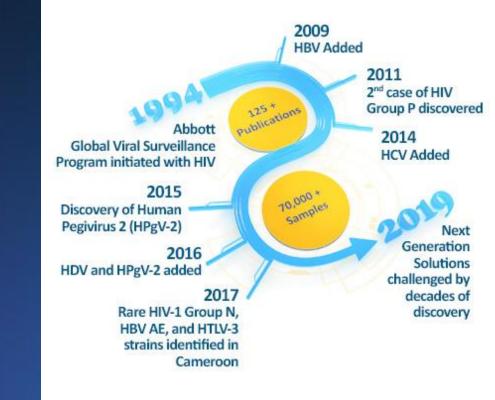
## A year of challenges

Players across the industry boosted data analytics capabilities to respond to ongoing shifts in healthcare needs, consumer behavior and the economy. <sup>1</sup>

The deployment of digital tools in clinical trials helped companies quickly test whether existing medicines worked against the new virus and enabled the rapid development of COVID-19 vaccines.<sup>1</sup>







1: PWC global top health industry issues 2021

## Market-leading positions in every business

#### CARDIOVASCULAR

- Remote heart-failure monitoring
- Stents
- Transcatheter mitral-valve repair
- Heart pumps (LVADs)

#### NEUROMODULATION

• Chronic-pain devices

#### NUTRITION

- Adult retail nutrition (Ensure and Glucerna)
- Pediatric U.S. nutrition (Similac and PediaSure)

### DIABETES CARE

- Continuous glucose monitoring
- Sensing technology for sports performance

#### DIAGNOSTICS

- COVID-19 testing
- Point-of-care testing
- Blood and plasma screening

#### MEDICINES

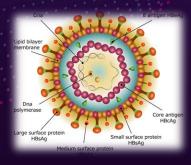
- Pancreatic enzyme deficiency treatment
- Progesterone hormone therapy
- Vertigo treatment

## New Generation Tests



HE4: Ovarian Cancer Biomarker with Better Specificity

### hbSaG Next Generation Test



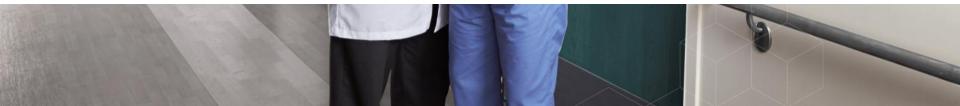
0.01







## Ainiq CDS KLINIK KARAR DESTEĞI



## AlinIQ cos

## Enhance healthcare management with CDS

CDS systems can be used to enhance healthcare management at various stages of the patient pathway, providing benefits such as:

#### **IMPROVEMENTS IN TEST ORDERING BEHAVIOR**

 ensuring only tests relevant to the diagnosis or management of the patient's condition are requested

#### DIAGNOSIS AND TREATMENT GUIDANCE

 using interpretation tools that consider relevant clinical experience and available guidelines

#### **REDUCTIONS IN COSTS**

- avoiding unnecessary testing and decrease process costs

#### **OPTIMIZATION OF PATIENT CODING**

 – enhancing International Classification of Diseases/ Diagnosis Related Group (ICD/DRG) coding to help ensure correct patient billing information and support clinical and management objectives



## Future of healthcare will be..



Digitized

Decentralized

## Democratized

## Abbott at a glance





## Human-Powered Health

#### MONITOR

OPTIMIZE CONTROL



## Human-Powered Health

#### MONITOR OPT MIZE CONTROL

Human will monitor its bio signals with more accurate & simultaneous ways

#### **Continuous glucose monitoring**

Providing accurate results faster and with greater convenience, so people can continuously monitor their glucose levels with minimal pain or disruption

#1 worldwide, with nearly 3 million users

#### FREESTYLE LIBRE

- Eliminates routine painful fingersticks
- Delivers unsurpassed 14-day accuracy and real-time glucose readings every minute
- Provides actionable insights for improved outcomes
- Affordable and accessible to millions of people worldwide
- Compatible with FreeStyle LibreLink and LibreLinkUp, smartphone apps that let people monitor their glucose without the use of a separate device, then share their data with caregivers remotely

#### LIBRE SENSE

 Collaboration with sports technology company Supersapiens allows athletes without diabetes to learn more about their glucose levels and the correlation between fueling and athletic performance

<u>.</u>	0 () 	
11	<b>0</b> +)	
	Â.	
		0
1		





## Human-Powered Health

#### MONITOR OPTIMIZE CONTROL

Human will optimize her needs and actions based on her personal data monitored

### CARDIOVASCULAR DEVICES Cardiac rhythm management & Heart failure

#### CONFIRM RX

World's first and only insertable cardiac monitor that is smartphone-compatible

#### CARDIAC RESYNCHRONIZATION DEVICES



Help the heart pump in a more coordinated way

#### **CARDIOMEMS HF SYSTEM**

Pulmonary-artery-pressure monitoring provides early detection of worsening heart failure

#### HEARTMATE 3 LEFT-VENTRICULAR ASSIST DEVICE

Mini heart pump for patients in advanced-stage heart failure is the first to use *Full MagLev* flow technology





## NEUROMODULATION DEVICES Chronic-pain and movementdisorder therapies

Global leader in chronic-pain solutions

#### UNIQUE PAIN-MANAGEMENT PORTFOLIO INCLUDES:

- Radiofrequency ablation
- BurstDR spinal-cord stimulation
- Dorsal-root-ganglion stimulation

#### INFINITY DEEP-BRAIN-STIMULATION (DBS) SYSTEM

Targeted patient-specific treatment to help address the symptoms of Parkinson's disease and essential tremor



## Traumatic Brain Injury mTBI test





## Human-Powered Health

#### MONITOR OPTIMIZE CONTROL

Human will control what needs to be done in personal level with the availability of his health data to her and to her caregivers.





# life. to the fullest.®



