

# Managing the Healthcare avalanche - The Challenge for Telehealth

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# The NHS Avalanche

- Drivers
  - Demographics
  - Demand & patient expectations
  - Disease
  - Political / Organisational

## The Wanless factor

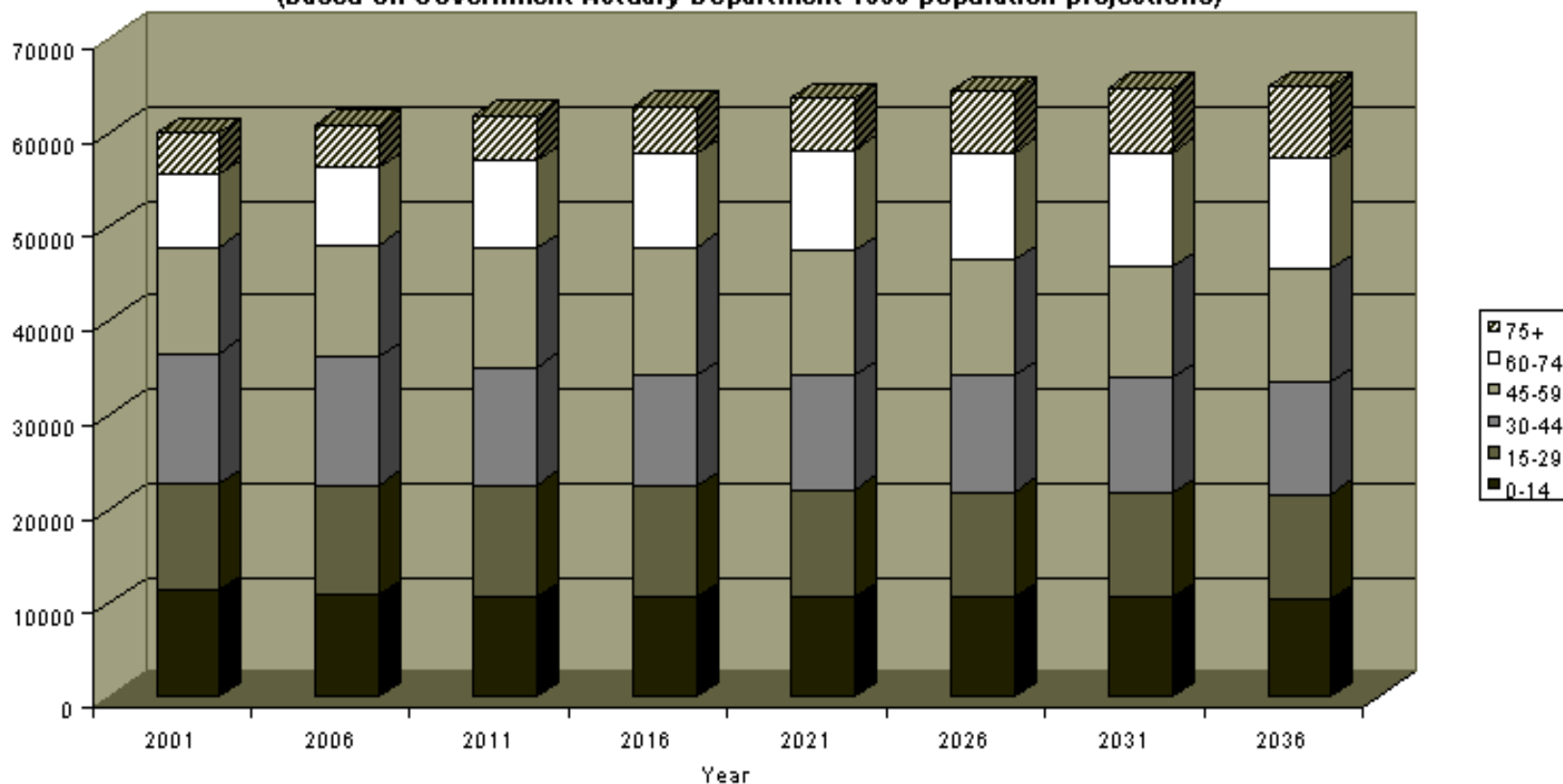
- Securing our Future Health (2002)
  - Taking a long term view
- Changing health needs of population
- Changing public expectations
- Managing price inflation
- Improving productivity

## Demographics

- Population
  - Carers / family
- NHS and Social care staff

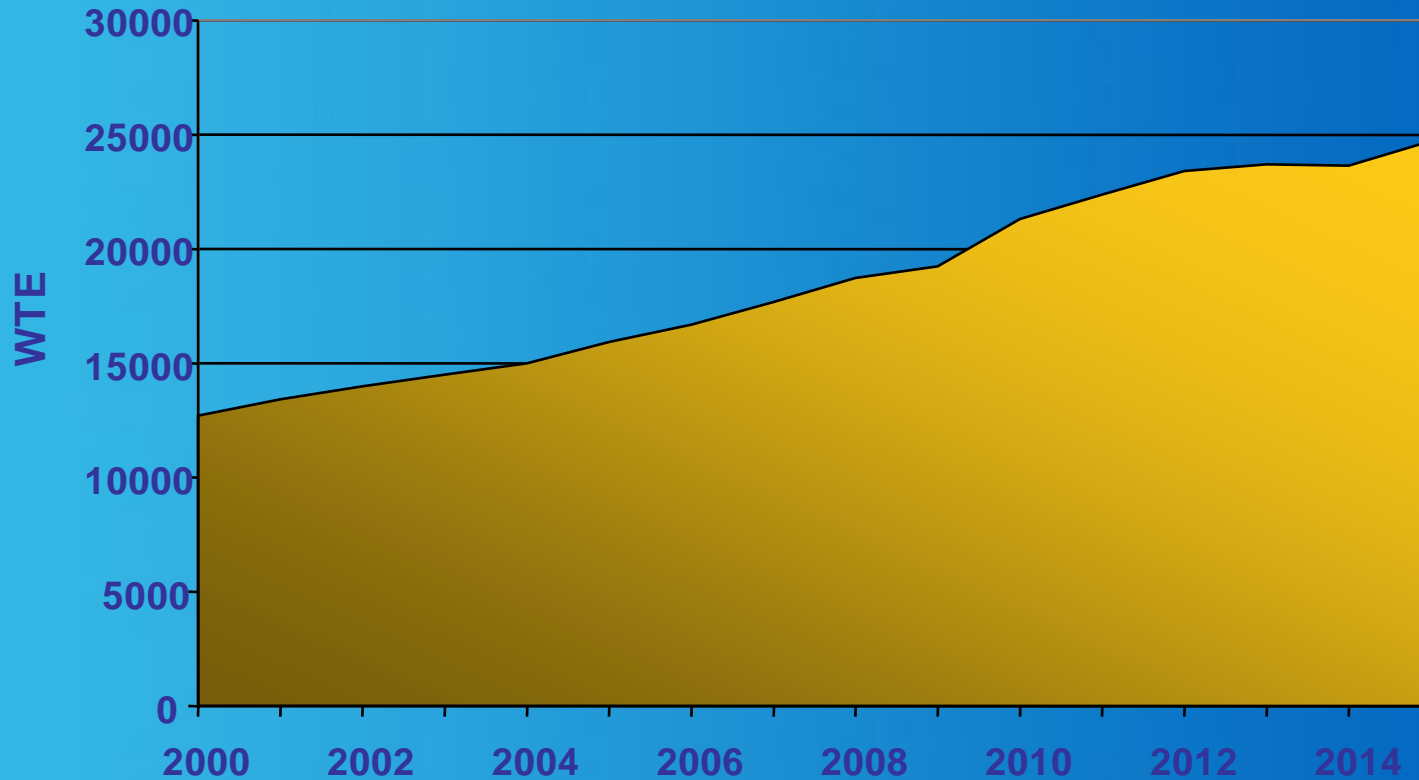
# UK demographics

**Figure 1: Forecast population growth**  
(based on Government Actuary Department 1998 population projections)



# Demographics – projected impact on nursing workforce retirements

Projected Annual Net Loss from Nursing workforce



## Demographic Impact

- More patients
- Fewer carers
- Need for Productivity growth
  - UK Community specialist nurse – 20/40 caseload
  - US Telenurse – 300 caseload

## Demand and patient expectations

- The 24 hour consumer
- No sign of reduction in demand
- New diseases / drugs
- A medicalised society
- The Information explosion

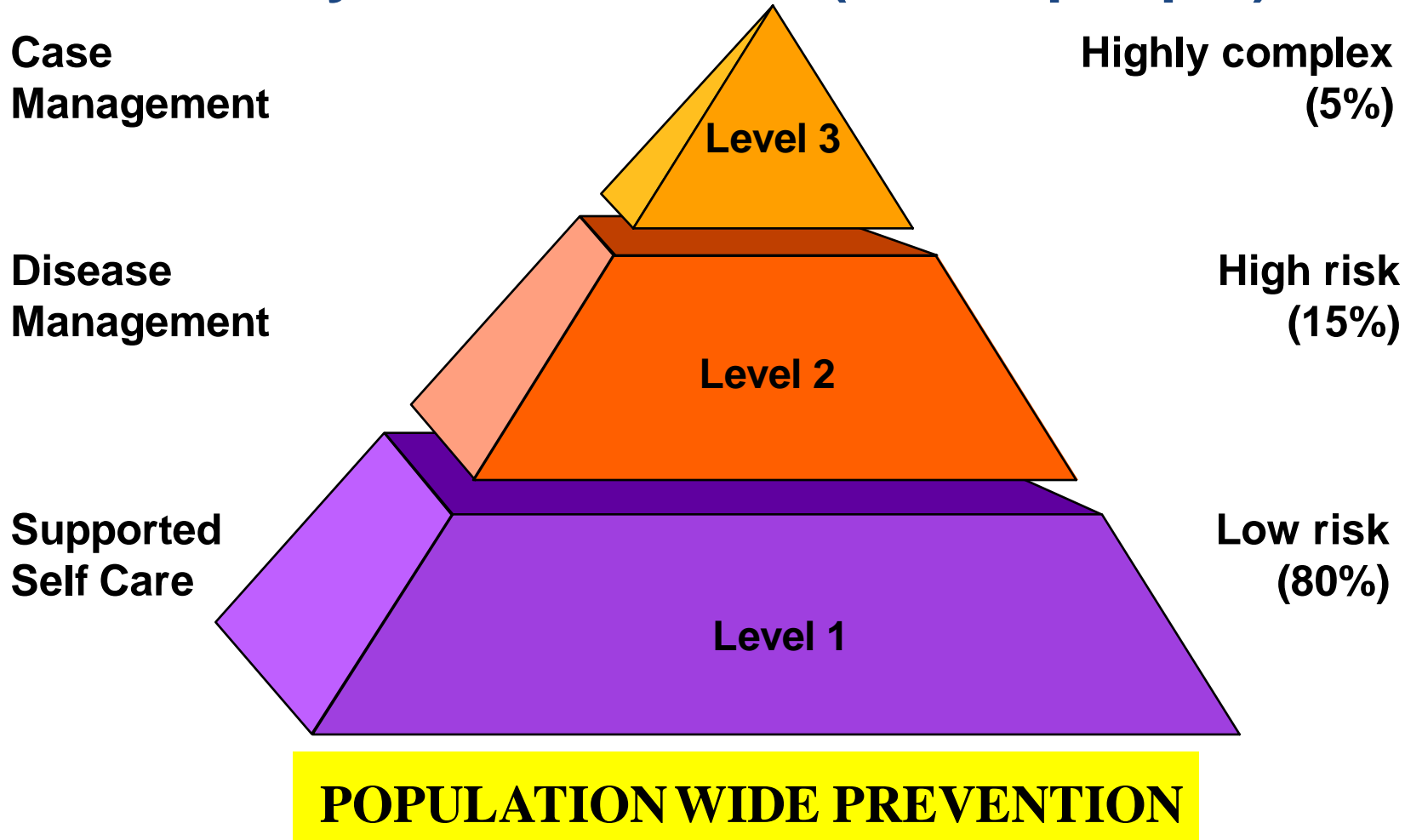
## The Information Explosion

- Google links
  - Sex 780m
  - Health 1270m
  - Diabetes 91m
  - Illness 66.5m
  - Obesity 30m

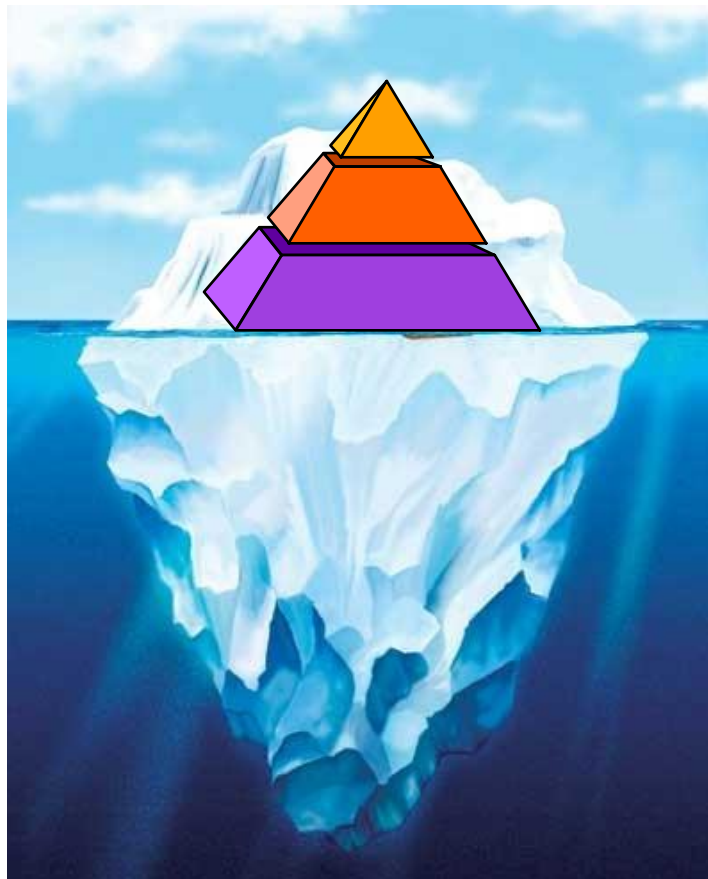
## The impact of ill health and disease

- The Obesity Mountain
- Diabetes
- Cardiovascular disease
- COPD
- Dementia

## The Pyramid of Doom (17.5m people)



We're here.



The general public

- Smoking
- Drinking
- Eating
- Sedentary
- Bad habits

**POPULATION WIDE PREVENTION**

## How to prevent / minimise these problems?

- The Challenge for telehealth
- The Expert consumer
  - Services supporting “wellness / health”  
Home based services ( Hub / Phone)
  - Mobile services
- Lifelong support?

## Need for new models of telehealth

- Service driven – not box shifters
- Purchasers – Commissioners / users?
- Motivational support is key
  - Birmingham OwnHealth
- Consider mass market or niche market
- Global forces
  - Growth challenges

## 21<sup>st</sup> Century telehealth

- Linked to web (records / Targeted information)
- Interactive
- Fun
- Based on Open technology (Continua?)
- Flexible
- Expandable
- Portable

We're here.

**NHS**  
Direct

# Innovation

