



DIGITALISATION TO ACHIEVE OUTCOME BASED MEDICINE AND VALUE BASED HEALTHCARE

KATA – THE DIGITAL THERAPEUTICS

Suisse MedTech Day

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OUTCOME BASED HEALTHCARE: HOW?

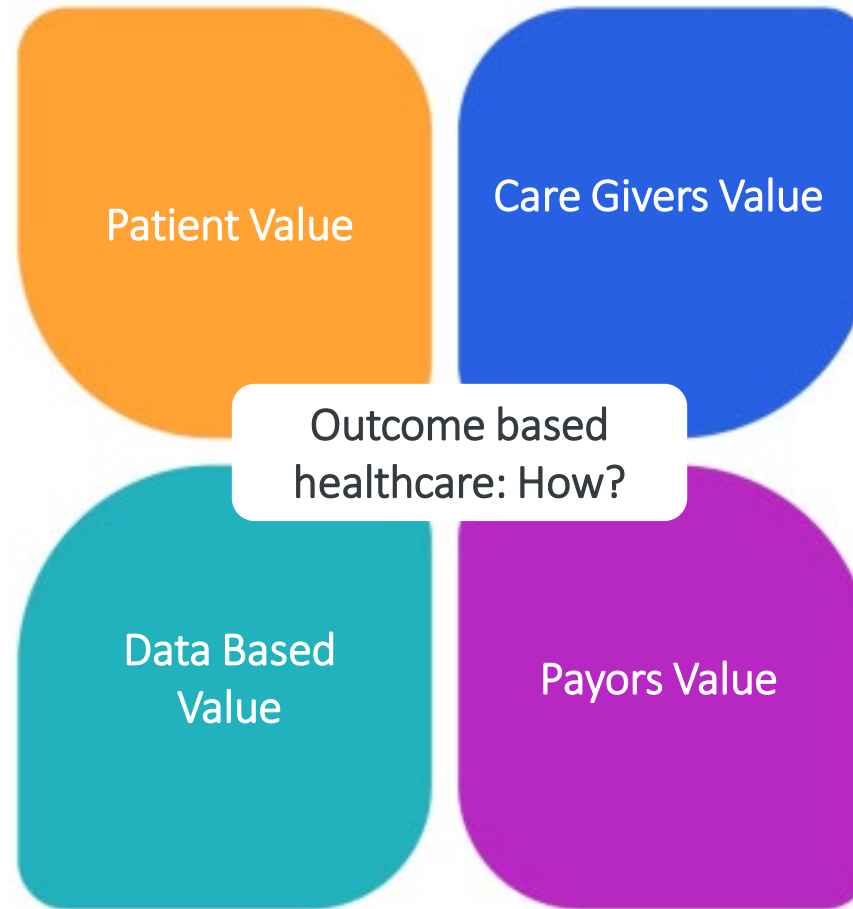
Patient reported outcomes

Collecting data on

- symptoms,
- quality of life and
- Encourage best practice

Collect data in every day life:

- Getting insights into patients behaviour
- Concise dash board



Exchange concise data

With physicians and care givers

Enable best care

Identify unnecessary treatment
Encourage best practice

OUTCOME BASED HEALTHCARE: WHY?

Best possible patient care

Empowers patients to take care into their own hands and connects them closer to physicians

Best possible patient care

Support of medical care givers

Support of medical care givers

Conversations to the point at appointments and more personalised treatment.

Outcome based healthcare: Why?

Create data to enable informed decisions

Create data to enable:

- Best possible therapy
- Assessment of forecasting

Cut costs for payors

Cut costs for payors

More cost effective treatment with better outcome.

Digital Health as Enabler of Outcome Based Medicine: Example Kata by VisionHealth

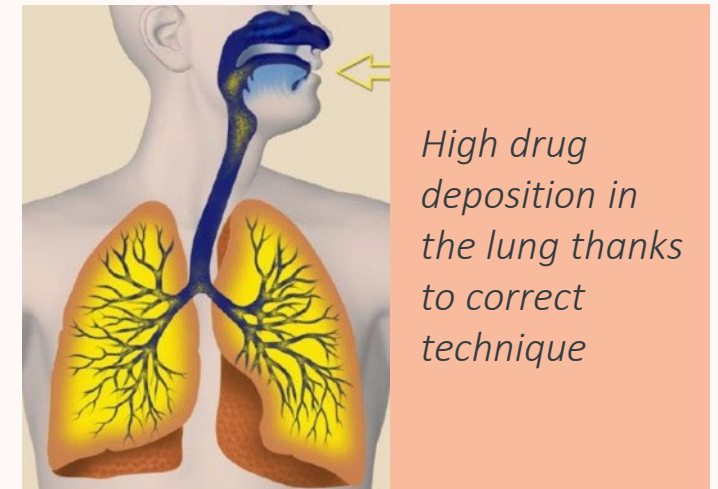
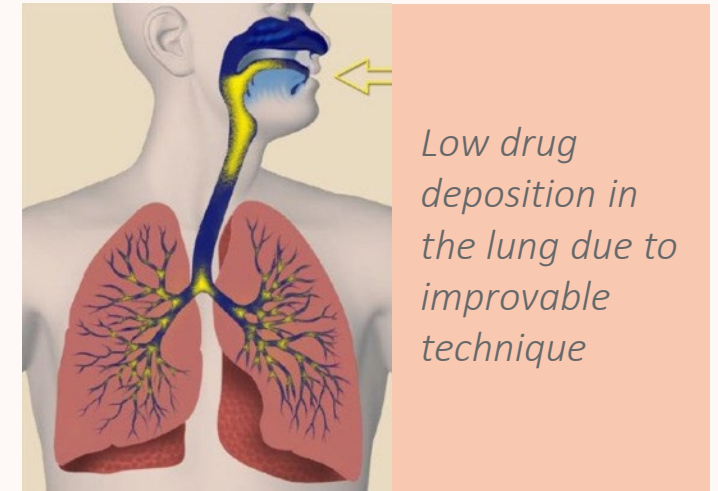
MEDICAL NEED: INSUFFICIENT DOSE REACHING THE LUNGS

The challenge associated with inhalation therapy is accuracy and replication of the administered drug dose, which requires correct use of the inhaler in combination with the right handling and breathing manoeuvre.

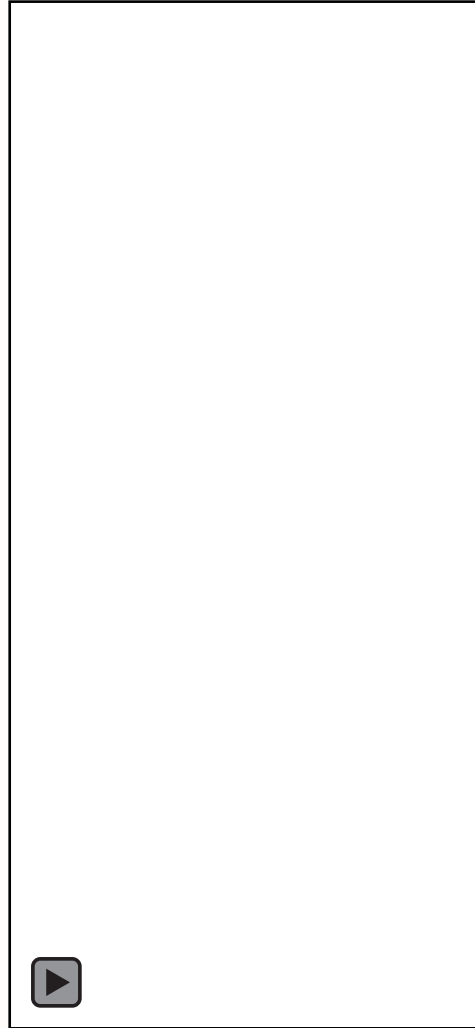
- > up to 90% of patients do not perform their prescribed inhalation therapy correctly.^{1,2,3}
- > The related underdosing leads to poor treatment outcome (incl. acute asthma attacks, hospitalization)^{4, 5, 6}
- > Over 160 billion USD in additional direct and indirect cost worldwide every year.³

Why underdosing of inhaled drugs is a high unmet medical need:

- > Too many different inhalers confuse patients and physicians
- > 50% of patients never receive any training for their inhaler ^{7, 8, 9}



SOLUTION: KATA – FIRST IN CLASS DIGITAL THERAPEUTICS



The AI Inhalation
Trainer
and more

VisionHealth Business Models

TWO COMPLEMENTING VALUE BASED BUSINESS MODELS

Reimbursement

Reimbursement in Germany, Belgium & France need:

- > Demonstration of clinical or structural benefit of digital application
- > CE marked class I or IIa & certified according to ISO 27001, GDPR conform

Application to be made in each country individually,

Prices are negotiated separately in each country

Disease management programs

Pharmaceutical industry or structured treatment plans in countries are aiming to help people better manage their chronic disease and to maintain and improve QoL.

Possible ways of payment

- > **Pharmaceutical Companies**
 - > Accompany life saving treatment with DMP
- > **Public healthcare funded DMP**
 - > Physicians & organizations receive payment for DMP
- > **Shared cost saving approach**
 - > Payors or accountable care organizations collaborate with industry to care for patients and share cost saving

WHAT IS NEEDED: EXAMPLE KATA

Reimbursement



Reminder & Inhalation Trainer



Interoperability



Cyber- & Data Security

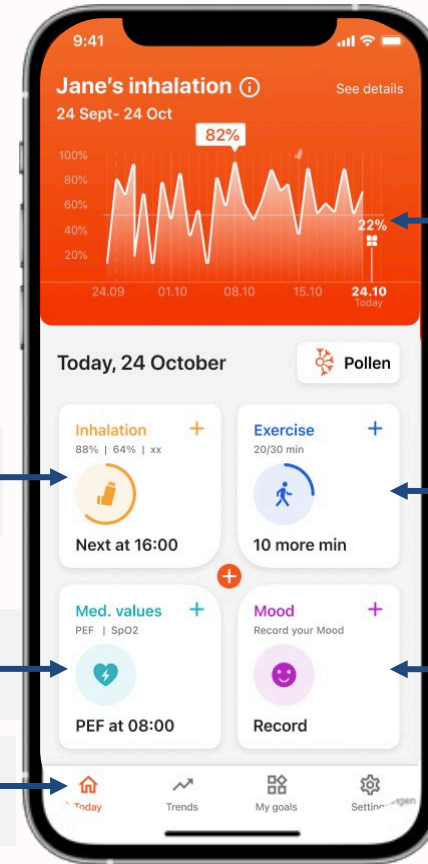


Class IIa Medical Devices (MDR)



Clinical Data

Disease management programs



Inhalation adherence graph

Drug usage & Inhalation Trainer

Exercise module

Clinical values & questionnaires

Mood & comments

Trends, setting, knowledges



Very different requirements for the two business models.

WHATS THE PROCESS: EXAMPLE VISIONHEALTH

Reimbursement Germany

Reimbursement Kata App

- ✓ Scientific Advice BfArM
- ✓ Interoperability
- ✓ Certified according to ISO 27001 & GDPR conform
- ✓ CE marked class IIa
- > Demonstration of clinical or structural benefit of digital application: Clinical Trial starting Q3/4 2023

Application to be submitted Q 2/3 2024 for fast-track listing at BfArM

Disease management programs

Our possible partners

- > **Pharmaceutical Companies**
 - > Possible partners are orphan drug companies in the field of respiratory care: PAH and IPF
- > **Public healthcare funded DMP**
 - > Invite by Bund deutscher Pneumologen to start first projects in German DMP with healthcare insurance
- > **Shared cost saving approach**
 - > Starting to approach DMP companies as well as accountable care organizations

Fee for Outcome: Value Based Healthcare

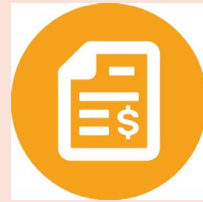
ON THE WAY TO VALUE BASED HEALTHCARE

FEE FOR SERVICE



VALUE BASED CARE

- > Payment based on the number of services provided.
- > Overall higher costs
- > Can lead to lower patient satisfaction if the treatment
- > No rewards for the quality of healthcare provided.



Simple method for patients & doctors for billing.

Traditional structures are set that way.



Aim: Less cost for better health

Incentivises prevention

New structures and digitalisation needed.

- > Payment based on the quality of the care provided over quantity.
- > Can bring down the price of care for individual patients.
- > Can improve patient satisfaction and health outcomes.
- > Rewards for quality of care.

WE LOOK FORWARD TO HEARING FROM YOU

Digital therapeutics will change the way we deliver healthcare to patients.

Join us and be part of our journey!

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Citations

UNMET MEDICAL NEED

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