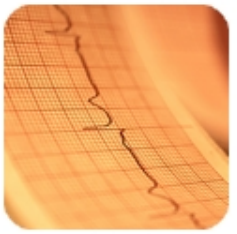
The Eucomed-EHRA Task Force on CRM Telemonitoring:

The first 6 months

EHRA Spring Summit

Nice, 16/17 March 2009

Markus Siebert



Eucomed CRM TM Group: Objectives

1. **Optimise** national reimbursement activities in support of CRM telemonitoring solutions.

2. **Apply evidence** on cost- and clinical effectiveness of CRM telemonitoring to reimbursement activities

3. **Create patient, public and professional awareness** about CRM telemonitoring potential and current hurdles to implementation

Activities 2008 and 2009

Optimise Reimbursement

Eucomed CRM TM “Open Meeting” with country representatives on 20 January. 35 participants from 11 countries.

Agenda:

Objectives and action plan 2009 of the Eucomed CRM TM group

Ongoing or planned activities at country level

Break-out Workshops

Optimise Reimbursement

Break-out Workshops – Topics:

Topic 1: "Stakeholder involvement"

Partnering with physicians, patients, politicians and the public

Topic 2: "Using evidence to support our claims"

Communication of existing research findings, also amongst a non-clinical, non-technical audience?

Additional (joint) research initiatives

Topic 3: "Internal communications"

How can ensure optimum exchange of information and material

Topic 4: The "ideal" reimbursement system of Remote CRM Telemonitoring Technology

Applying Evidence

Literature Survey on cost & clinical evidence of remote device checks completed in Q3 08

Systematic review currently being commissioned:

- incl possible meta-analysis
- extension to US data
- Deliverable: report and analysis tables
- incl. manuscript for publication
- Duration 5 months, timing to take account of major studies currently in publication phase

EHRA-Eucomed cost analysis of in-office follow-ups

Objective:

To collect data on resource utilization during a standard device follow-up, to apply relevant costs to this data and to compare this with the available reimbursement levels:

What is the resource utilisation needed for a standard in office follow up?

What is the average cost of performing a follow up from the hospital/clinic perspective?

Is the current payment level for in-office follow-up adequate?

Input for further economic evaluations on the cost-effectiveness of remote device checks

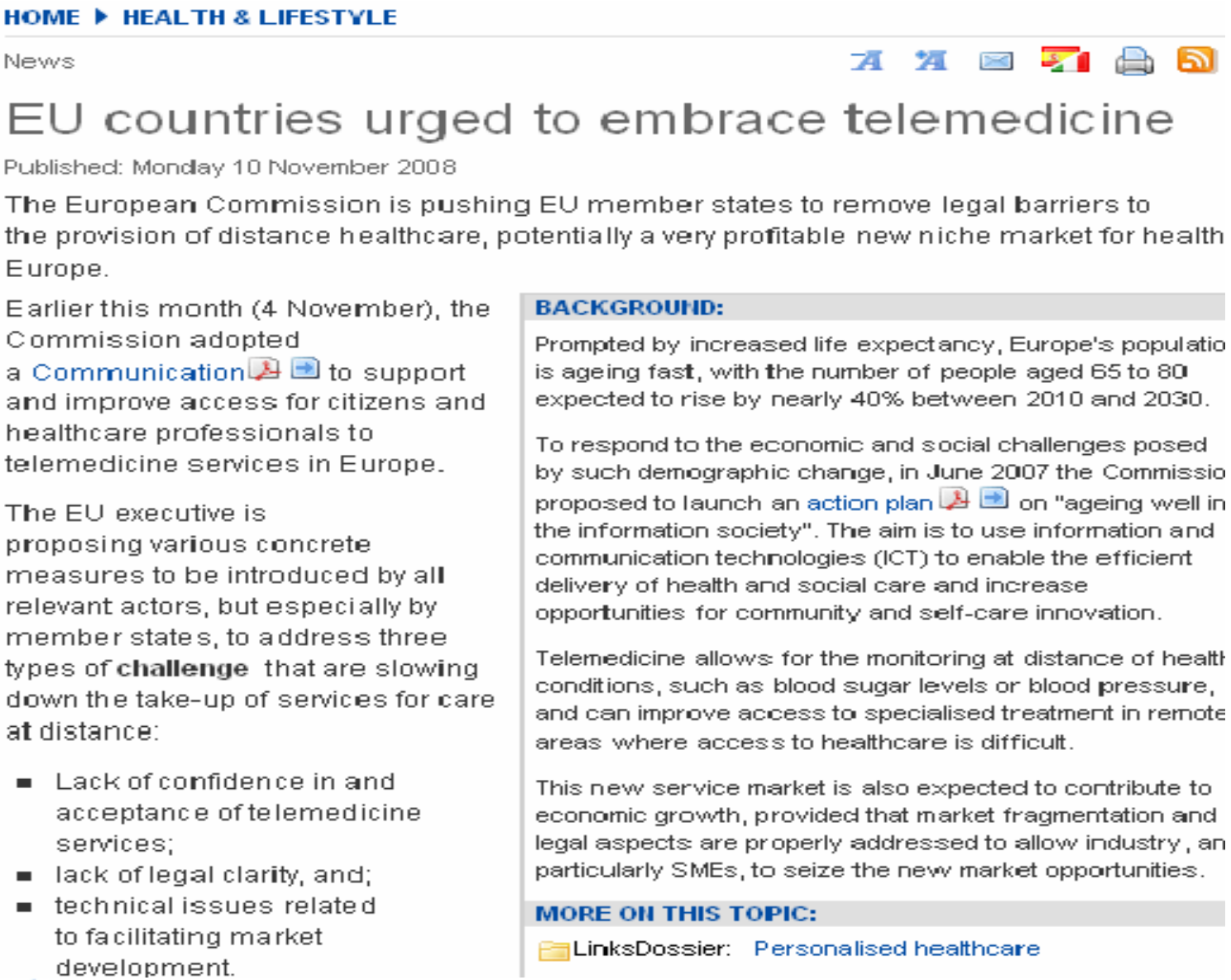
Create Awareness: European Commission

DG Information Society & Media, Unit ICT for Health:

Input to Communication on Telemedicine in autumn 2008

E-Health Ministerial Conference 19/20 February 2009, Prague

Commission Communication on Telemedicine



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News

EU countries urged to embrace telemedicine

Published: Monday 10 November 2008

The European Commission is pushing EU member states to remove legal barriers to the provision of distance healthcare, potentially a very profitable new niche market for health Europe.

Earlier this month (4 November), the Commission adopted a Communication to support and improve access for citizens and healthcare professionals to telemedicine services in Europe.

The EU executive is proposing various concrete measures to be introduced by all relevant actors, but especially by member states, to address three types of **challenge** that are slowing down the take-up of services for care at distance:

- Lack of confidence in and acceptance of telemedicine services;
- lack of legal clarity, and;
- technical issues related to facilitating market development.

BACKGROUND:

Prompted by increased life expectancy, Europe's populatio is ageing fast, with the number of people aged 65 to 80 expected to rise by nearly 40% between 2010 and 2030.

To respond to the economic and social challenges posed by such demographic change, in June 2007 the Commissio proposed to launch an action plan on "ageing well in the information society". The aim is to use information and communication technologies (ICT) to enable the efficient delivery of health and social care and increase opportunities for community and self-care innovation.

Telemedicine allows for the monitoring at distance of healt conditions, such as blood sugar levels or blood pressure, and can improve access to specialised treatment in remote areas where access to healthcare is difficult.

This new service market is also expected to contribute to economic growth, provided that market fragmentation and legal aspects are properly addressed to allow industry, an particularly SMEs, to seize the new market opportunities.

MORE ON THIS TOPIC:

LinksDossier: Personalised healthcare

Communication: Action Plan

Actions at the level of Member States

(1)	Member States are urged to assess their needs and priorities in telemedicine by the end of 2009. These priorities should form part of the national health strategies to be presented and discussed at the 2010 eHealth Ministerial Conference.
(2)	By the end of 2011, Member States should have assessed and adapted their national regulations enabling wider access to telemedicine services. Issues such as accreditation, liability, reimbursement, privacy and data protection should be addressed.

Communication: Action Plan

Member States' actions to be supported at EU level

(3)	In 2009, the Commission will establish a European platform to support Member States in sharing information on current national legislative frameworks relevant to telemedicine and proposals for new national regulations.
(4)	In 2009, the Commission, in cooperation with Member States, will publish an analysis of the Community legal framework applicable to telemedicine services.
(5)	By the end of 2010, the Commission invites industry and international standardisation bodies to issue a proposal on the interoperability of telemonitoring systems, including both existing and new standards.
(6)	By the end of 2011, the Commission, in cooperation with Member States, will issue a policy strategy paper on how to ensure interoperability, quality and security of telemonitoring systems based on existing or emerging standards at European level.

Communication: Action Plan

Actions to be undertaken by the Commission

(7)	In 2010, the Commission, via its Competitiveness and Innovation Programme, will support a large-scale telemonitoring pilot project. This will include a network of procurers and payers of healthcare services.
(8)	The Commission will support the development, by 2011, of guidelines for consistent assessment of the impact of telemedicine services, including effectiveness and cost-effectiveness. This will be based on the work of experts in the field, Commission-supported studies, large-scale pilot schemes and relevant research projects.
(9)	The Commission will continue to contribute to European collaboration between health professionals and patients in key areas with the potential for greater application of telemedicine, in order to make specific recommendations on how to improve confidence in and acceptance of telemedicine, also taking into account ethical and privacy related aspects.
(10)	The Commission will support the collection of good practice on deployment of telemedicine services in the different Member States.

www.ehealth2009.cz

Ministerial Conference “eHEALTH FOR INDIVIDUALS, SOCIETY, AND ECONOMY”

18-20 February 2009

Prague

Eucomed-EHRA Call for Action:

Health care systems in Europe need to ensure that medical professionals who use remote monitoring technology for cardiac rhythm management follow ups are remunerated for these activities in a way that does not put them at a disadvantage compared to performing in-office follow ups.

Eucomed-EHRA Call for Action:

Health care systems across Europe need to recognise the specific character of remote monitoring solutions and implement innovative funding solutions that provide no disincentive to a large-scale establishing of this technology.

EU2009.CZ

Session I.c eHEALTH FOR INDIVIDUALS

Telemedicine initiative – recent developments

-> Session covered challenges and chances of telemedicine from different perspectives (EC, doctors, MedTech, platform provider)

Challenges

- Demographic change!
- Chronic diseases on the rise
- Need for prolonged medical care close to home
- „less mobility, more morbidity“ (Josep Brugada)
- Increasing demand for high quality care
- Cost constraints
- Growing demand of patients to be involved in the care process

What can telemedicine do for the individual?

- Improve therapy and patient safety
- Bring patient care to the patient's home
- Help elderly patients stay in their home for longer
- Reduce cost of care by helping to avoid e.g. hospital admissions

Good Practice Example: CRM (1)

- EU 2007: 680000 PM, 87000 ICD, 61000 CRT
- Follow up 1-4/a -> Need for follow up will double to 3.5mn by 2010
- Devices for remote device check available and EU-approved
- Physician time decreases 40%-70%, overall cost savings between 30% and 60%
- Patient benefit: Less in-office visits, better quality of care (device dysfunction detected earlier)

Good Practice Example: CRM (2)

- „Remote device monitoring is as safe and effective as 'in-office' device follow up“ (Markus Siebert)
- “Based on present healthcare system in Europe there is no reimbursement for distance monitoring technologies in most European countries“ (Josep Brugada)
- Future: Remote diseases monitoring, remote patient management (cardiac mortality and hospital admissions decreased by 20% by heart failure telemonitoring, according to a metaanalysis BMJ 2007)

Topics to be addressed

- Overcome silo budgets: Need for setting the right incentives
- Improve interoperability of devices, web services etc.
- Create legal certainty for telemedicine providers and users
- Increase patient acceptance – build up confidence and trust
- Build up trust among health professionals – technology as a threat to their autonomy.
- „Telemedicine use on microlevel tends to be more determined by social factors than by instrumental rationality“ (Tove Sorensen)

How to build up trust?

- Invite all users in as real counterparts, as early as possible
- Take feed-back from users seriously
- Attitude cultivation and management: Why are we doing this?
- Ensure privacy and security
- Respect autonomy of patients and healthcare providers

What is happening on an EC level?

- EC Communication on Telemedicine 11/2008 by DG INFSO: facilitate patient access to high quality care via telemedicine
- Plans for a platform for eHealth and telemedicine to increase collaboration with health professionals and patients (Artur Furtado, DG SANCO). Aim: Bring citizens and care providers into the planning process by sharing opinions and best practices. Prepare a set of recommendations on how to involve health professionals and patients in design, validation and implementation of eHealth.

EU2009.CZ

www.healthtechwire.com / ICTforHealth

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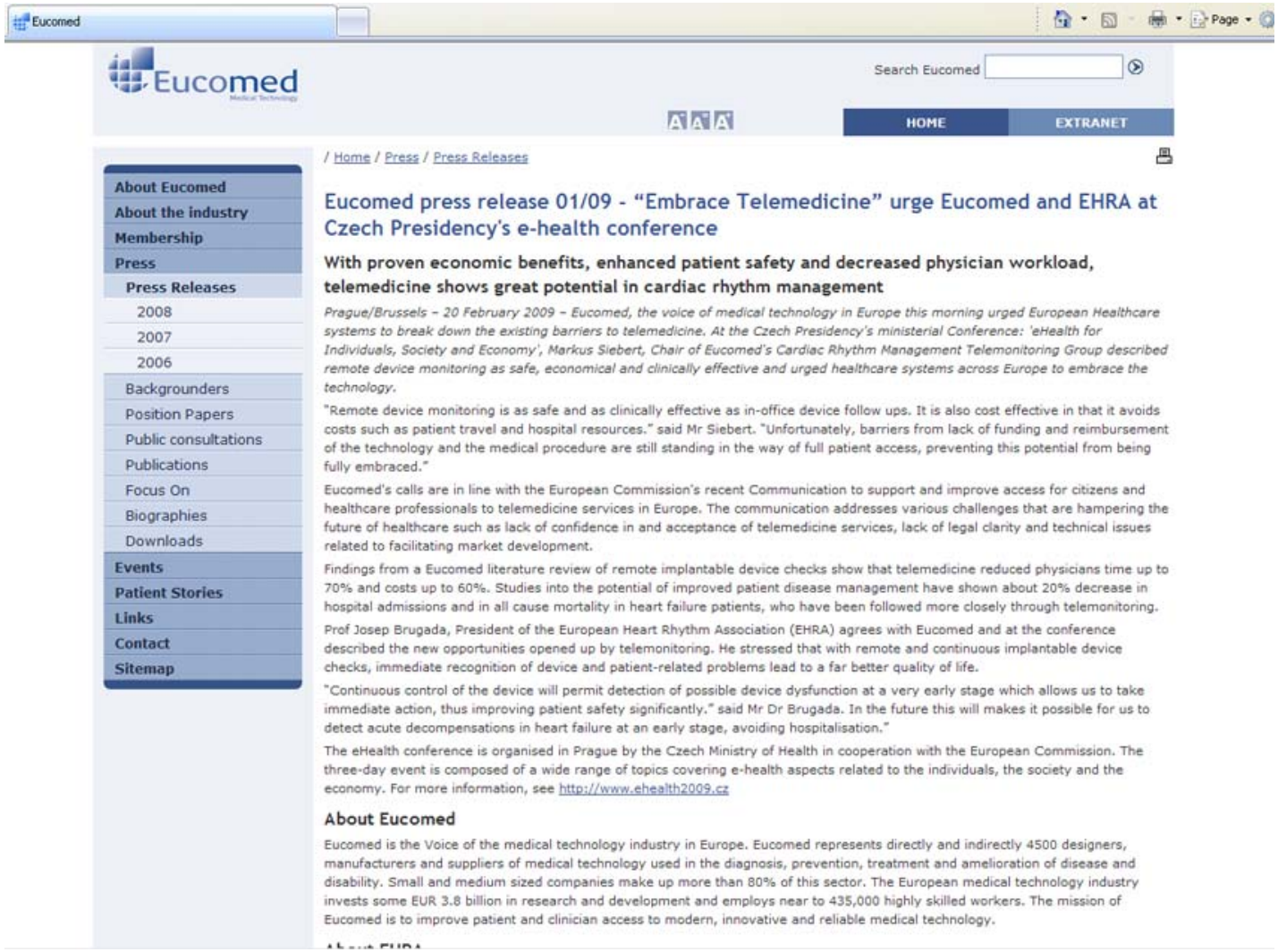
Press release



Eucomed

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Eucomed press release 01/09 - "Embrace Telemedicine" urge Eucomed and EHRA at Czech Presidency's e-health conference

With proven economic benefits, enhanced patient safety and decreased physician workload, telemedicine shows great potential in cardiac rhythm management

Prague/Brussels – 20 February 2009 – Eucomed, the voice of medical technology in Europe this morning urged European Healthcare systems to break down the existing barriers to telemedicine. At the Czech Presidency's ministerial Conference: 'eHealth for Individuals, Society and Economy', Markus Siebert, Chair of Eucomed's Cardiac Rhythm Management Telemonitoring Group described remote device monitoring as safe, economical and clinically effective and urged healthcare systems across Europe to embrace the technology.

"Remote device monitoring is as safe and as clinically effective as in-office device follow ups. It is also cost effective in that it avoids costs such as patient travel and hospital resources." said Mr Siebert. "Unfortunately, barriers from lack of funding and reimbursement of the technology and the medical procedure are still standing in the way of full patient access, preventing this potential from being fully embraced."

Eucomed's calls are in line with the European Commission's recent Communication to support and improve access for citizens and healthcare professionals to telemedicine services in Europe. The communication addresses various challenges that are hampering the future of healthcare such as lack of confidence in and acceptance of telemedicine services, lack of legal clarity and technical issues related to facilitating market development.

Findings from a Eucomed literature review of remote implantable device checks show that telemedicine reduced physicians time up to 70% and costs up to 60%. Studies into the potential of improved patient disease management have shown about 20% decrease in hospital admissions and in all cause mortality in heart failure patients, who have been followed more closely through telemonitoring.

Prof Josep Brugada, President of the European Heart Rhythm Association (EHRA) agrees with Eucomed and at the conference described the new opportunities opened up by telemonitoring. He stressed that with remote and continuous implantable device checks, immediate recognition of device and patient-related problems lead to a far better quality of life.

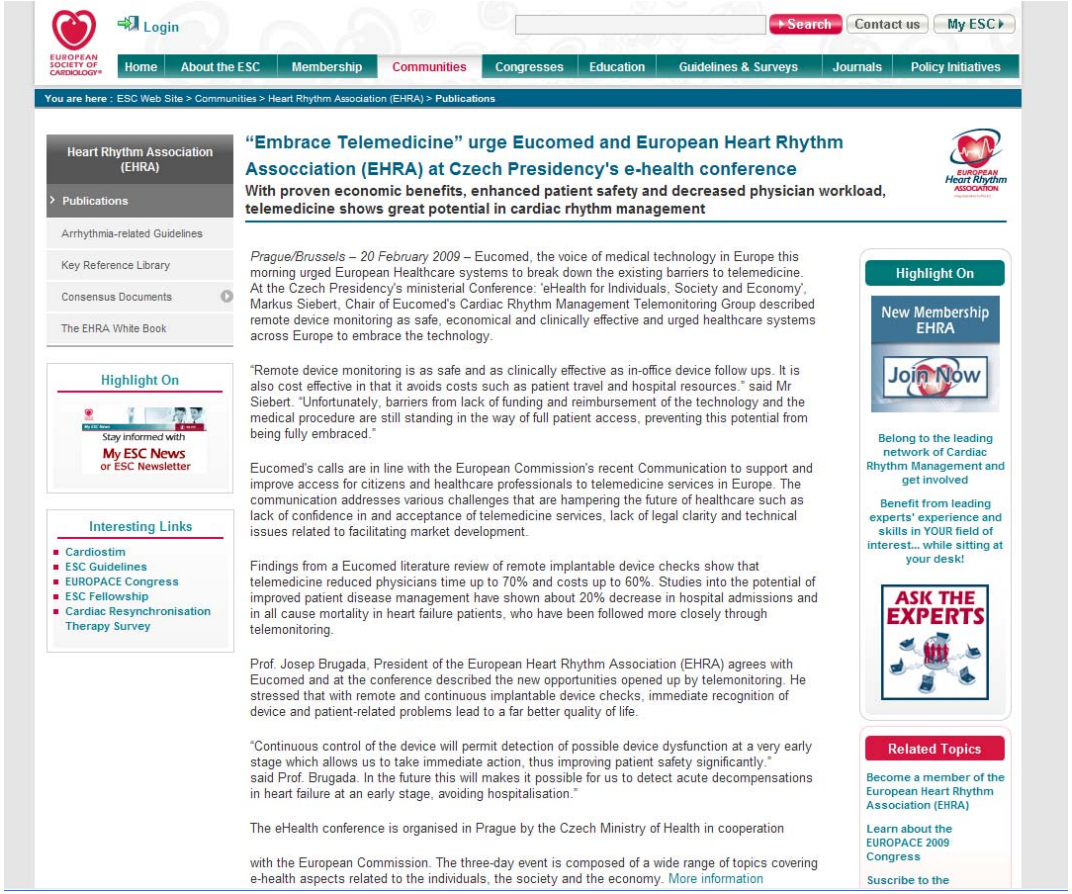
"Continuous control of the device will permit detection of possible device dysfunction at a very early stage which allows us to take immediate action, thus improving patient safety significantly." said Mr Dr Brugada. In the future this will makes it possible for us to detect acute decompensations in heart failure at an early stage, avoiding hospitalisation."

The eHealth conference is organised in Prague by the Czech Ministry of Health in cooperation with the European Commission. The three-day event is composed of a wide range of topics covering e-health aspects related to the individuals, the society and the economy. For more information, see http://www.ehealth2009.cz

About Eucomed

Eucomed is the Voice of the medical technology industry in Europe. Eucomed represents directly and indirectly 4500 designers, manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and amelioration of disease and disability. Small and medium sized companies make up more than 80% of this sector. The European medical technology industry invests some EUR 3.8 billion in research and development and employs near to 435,000 highly skilled workers. The mission of Eucomed is to improve patient and clinician access to modern, innovative and reliable medical technology.

- European Society of Cardiology



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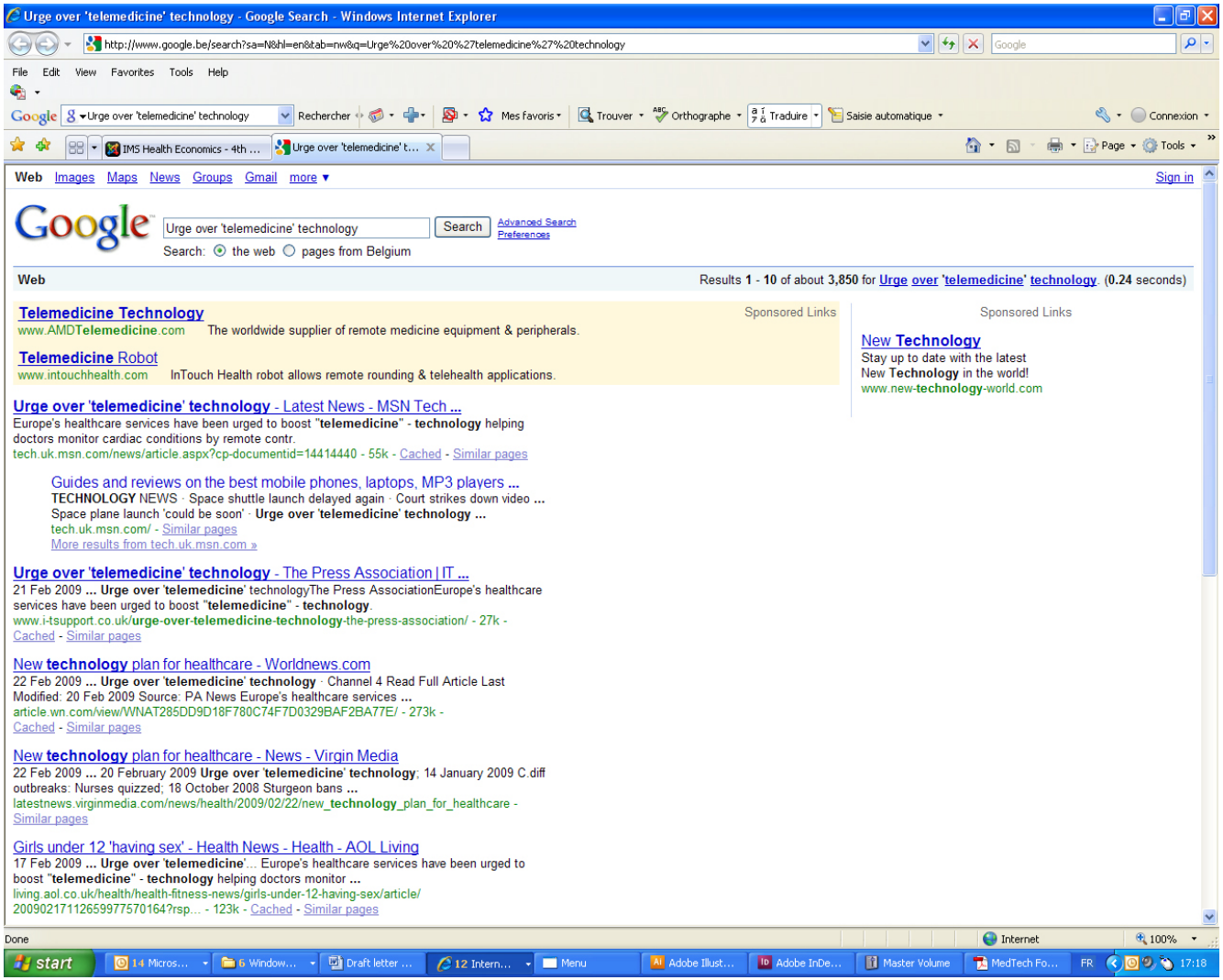

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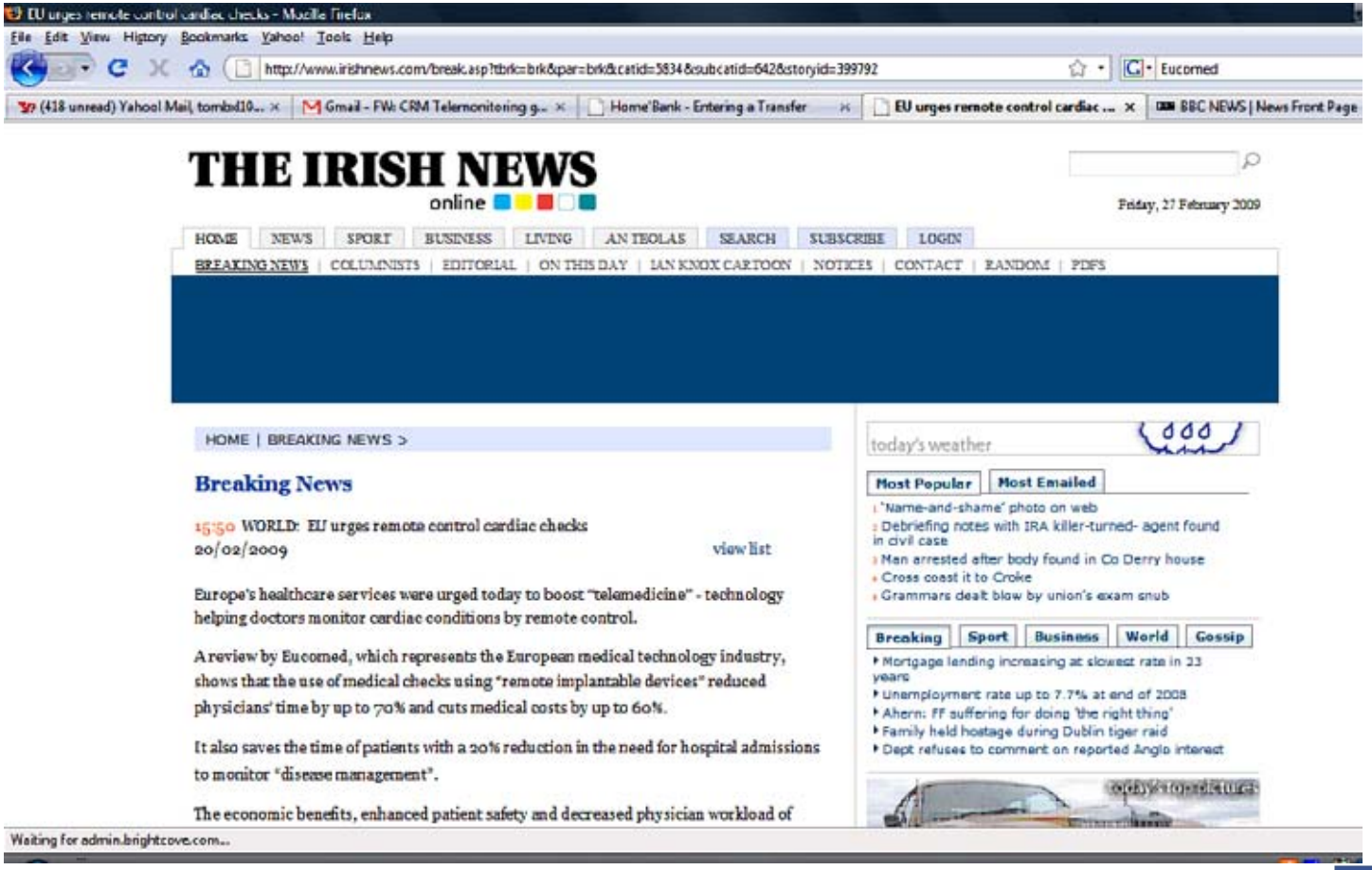

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Urge over 'telemedicine' technology

Last Updated: Sunday, 22 February 2009, 13:21 GMT

- Search: Urge on remote cardiac checks

Europe's healthcare services urged to boost remote cardiac checks

Europe's healthcare services have been urged to boost "telemedicine" - technology helping doctors monitor cardiac conditions by remote control.

A review by Eucomed, which represents the European medical technology industry, shows that the use of medical checks using "remote implantable devices" reduced physicians' time by up to 70% and cuts medical costs by up to 60%.

It also saves the time of patients with a 20% reduction in the need for hospital admissions to monitor "disease management".

The economic benefits, enhanced patient safety and decreased physician workload of telemedicine were set out at an EU health conference in Prague by Markus Siebert, chairman of Eucomed's Cardiac Rhythm Management Telemonitoring Group.

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CARG (Coronary Artery Rehabilitation Group) Blog

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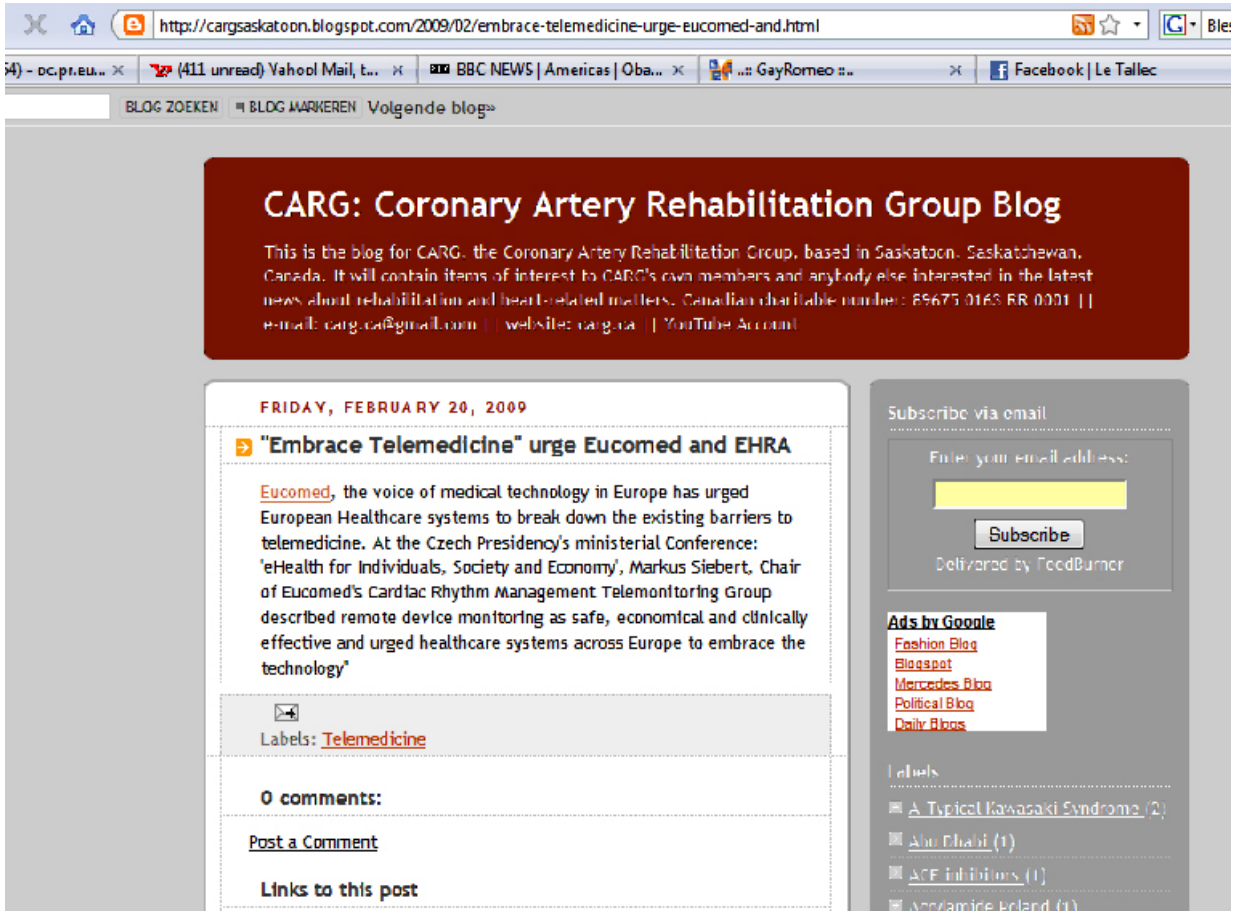

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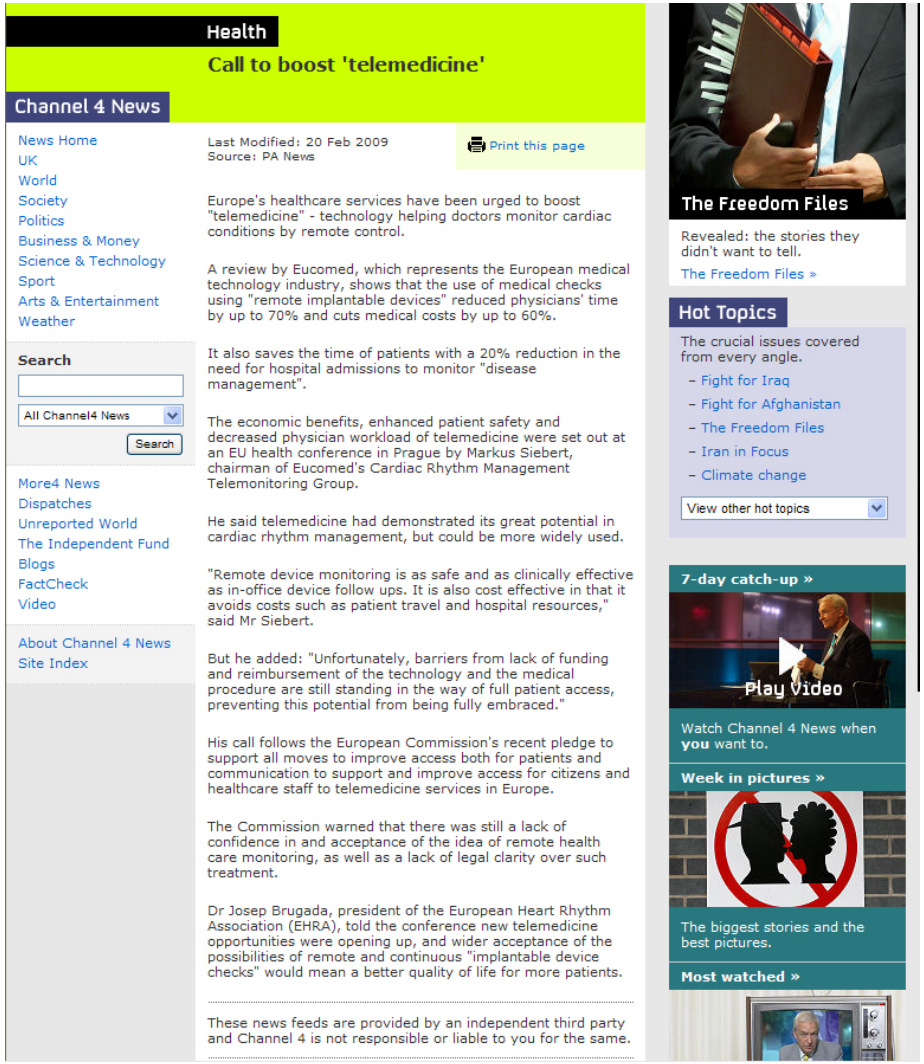

Health

Call to boost 'telemedicine'

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But he added: "Unfortunately, barriers from lack of funding and reimbursement of the technology and the medical procedure are still standing in the way of full patient access, preventing this potential from being fully embraced."

His call follows the European Commission's recent pledge to support all moves to improve access both for patients and communication to support and improve access for citizens and healthcare staff to telemedicine services in Europe.

The Commission warned that there was still a lack of confidence in and acceptance of the idea of remote health care monitoring, as well as a lack of legal clarity over such treatment.

Dr Josep Brugada, president of the European Heart Rhythm Association (EHRA), told the conference new telemedicine opportunities were opening up, and wider acceptance of the possibilities of remote and continuous "implantable device checks" would mean a better quality of life for more patients.

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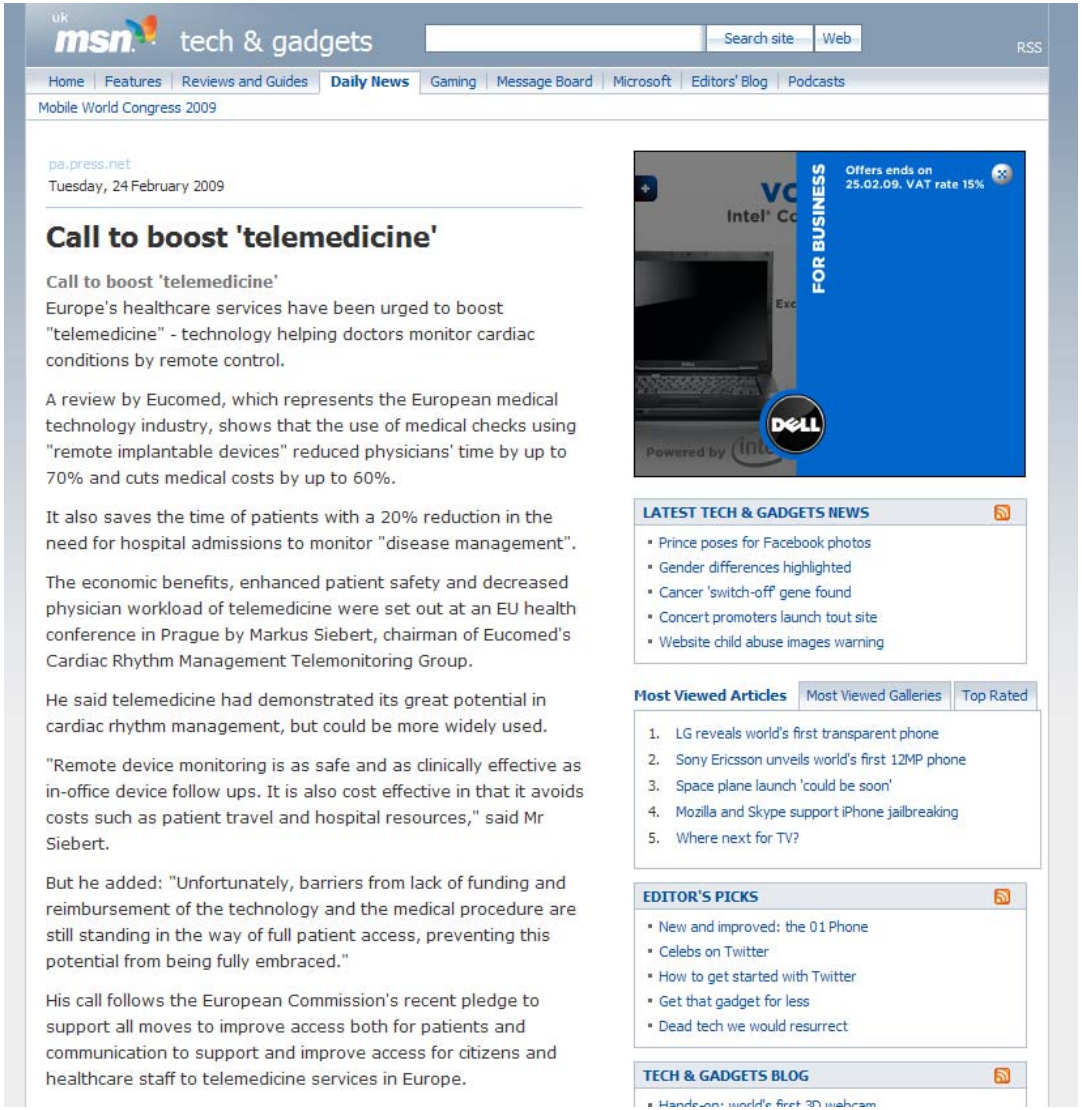

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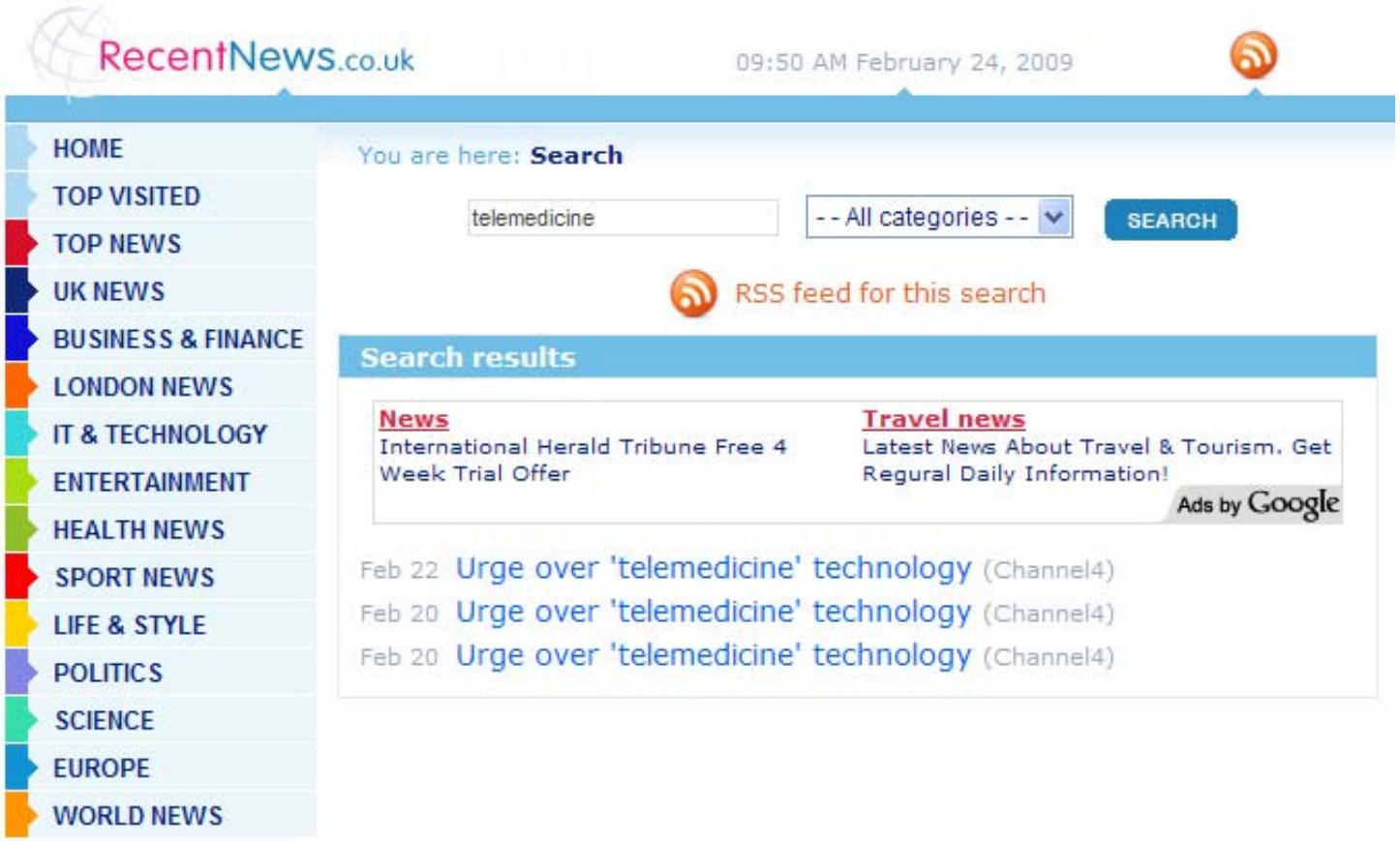

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Call to boost 'telemedicine'

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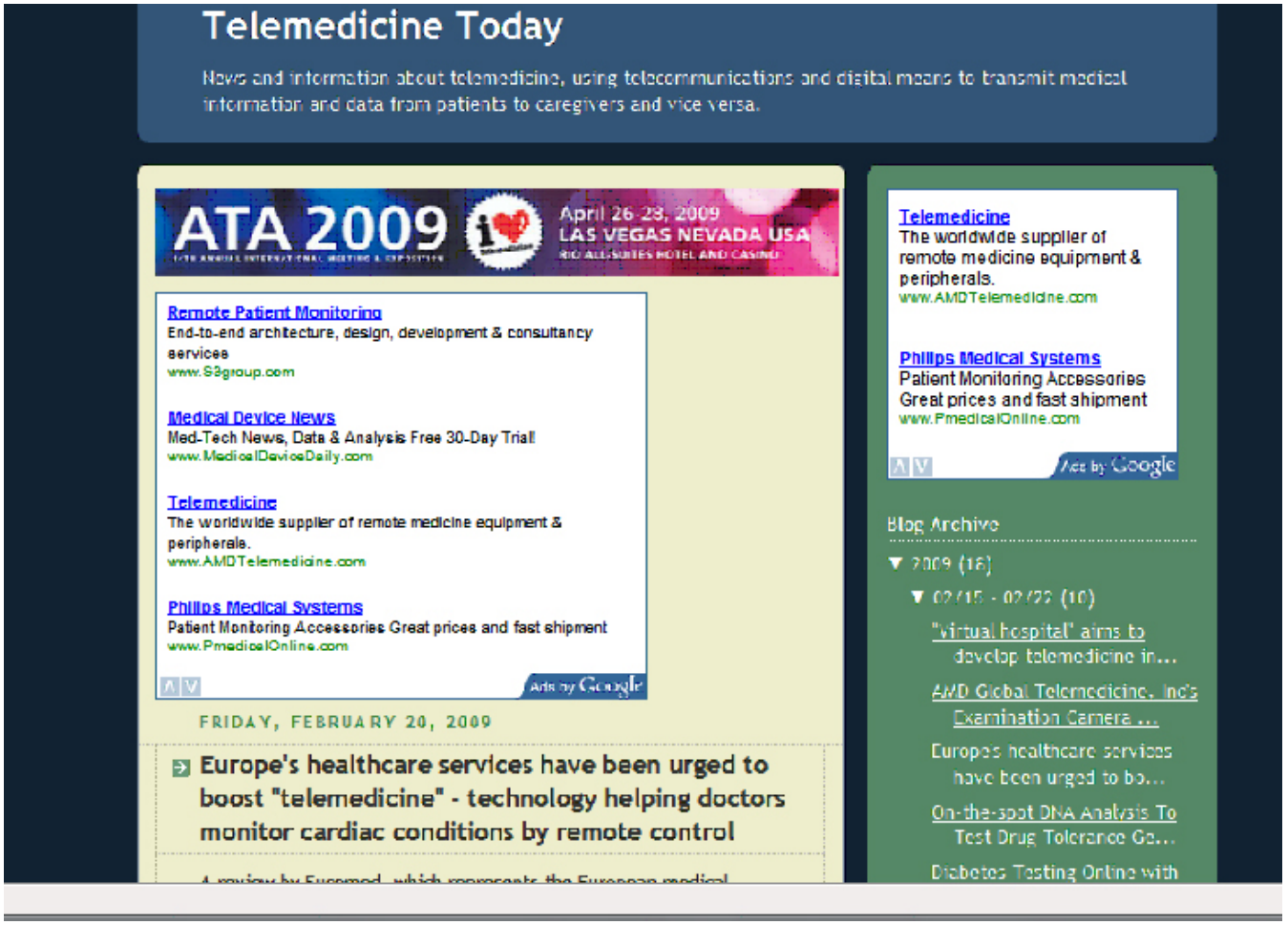

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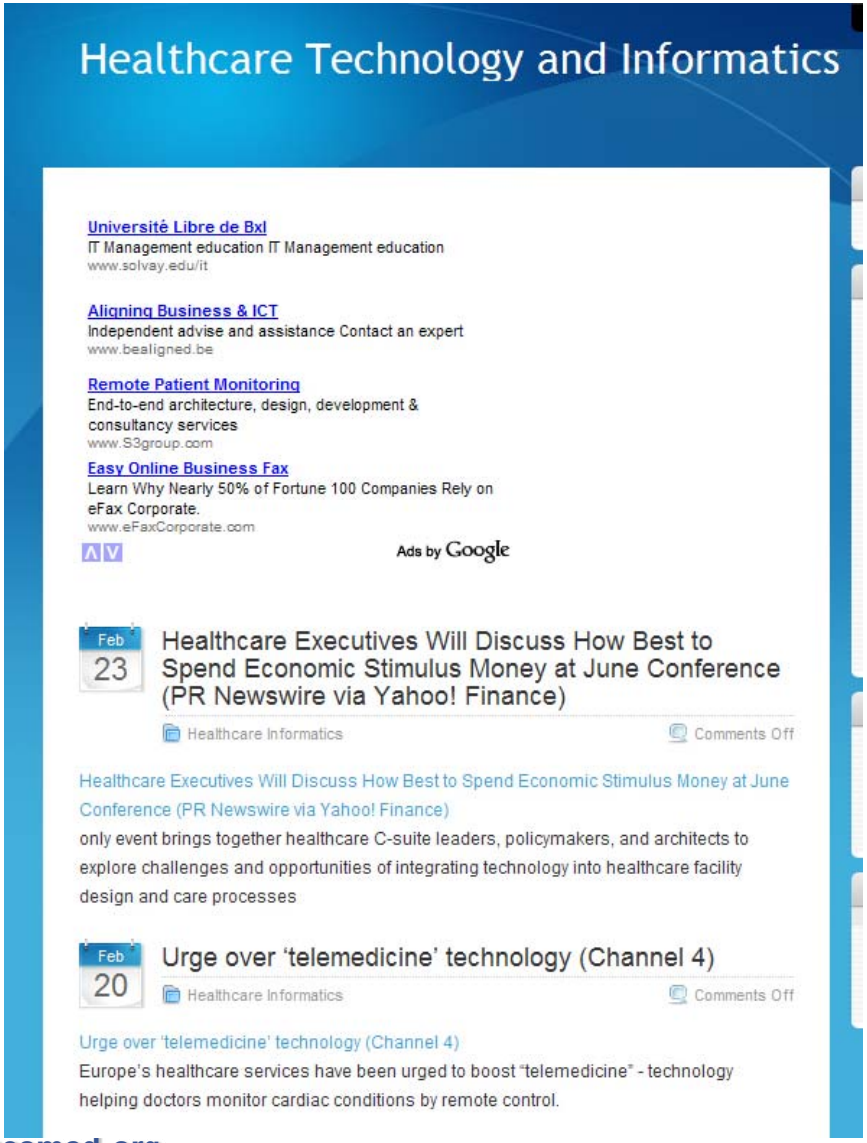

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Urge over 'telemedicine' technology Channel 4

Tuesday, 24 February 2009

Last Modified: 20 Feb 2009 Source: PA News

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New technology plan for healthcare

Last Modified: 22 Feb 2009 Source: PA News The latest technology is to be used to bring about "exciting new developments in patient care", health secretary Nicola Sturgeon has said.

Media coverage

Outlets: (16)

- AOL Health (reach: 550,000 visitors per day)*
- Breakingnews.ie (reach: 10,000 visitors per day)*
- CARG (Coronary Artery Rehabilitation Group Blog) (reach: n/a)
- Channel 4 (reach: 150,000 visitors per day)*
- Google (reach: n/a)
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- The Press Association (reach: n/a)
- Virgin Media (reach: 10,000 visitors per day)*
- World News (reach: 20,000,000 pages viewed per day)

***Total reach: 1,195,500**

Conclusions

The first half year of collaboration between Eucomed and EHRA on CRM telemonitoring has brought us some remarkable visibility! Partnering with the European Commission was highly instrumental.

By joining forces we have created synergies and provided a more complete message.

There is still much to do in terms of generating evidence, creating awareness and paving the way for change.

Let's foster the European level partnership between physician and industry associations and build on similar structures at national level: we need a powerful matrix!

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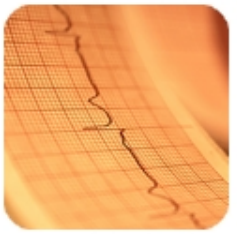
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