

The International Health service – looking towards 2020 healthcare

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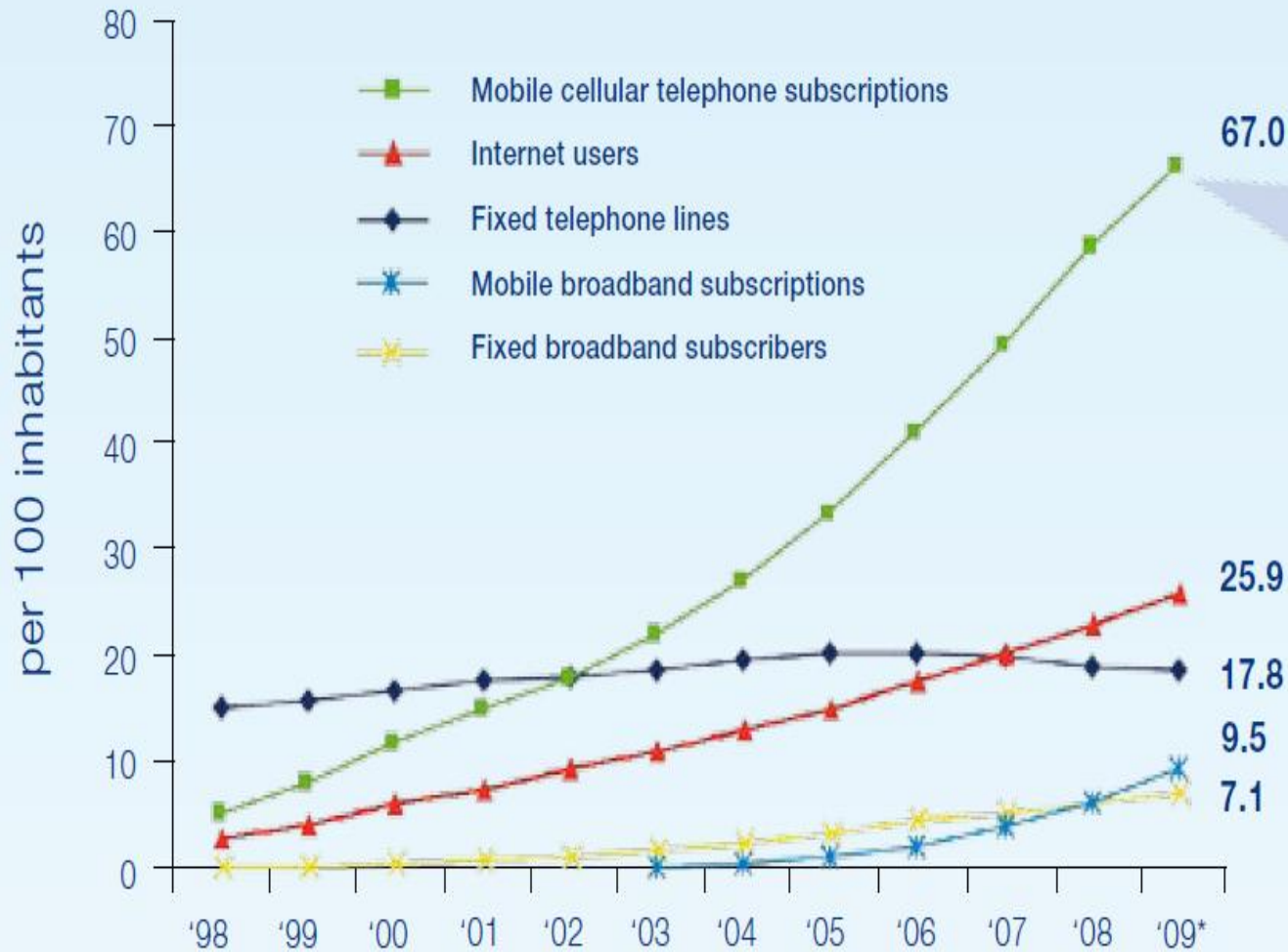
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Agenda

1. International reach of ICT
2. Connectivity for health
3. Human factors
4. Social care and wellness
5. Health 2.0



A decade of ICT growth driven by mobile technologies



An estimated 4.6 bn subscriptions globally by the end of 2009

Source: ITU World Telecommunication/ICT Indicators Database.

* Estimates.

We all live in a 'Connected World'



Users are rapidly adopting new **habits**



More **powerful** and **enabled devices** will be available



Digital **contents** will continue **growing** and will be fully **stored**



New **services** will **flourish**



It's driving innovative new services



Connected Roads



Connected Homes



Connected Cars



Connected Learning



New services coming...



Today



- Internet access
- Mobile data
- Text Messaging



- Instant messaging
- VoIP
- Podcasting

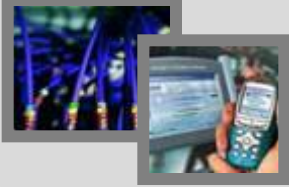


- IPTV
- Internet TV



- Hosting

Tomorrow



- Ultra Broadband Access (100Mb/s)
- High-speed Mobile Data
- Data Fuel Stations



- HD Videocalls
- HD Telepresence



- Personal TV
- HD TV, 3D TV
- Augmented Reality



- Virtualization
- Web mashing, Data Mining

Handsets have changed...



Wireless headsets for cell phone

Shoulder holster (e-holster) holds Web-enabled cell phone and color PDA

"Utility belt" with pager, wireless e-mail device, GPS receiver, authentication token, Leatherman pocket

Briefcase (equipped with alarm) to carry laptop, wireless modem, portable printer/scanner and spare batteries



Eyetrak glasses for watching DVD movies

Digital camera with built-in modem

In pocket: digital voice recorder, MP3 player, laser pointer ... and a pencil

Digital watch that sets itself, holds calendar, address book and calculator

Running shoes with built-in pedometer and flashing light for walking after dark



Mobile Usage & SMS (UK Data)



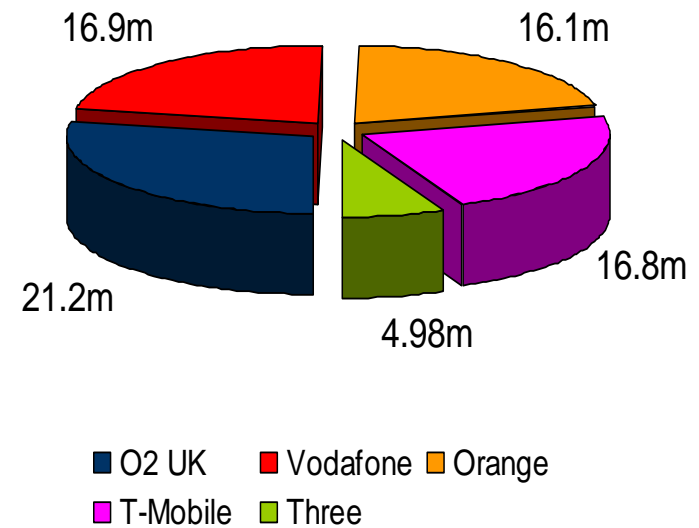
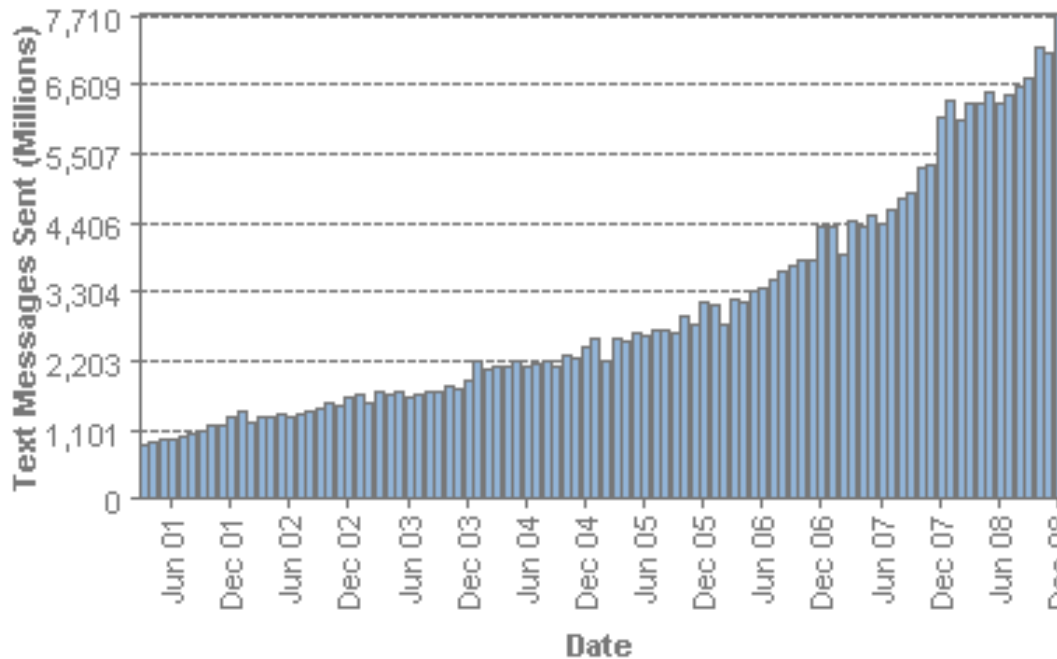
There is now **122%** mobile penetration in the UK – around **76 million** handsets!*

98 billion SMS messages sent in 2009 – compared to **1/56.9 billion** in 1999/2008

268 million SMS messages sent every day in the UK in 2009

Average number of text messages sent per person/year: **1,508** (based 65 million active UK mobile devices)

There has **never** been a better time for you to engage with your customers via their mobile!



* source: MDA/Netsize

What is so great about a 'text'?



- You can almost guarantee a text will be read by the recipient
 - *How many emails are unread in your inbox right now?*
 - SMS is the springboard to engaging interactivity/ compliance
- SMS is the quickest and most efficient way in getting important messages out to your staff or patients
- More *retailers* are using SMS than ever before (Ocado, Tesco, Argos, DSGi, Selfridges, M&S, Next....)



Mobile Usage & Mobile Internet (GPRS & 3G)



17.4 million people accessed Mobile Internet in December 2008* – *‘users are keen to get the most out of their phones’*

There are around **20 million** 3G handsets in the UK*

Brands can **no longer** afford to treat mobile browsing customers as an *optional extra* when defining their web strategy

iPhone has changed the way in which people use the mobile internet.

Smartphone growth is exploding and internet access will **overtake** PC usage



* sources: Apple/NetSize

Mobile Innovation for the High Street

