

MEDinISRAEL 2019

GOES DIGITAL HEALTH



Mr. Ariel Ikan

Managing Director at Fresenius Medical Care Israel

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"In the world of healthcare today, the important mission is to make medical information secure and accessible to the doctor and the patient as quickly and efficiently as possible."



...sophisticated medical equipment is not enough.

The goal is to improve the quality of medical care. But using sophisticated medical equipment to achieve accurate insights about patients and diseases is not enough. The healthcare system and technology providers are striving to make medical information more readily available and accessible to all. Through improving the flow of information, we can improve the quality of medical care," says **Mr. Ariel Ikan**, Managing Director at Fresenius Medical Care Israel.



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Fresenius Medical Care is the world's largest supplier of products and services to people suffering from kidney disease. Through its network of 3,928 dialysis clinics, Fresenius Medical Care provides dialysis treatments to 333,331 patients around the globe. Fresenius Medical Care is also the leading provider of dialysis products, such as dialysis machines and dialyzers. Active in Israel since 2016, Fresenius Medical Care operates 30 dialysis clinics throughout the country. Serving approximately 2,300 patients, who are insured by all HMOs, the company performs more than 28,000 hemodialysis treatments per month.



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Mr. Ikan joined Fresenius Medical Care in March 2018. In his last position, he was the General Manager of Philips Healthcare Israel, and previously served in various positions in the multinational pharmaceutical industry. These positions include business unit manager at Schering-Plough, senior account manager at Teva, and later a diagnostics unit manager, also at Teva. Mr. Ikan holds a Master's degree in biochemistry from the Hebrew University of Jerusalem and an MBA from Heriot-Watt University. Mr. Ikan also participated in an executive program at INSEAD, Fontainebleau. This rich experience provides Mr. Ikan with a broad perspective on the field of medical devices and provides him with insight into the changes that apply to today's digital health revolution. According to Mr. Ikan, the volume of clinical data currently available to the physician is huge. As a result, the number one task of every healthcare system is to enable the quick and efficient retrieval of information, so that informed clinical decisions can be made as quickly and accurately as possible.

The transparency of the therapeutic process

According to Mr. Ikan, the next step in the evolution of digital health will provide doctors with fast diagnosis options. This will be enabled by the implementation of Artificial Intelligence and algorithms, based on smart-data processing.



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Another element, no less important, is to make the information accessible to the patients themselves. "The goal here is to use a variety of technologies, smart applications and other tools. Through their use, we can ensure transparency of the therapeutic process, and receive as well as provide medical information in the early stages of disease. In addition, various surveillance applications and tools can provide patients and their families, not only with data about disease and treatment, but also with recommendations to lead a healthier lifestyle, drug monitoring and compliance. This is all part of a process in which the patients themselves take a more active part in their health, using the tools that enable them to realize their responsibility." Mr. Ikan also emphasizes that accessibility of clinical data will also reduce disparities in the quality of medical services that are received in the center and the periphery, and will enable and increase the remote medical support of physicians.

Fresenius Medical Care demonstrates how well medical information can help improve healthcare systems. Fresenius Medical Care uses an electronic medical recording tool that enables 85,000 patients that require regular dialysis to be monitored. This produces data from which nephrologist can extract insights and improve the quality indicators of the patients' medical care and quality of life, including raising life expectancy. "We are in contact with the Israeli Ministry of Health which is very interested in this clinical data so that it can improve the health of dialysis patients in the country. Monitoring patients with chronic kidney disease can help identify other medical conditions they may suffer from, such as heart failure and diabetic foot."

The challenge of securing medical information

Mr. Ikan noted that Israel is becoming a digital health powerhouse because of the technological advances being developed here. Israeli healthcare providers have at their disposal over two decades of archived clinical data. "This is very valuable information about patients," he says. But there is no rose without a thorn. Health data is vulnerable, and healthcare information security continues to be a growing concern. Accordingly, one of the biggest challenges in accessing clinical data is protecting information from cyber-attacks. While digital technology can increase patient accessibility and satisfaction with their overall care, it does not come without security risks. Clinical data security, according to Mr. Ikan, is now a high priority for medical device manufactures.



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A connection that creates added value

Almost every medical equipment company is currently engaged in adapting equipment to the era of digital health," concludes Mr. Ariel Ikan. "They understand that the task of transferring information from medical equipment to doctors and patients is a top priority today. The global medical device market is experiencing big technology companies, such as Microsoft, Google, IBM and other companies, entering the field of digital health. These companies are building and testing Artificial Intelligence models and machine learning, and are also developing tools to improve the availability and accuracy of medical services. They are also collaborating with medical device companies to create value-added partnerships. "This is the hottest trend in the healthcare world today. More investments are being channeled into digital healthcare as providers and insurers are beginning to see the benefits of clinical data accessibility as it improves the quality of healthcare service delivery and saves administrative costs. "Digital health could factor into almost every aspect of our lives to improve our health. Due to a vast array of technologies that digital health covers, the market for it is great, and is only expected to grow".



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Fresenius Medical Care is the world's largest provider of products and services for individuals with renal diseases of which around 3.2 million patients worldwide regularly undergo dialysis treatment. Through its network of 3,790 dialysis clinics, Fresenius Medical Care provides dialysis treatments for 322,253 patients around the globe. Fresenius Medical Care is also the leading provider of dialysis products such as dialysis machines or dialyzers. Along with its core business, the company provides related medical services in the field of Care Coordination. Fresenius Medical Care is listed on the Frankfurt Stock Exchange (FME) and on the New York Stock Exchange (FMS).



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