



Summary of Bloomberg's Health Policy Summit: "*Mind the Gap: Connecting Health Care Policy with Next Century Innovation*"

On Tuesday November 5th, Bloomberg Government hosted their first annual health care summit, "Mind the Gap: Connecting Health Care Policy with Next Century Innovation." The summit provided high-level conversation within business, government, and technology leaders on the transformation of health care through technology and innovation. The event included two panels and a discussion with the Food and Drug Administration (FDA) commissioner, Dr. Margaret Hamburg.

First panel: Health Care Reimagined: Practical Applications of Emerging Technologies
Panelists included:

- **Keith Dunleavy, M.D.**, President, Chief Executive Officer, and Chairman of the Board, **Inovalon**
- **John Sculley**, Chief Executive Officer, **Sculley Brothers LLC**
- **Elli Kaplan**, Chief Executive Officer, **Neurotrack**

The experts engaged in a discussion about the challenges in the health care system and the systemic changes to build a healthier society. The following paragraphs are a summary of the key points made by the panelists.

1. Dr. Keith Dunleavy

"In the past 40 years, we have doubled the life expectancy [of the average American]," Dr. Dunleavy explained. People across the board are having longer life expectancy rates, and as a result, we are observing more illnesses and diseases, while our current health care system cannot deliver the right care at the right time. He spoke of our transitioning period from a consumption-based health care model to a value-based model. Investing in new tools that allow for providers to have the necessary intelligence at the point of care will save lives, improve health outcomes, and bring value to the care delivered. Dr. Dunleavy explained that these benefits would arrive from overcoming the challenge we face today: integrating large sets of data and engaging in data sharing.

2. John Sculley

Mr. Sculley explained that currently, we are seeing a health care Darwinism effect moved by the consumerization of health care. Health plans and payers that are ready to adapt to the changes and engage with the self-insured patient will survive. Health care entities must focus efforts on how to gain a relationship with the patient. As well, he gave note to the "Quantified-self Movement," meaning that vast data on patients are available and we need to start aggregating data to give providers access to user-friendly data at the point of care. "In 10 years from now, we won't recognize health care," he stated. Technology developments and big data analytics will break new grounds in our health care system.

3. Elli Kaplan

Ms. Kaplan discussed the expanding role of medical mobile applications. We are seeing an influx of medical apps that will provide even broader health care to the people across the globe. Right now we are experiencing a lot of "noise" with emerging these technology developments, apps, and the datasets collected. In terms of the future, she expects to see big winners, those who are targeted and scalable, arise within the next few years.

Competition in the health technology field will break the “noise” and lead the way for interoperable systems and bring game changing medical mobile apps.

Discussion

When asked about the role of privacy and government regulations with the emerging technologies, Mr. Sculley stated that privacy and data is a balance: “we want privacy of our health care information, but in emergencies, we want providers to have all of the information.” Technology does not need to hide behind the barrier of privacy protection. Ms. Kaplan commented that there is so much fear that drives our policy, making privacy a big barrier. The panelists agreed that privacy is important but should not hold us back.

Second Panel: The 21st Century Health Care Landscape

Panelists included:

- **Doug Ulman**, Chief Executive Officer, **LIVESTRONG Foundation**
- **Steve Downs**, Chief Technology and Information Officer, **Robert Wood Johnson Foundation**
- **Matthew Douglass**, Co-Founder and Vice President, **Platform of Practice Fusion**

These panelists explored how the 21st century patients can better navigate themselves within the new health care system. The experts discussed the importance of data sharing, patient engagement, and how the electronic health record (EHR) system will help improve and build a healthier society. The following paragraphs are a summary of the key points made by the panelists.

1. Doug Ulman

As a 3-time cancer survivor, Mr. Ulman explained the impact of technology as a means of communication from patient to patient. The LIVESTRONG Foundation conducted a survey of 1,000 respondents to determine what individuals valued as the most important health information. The results showed that patients wanted to know what the other person with their condition or illnesses would recommend for treatments and advice to persevere. This type of patient-centered health care is the path we need to take to improve our system.

Speaking on the role of government in the 21st century, Mr. Douglass believes there must be a balance between the government’s responsibility to protect the patient’s privacy but also allow for providers to intervene with the patient’s data to provide quality health care. “The role [of government] is very tricky,” he stated.

2. Steve Downs

Mr. Downs explained that there is tremendous value in people sharing information. He shared a study that showed having a patient’s day-to-day health information was informative and significant knowledge to nurses and other caregivers. Exchanging health data with others, he added, should be as easy as sharing a photo using an iPhone. Technology with health care will be a rocky journey but soon we will reach a “slope of enlightenment,” and start to appreciate the tools technology brings. A key tipping point in the journey will be the change in our society’s cultural norms to adopt the practice of sharing health data.

Mr. Downs also spoke of the EHR adoption as an incredible jump in the past few years. He referenced the Blue Button initiative as an example of emerging policy initiatives to put patient data into EHRs and encourage patient engagement. Mr. Downs expects EHRs to become a platform for innovation to burst from if exchanging data and consumer demand for information continues.

3. Matthew Douglass

“Everyone is carrying a phone but people are still sick,” Mr. Douglas illustrated. The computing and communication capability of cell phones is an incredible opportunity to

integrate in with health care. We need to connect science, technology, and medicine to bring about the “digital patient”. In the days coming, he believes that incorporating patient-generated health data will be both a huge challenge and a great business opportunity.

On the role of government, Mr. Douglass thinks the role should be to provide clarity to innovators and entrepreneurs. He encouraged the Centers for Medicare and Medicaid Services (CMS) to create incentives for app development and reimbursement systems for providers who engage with others using apps. On the topic of HIPAA, he said the privacy law is important, yet it serves as a huge barrier for entrepreneurs. The private sector wants regulations that people can understand and that is flexible for inventors.

Keynote Speaker:

- **Margaret Hamburg, M.D.,** Commissioner, ***Food and Drug Administration (FDA)***

The following are highlights from Dr. Hamburg’s presentation:

“[the FDA] is critical to health care, the economy, and global competitiveness,” Dr. Hamburg explained. Currently, the advancement in science and technology has been enormous and brings about new opportunities to improve health and to treat, prevent, and cure diseases. The FDA’s agenda is to translate these new health technology tools into a safe and effective product for the people. FDA is in the process of providing regulation guidance for mobile apps and 3D printing for health care.

On the topic of EHRs, in particular, Dr. Hamburg explained the opportunity and benefit EHRs bring in the post-market surveillance process for FDA’s testing procedure. EHRs will allow for testing to be done in real-world environments and provide the opportunity for patient’s to undertake clinical trials from external locations.

On a question posed on FDA funding, Dr. Hamburg stated the important need for the agency to have a predictable federal budget. The FDA is charged to fulfill high demands with new technology developments, however, the sequestration extracted FDA’s user-fees leading to less funding for FDA to complete its agenda in a timely manner.