

TECHNOLOGICAL INNOVATION TO THE RESCUE OF THE ORGANIZATION OF THE SYSTEM?

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5P Medicine: Towards a holistic perspective on health

The evolution of health innovation demonstrates a fundamental shift in how medicine is advancing. Once primarily focused on curative treatments, medical innovation has broadened to encompass a more holistic view of health, centred on prevention, early diagnosis, disease prediction as well as improving the quality of life for healthcare providers. This shift towards “5P Medicine” – which stands for “predictive, preventive, participatory, personalized, and precision” – reflects the need to better anticipate the needs of the population. There is also a crucial need to reallocate budgets towards prevention. This major development aims at making innovation accessible to everyone by ensuring equitable access to medical advancements and contributing to the transformation of healthcare systems for more efficient and sustainable care.

What are the levers to gain everyone’s trust in innovations?

Public trust in medical advancements is a critical, yet sometimes fragile, element. Concerns about job loss due to innovations, the safety of new medical technologies, or the idea of being used as an experimental subject in medical experiments can hinder the acceptance of innovation. Additionally, the speed at which new discoveries occur and are implemented can raise concerns about the safety and effectiveness of these innovations. In this regard, the role of communication and education is crucial so that innovation is understood, acknowledged, and accepted by citizens. It is important to emphasize that health innovation can also be a powerful means to address major challenges, as observed during the COVID-19 pandemic. To strengthen trust, adopting a collective approach with strong regulation is also necessary, particularly in maintaining high safety and effectiveness standards.

Teleconsultation: A changing tool with real advantages for patient journeys

Teleconsultation, by enabling remote medical consultations, has opened new opportunities to improve patient journeys. It offers considerable advantages such as easy access to healthcare, the elimination of unnecessary travel, creating additional medical time through its flexibility, and a better understanding of patients' socio-economic context. Teleconsultation also plays a crucial role in addressing mental health issues particularly in psychiatry, by allowing doctors to better understand patients within their socio-economic environment. The evolution of teleconsultation towards its 2.0 version is a critical pivot for improving the quality of interactions between patients and doctors. This is achieved through certified medical devices capable of collecting patient observations (heart rate, pulse...), and through the integration of artificial intelligence for medical decision-making assistance. This breakthrough represents a key element in the transformation of the healthcare system, highlighting the need for dialogue, enhanced trust, and increased collaboration with the industry to meet the current challenges of medicine.

What levers for financing innovations?

As new breakthroughs in medicine require significant investments, their economic viability is crucial for telemedicine providers who may experience financial losses due to low margins compared to investments. Financing healthcare innovation is essential to promote research, development, and the implementation of new technologies and medical practices. However, healthcare budgets are often set years in advance and must evolve to keep pace with technological and medical advances. Under the France 2030 plan, solutions to promote innovations in healthcare have been identified, such as multi-year financing levers and the establishment a regulatory and funding framework tailored to medical devices, and diagnostic and therapeutic procedures. The goal is to ensure that health innovation benefits the greatest number of people, by ensuring that funding adapts to evolving healthcare needs.