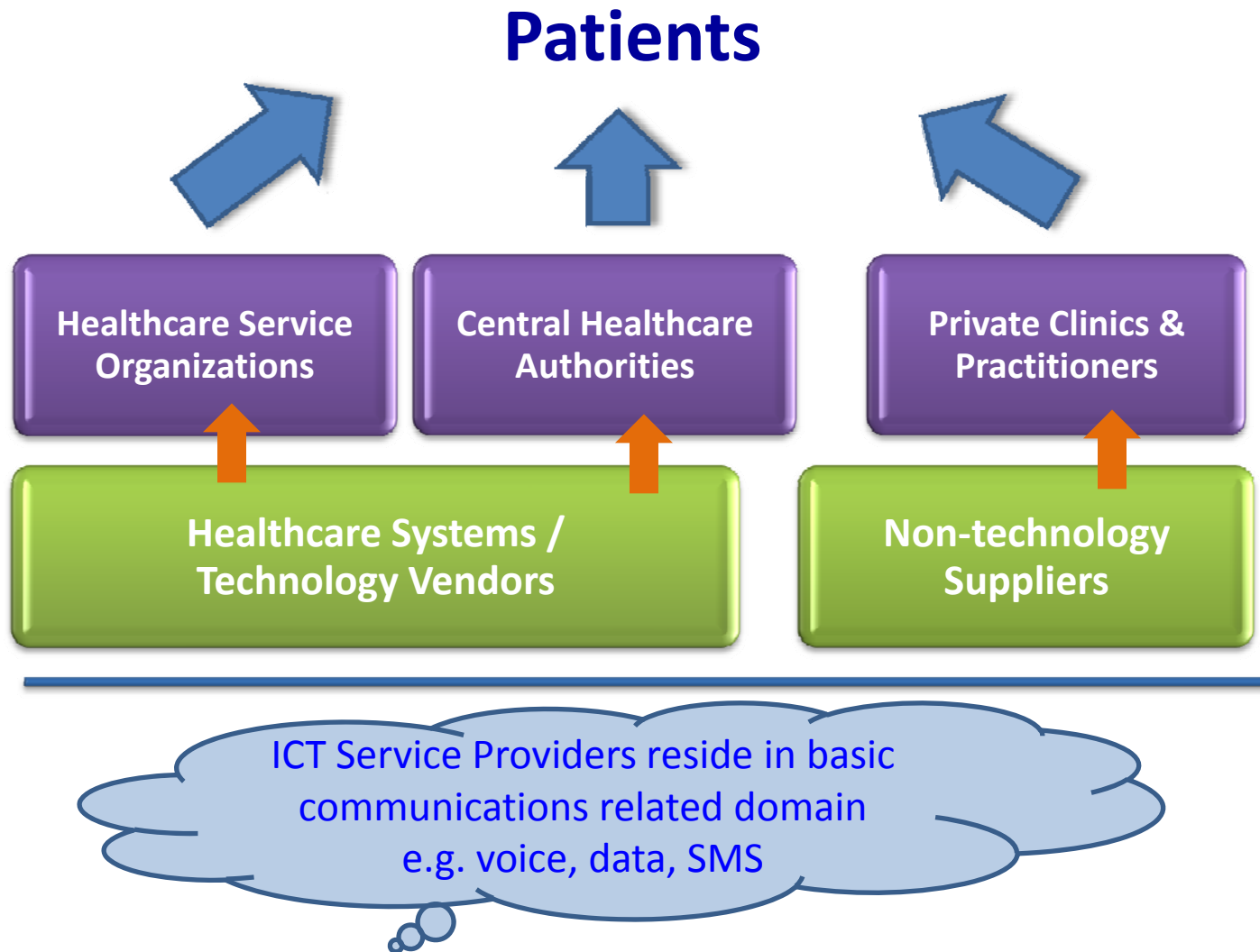# PCCW eHealth Service Platform - from B2B, B2C to B2B2C

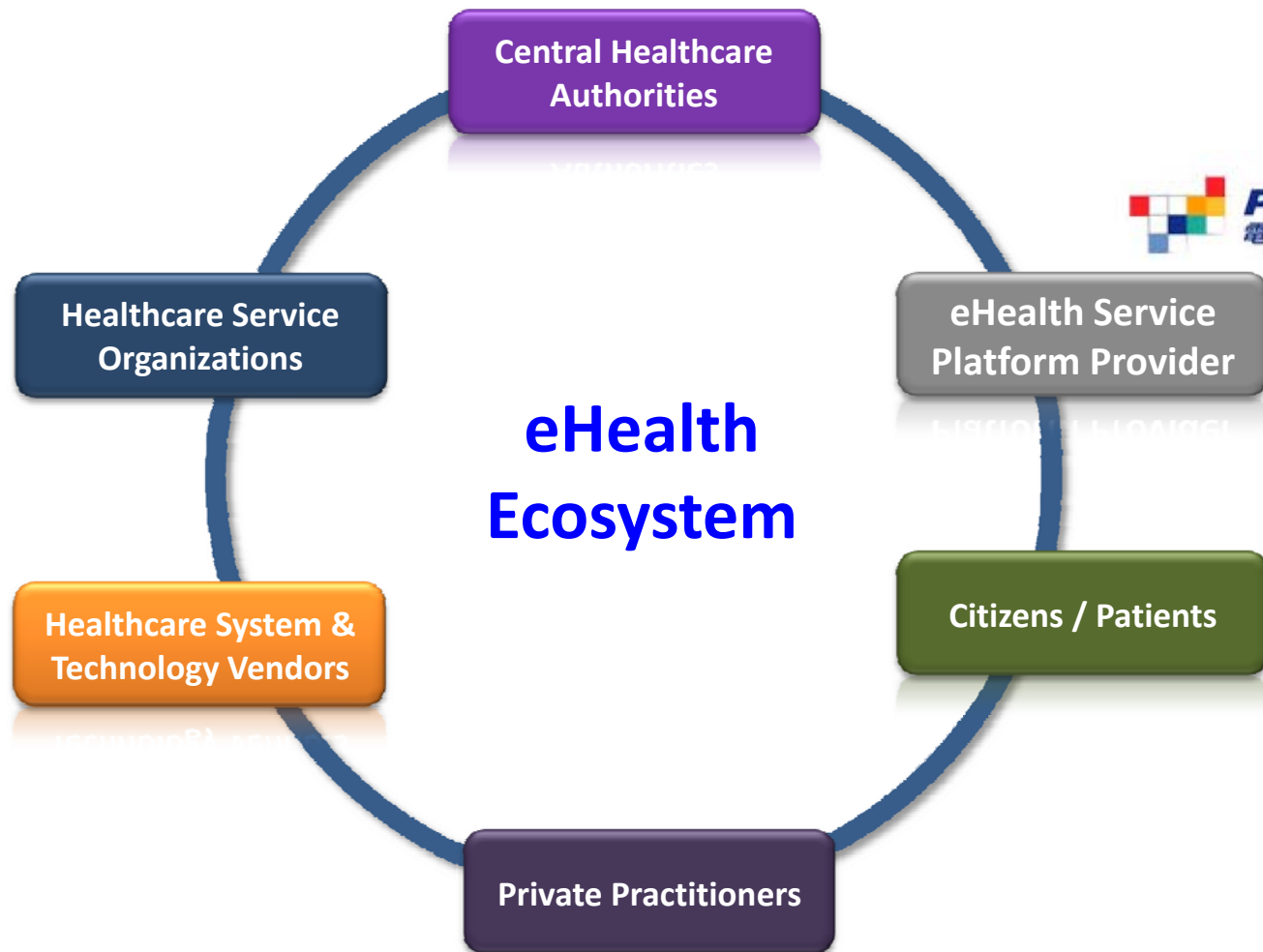## Steve Ng
VP, Bid & Solutions Consulting

31 Oct 2011

Healthcare Industry in the past

Patients

Healthcare Service Organizations

Central Healthcare Authorities

Private Clinics & Practitioners

Healthcare Systems / Technology Vendors

Non-technology Suppliers

ICT Service Providers reside in basic communications related domain e.g. voice, data, SMS
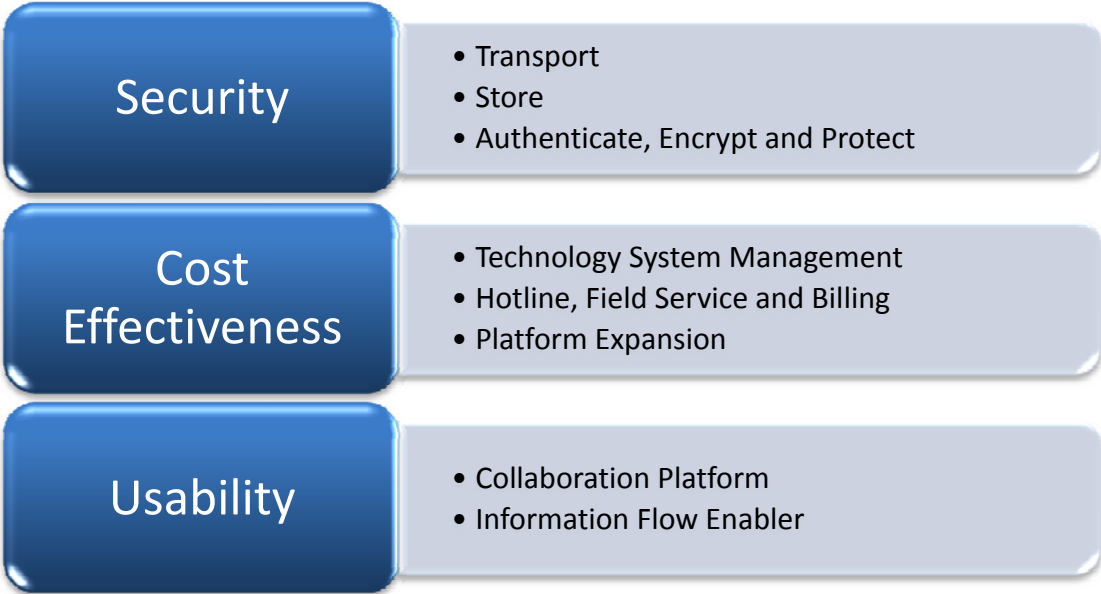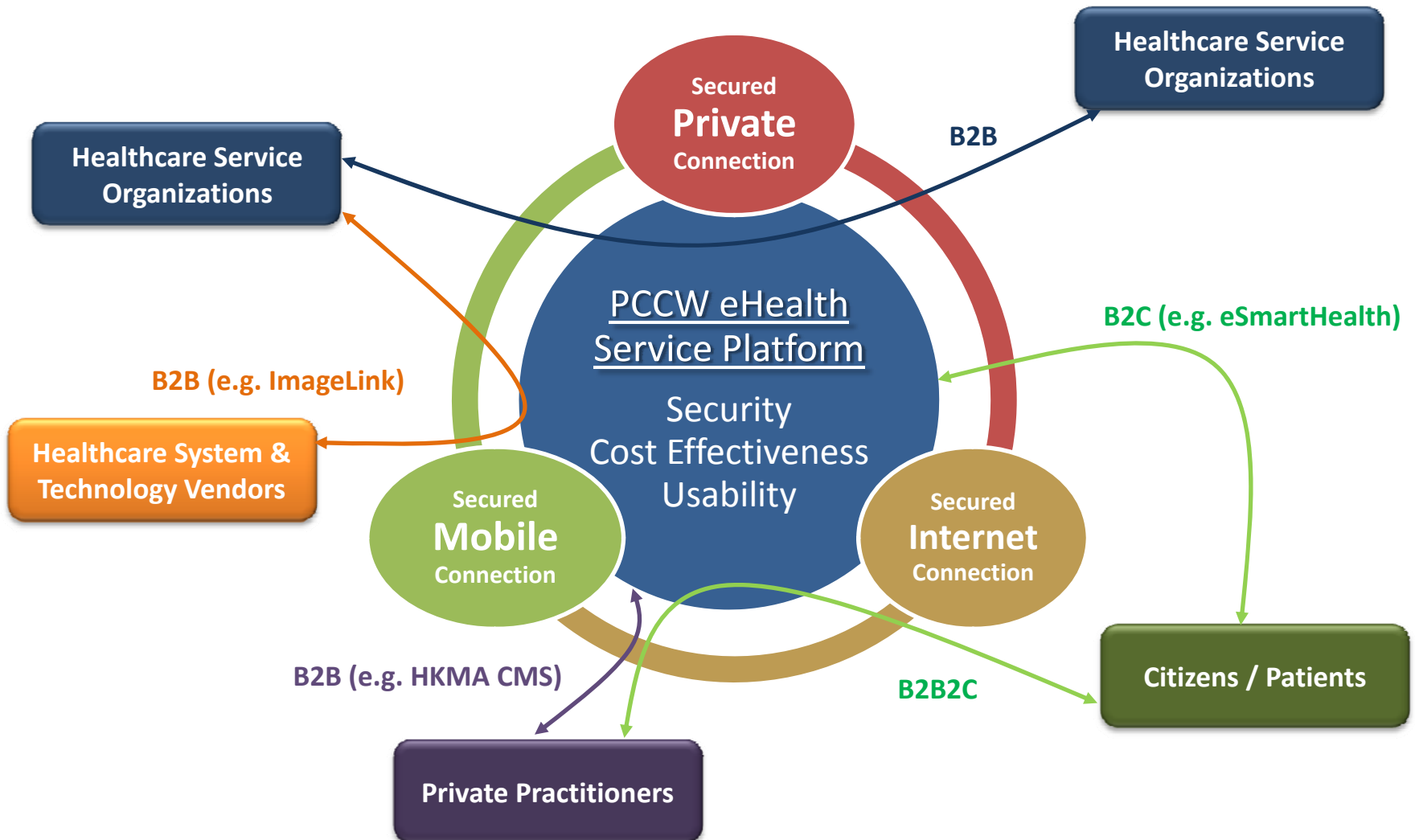
eHealth Ecosystem expedites the use of Technology in Health Care Industry

Cloud-based eHealth Service Platform enables Effective Technology Deployment

Security
- Transport
- Store
- Authenticate, Encrypt and Protect

Cost Effectiveness
- Technology System Management
- Hotline, Field Service and Billing
- Platform Expansion

Usability
- Collaboration Platform
- Information Flow Enabler

Technology + *People* + *Process*

PCCW Cloud-based eHealth Service Platform

PCCW eHealth Service Platform enables Diverse Business Models to serve Citizens/Patients

Secured Private Connection

Healthcare Service Organizations

B2B

Healthcare Service Organizations

B2B (e.g. ImageLink)

PCCW eHealth Service Platform
Security
Cost Effectiveness
Usability

Healthcare System & Technology Vendors

Secured Mobile Connection

Secured Internet Connection

B2C (e.g. eSmartHealth)

Citizens / Patients

B2B (e.g. HKMA CMS)

B2B2C

Private Practitioners

Secure & Scalable PCCW eHealth Service Platform
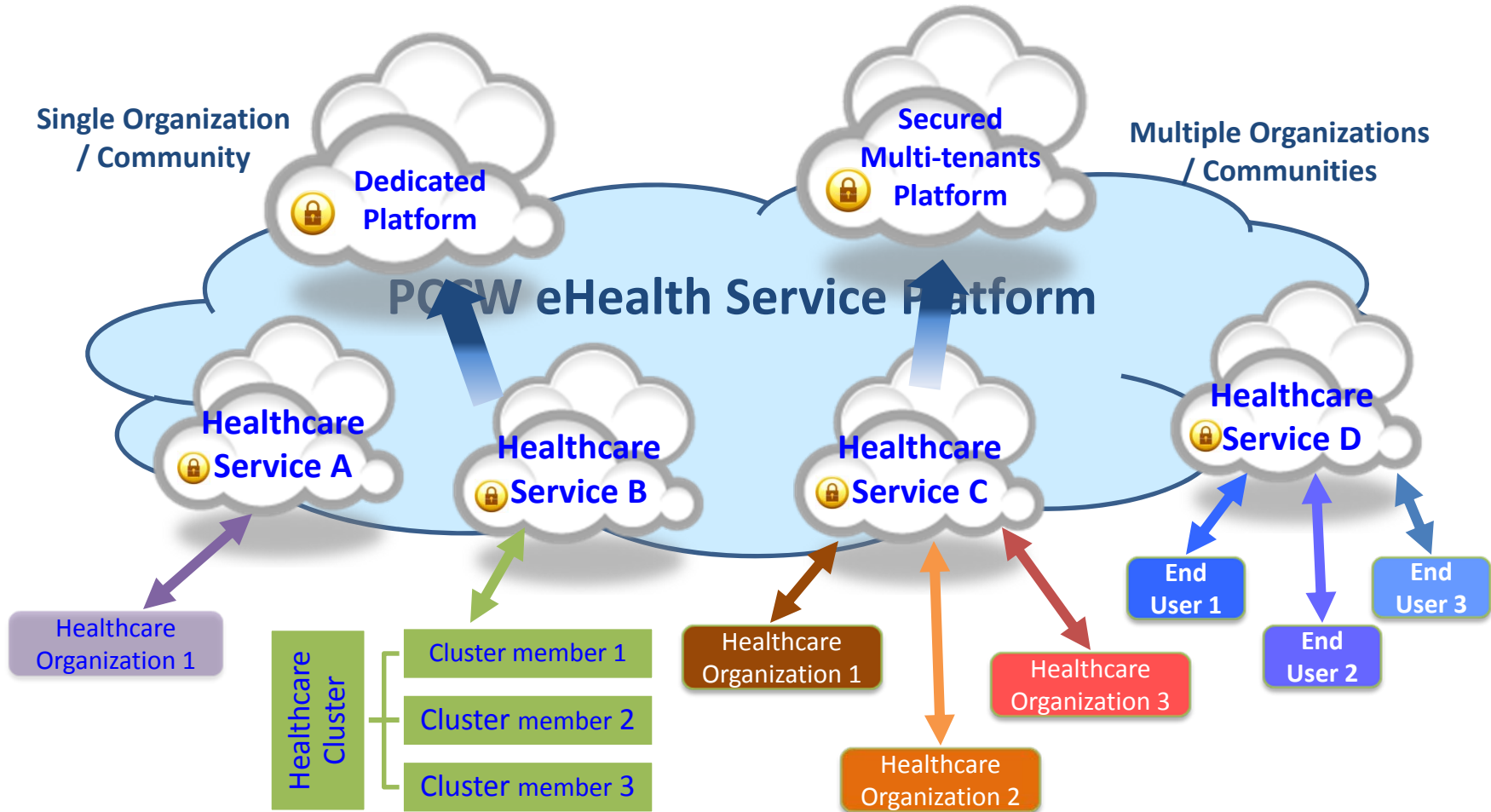
Benefits brought to eHealth Ecosystem

HealthCare Service Organizations
- Leverage on cloud infrastructure to enhance ROI
- Outsource non-core technology operation and support services

Private Practitioners
- Lower capital investment
- End-to-end services support
- Extend services to B2B2C

Technology Partners
- Shorten time to market
- Leverage on PCCW economic scale in service delivery and support
- Access to huge end user base (B2C)

ImageLink
- B2B Use Case

ImageLink by TeraMED

ImageLink Service
- Radiology image in DICOM standard
- Report in HL7 format
- Authentication
- Security Gateway
- Field service
- Capacity/Performance Monitoring
- 7 x 24 Support Hotline

Dedicated Secure ImageLink Platform

Reports in HL7

HL7 Gateway

醫 院 管 理 局
HOSPITAL AUTHORITY

DICOM files

DICOM Gateway

DICOM files
+ Reports not in HL7

DICOM files
+ Reports not in HL7

Benefits to Healthcare Organizations
- One-off Setup & Monthly Charges only, NO huge upfront investment
- Fast service rollout
- End-to-end service support
- Save IT effort and cost
- Pave way for eHealth system deployment

Health Centres

Laboratories

Hospitals

eSmartHealth
- B2C and B2B2C Use Case

eSmartHealth Service Value Proposition

Hong Kong's first cloud-based health data management service

helps you and your loved ones to monitor health

in an easy, convenient and worry-free manner.

eSmartHealth Service Concept

Oregon Scientific Health Devices

Pedometer

Blood Pressure Monitor

Heart Rate Monitor

Wireless Upload

USB Hub

Internet

Secure cloud-based storage

Log-in

www.eSmartHealth.com

請登入您的e体健戶口

ID：登記地址
密碼：

登入

- Automatic Data Collection
- Worry-Free Cloud Storage
- Convenience Tools : Graphs, Alerts & Printing
- Remote Caring with Family and Friends
- Wellness & Educational Content

eSmartHealth Cloud Management Service will be available on PCCW eye2 soon.

In Summary

- PCCW is committed to eHealthcare development in HK

- PCCW eHealth Service Platform is
    - Advanced cloud-based technology platform tailored for eHealth applications
    - Secure and scalable
    - Inclusive of Technology, People and Process
    - Enabler for diverse business models (B2B, B2C, B2B2C)

- PCCW will continue to work with eHealth Ecosystem members to expedite eHealth application deployment in the territory

Thank You