



Telemedicine & Regional Development 2008

by Claus Duedal Pedersen

Project manager Odense University Hospital

Region of Southern Denmark



Telemedicine project under implementation

- Regional centre for videoconference interpretation
- Home hospital for COPD patients
- Telemedicine treatment of endocrinology patients
- Cardiology services at GP's supported by specialist
- Acute neurosurgery service between hospitals
- Acute treatment over videoconference of patients with thrombolysis
- Monitoring of dialysis patients over distance
- Preparatory operation
- Alcohol treatment by videoconference
- Discharge conference between hospitals and homecare organisations
- A eMarket place for tele-radiology.



Two issues relevant for procurement:


- Interpretation service
- Tele-radiology







Interpretation service

- Providing interpretation services via video conference
 - Improving quality
 - Improving access in emergency cases
 - Reducing costs
 - Implementation started in RDS – ready to scale to a national solution next year.
 - The telemedicine service have been foreseen in the procurement of interpretations service that was completed last year
- 

Economic consequences

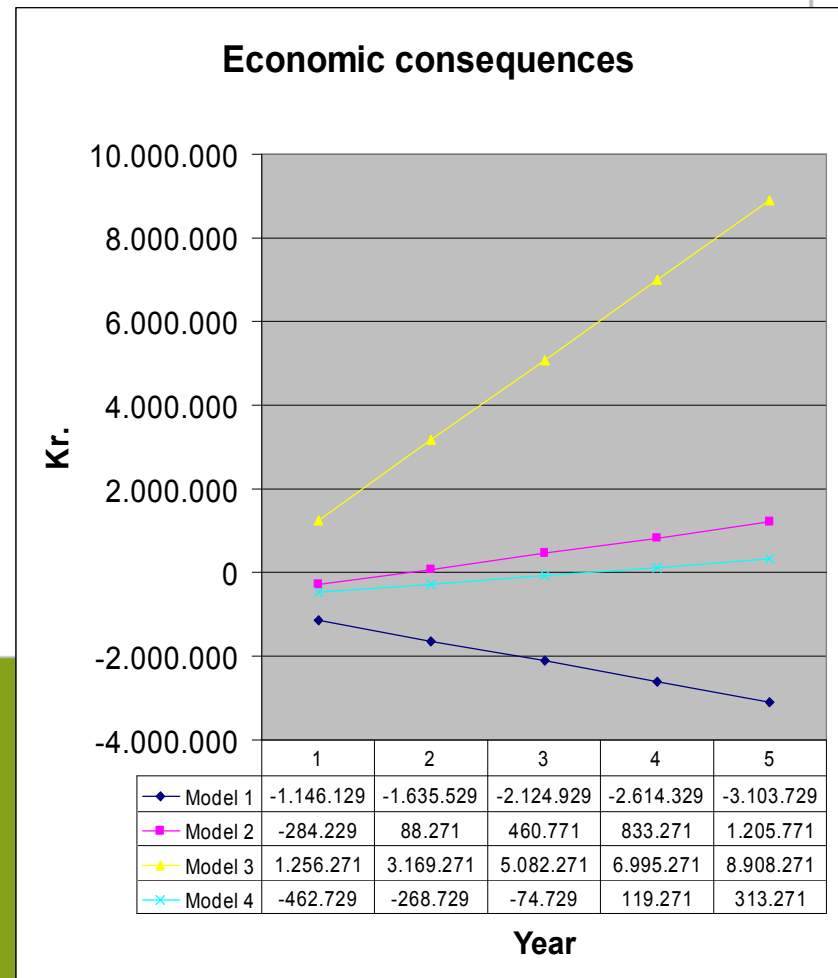
4 models with different utilisation:

Model 1: 41,7%

Model 2: 53,6%

Model 3: 65,3%

Model 4: 41,7% + emergency service.




A cross border market for tele-radiology

- Healthcare institutions throughout the European Union have to solve the dilemma that there is an increasing demand for better healthcare on a shrinking budget.
- The volume of diagnostic radiology procedures increases at an average annual rate of 3.7%.
- The needs and trends in healthcare delivery in Europe indicate that today the **regional, national or cross-border** provision and consumption of eHealth services through electronic marketplaces appears a cost-beneficial proposition and in some settings possibly the only realistic proposition in meeting these demands.



The challenges for the customer side

- How to get access to whole market with more choices
 - An easy way to compare prices, availabilities and response time.
 - How to create access to select sub-specialists from a wider pool
 - An easy “plug and play” way to integrate the customer and provider systems
 - How to take care of the security and privacy issues
 - How to get the reports in the native language in an international reporting environment.
 - How to deal with the contracts, payments, etc.
 - Quality assurance and certifications
- 



R-Bay:


an online marketplace for
imaging diagnostic services
across borders - an 'eBay' for
radiology



European Commission
Information Society and Media




Challenges still to be solved

- Insurance issues
 - Can the market place be created without conflict with procurements regulations?
 - Online check in all member states' registers of status and specialty certification of an individual doctor
 - Identity control
 - Cross-border access to patient data
- 



Questions

- Can a procurement process fit into the daily practice of the healthcare system?
 - How can public institutions participate in tenders across borders?
 - Is it possible to create a virtual market place without having to go through procurement processes?
- 



Thank you!

Claus Duedal Pedersen

Project Manager – OUH

claus.pedersen@ouh.regionsyddanmark.dk

