
Steve Ng
VP, Bid & Solutions Consulting

31 Oct 2011
Healthcare Industry in the past

Patients

Healthcare Service Organizations

Central Healthcare Authorities

Private Clinics & Practitioners

Healthcare Systems / Technology Vendors

Non-technology Suppliers

ICT Service Providers reside in basic communications related domain e.g. voice, data, SMS
eHealth Ecosystem expedites the use of Technology in Health Care Industry

Central Healthcare Authorities

Healthcare Service Organizations

Healthcare System & Technology Vendors

Private Practitioners

eHealth Service Platform Provider

Citizens / Patients
Cloud-based eHealth Service Platform enables Effective Technology Deployment

- **Security**
  - Transport
  - Store
  - Authenticate, Encrypt and Protect

- **Cost Effectiveness**
  - Technology System Management
  - Hotline, Field Service and Billing
  - Platform Expansion

- **Usability**
  - Collaboration Platform
  - Information Flow Enabler

**PCCW Cloud-based eHealth Service Platform**

**Technology** + **People** + **Process**
PCCW eHealth Service Platform enables Diverse Business Models to serve Citizens/Patients

- **Healthcare Service Organizations**
- **Healthcare System & Technology Vendors**
- **Private Practitioners**
- **Citizens / Patients**

**PCCW eHealth Service Platform**

- **Secured Private Connection**
- **Secured Internet Connection**
- **Secured Mobile Connection**

**Security**
- Secured Private Connection
- Secured Internet Connection
- Secured Mobile Connection

**Cost Effectiveness**

**Usability**

**B2B** (e.g. ImageLink)

**B2B** (e.g. HKMA CMS)

**B2B2C**

**B2C** (e.g. eSmartHealth)
Secure & Scalable PCCW eHealth Service Platform

Single Organization / Community
- Dedicated Platform

Multiple Organizations / Communities
- Secured Multi-tenants Platform

Healthcare Services:
- Healthcare Service A
  - Healthcare Organization 1
  - Cluster member 1
  - Cluster member 2
  - Cluster member 3

- Healthcare Service B
- Healthcare Service C
  - Healthcare Organization 1
  - Healthcare Organization 2
  - Healthcare Organization 3

End Users:
- End User 1
- End User 2
- End User 3
## Benefits brought to eHealth Ecosystem

| HealthCare Service Organizations | • Leverage on cloud infrastructure to enhance ROI  
|                                 | • Outsource non-core technology operation and support services |
| Private Practitioners            | • Lower capital investment  
|                                 | • End-to-end services support  
|                                 | • Extend services to B2B2C |
| Technology Partners              | • Shorten time to market  
|                                 | • Leverage on PCCW economic scale in service delivery and support  
|                                 | • Access to huge end user base (B2C) |
ImageLink

- B2B Use Case
ImageLink by TeraMED

ImageLink Service
- Radiology image in DICOM standard
- Report in HL7 format
- Authentication
- Security Gateway
- Field service
- Capacity/Performance Monitoring
- 7 x 24 Support Hotline

Dedicated Secure ImageLink Platform

Benefits to Healthcare Organizations
- One-off Setup & Monthly Charges only, NO huge upfront investment
- Fast service rollout
- End-to-end service support
- Save IT effort and cost
- Pave way for eHealth system deployment

Health Centres
Laboratories
Hospitals

DICOM files + Reports not in HL7

DICOM Gateway

DICOM files

Reports in HL7

DICOM Gateway

DICOM files

HL7 Gateway
eSmartHealth
- B2C and B2B2C Use Case
eSmartHealth Service Value Proposition

Hong Kong’s first cloud-based health data management service helps you and your loved ones to monitor health in an easy, convenient and worry-free manner.
eSmartHealth Service Concept

**Oregon Scientific Health Devices**
- Pedometer
- Blood Pressure Monitor
- Heart Rate Monitor

**Wireless Upload**
- USB Hub
- Internet

**Secure cloud-based storage**

**www.eSmartHealth.com**

- Automatic Data Collection
- Worry-Free Cloud Storage
- Convenience Tools: Graphs, Alerts & Printing
- Remote Caring with Family and Friends
- Wellness & Educational Content

eSmartHealth Cloud Management Service will be available on PCCW eye2 soon.
In Summary

- PCCW is committed to eHealthcare development in HK

- PCCW eHealth Service Platform is
  - Advanced cloud-based technology platform tailored for eHealth applications
  - Secure and scalable
  - Inclusive of Technology, People and Process

- PCCW will continue to work with eHealth Ecosystem members to expedite eHealth application deployment in the territory
Thank You