

## **Workshop A: Opportunities in different geographic markets**

The advent of the internet, online translation and global payment services means that it is easier than ever to exploit international opportunities. We live in a World of truly global brands and companies like Apple and Microsoft sell their products, with little variation across the globe. However, the field of healthcare is often highly influenced by geography with different countries having different healthcare policies, regulatory bodies, laws and health issues. Even in the UK there can be significant regional variation in healthcare with different policies and issues in England, Wales, Scotland and Northern Ireland, and sometimes even variations between neighbouring health authorities. For companies planning to enter the healthcare market there are choices to be made and at either end of the scale:

- Focus – Concentrate on one country or geographic area's needs – with lower development costs, greater market understanding, higher customisation but with a limited market opportunity
- Internationalise – Concentrate on addressing the needs of an international market – with potentially higher development costs, a more generic product but with a much greater market opportunity

## **Workshop B: Opportunities in different sectors: Wireless Wellness, Telemedicine, Telehealth and Telecare solutions**

- Where can wireless technology make the greatest impact on healthcare outcomes?
- What are the opportunities and barriers to entry in each sector?
- What are the key requirements for each sector?
- Which sectors offer investors the greatest return?
- Should developers concentrate on solutions to be purchased privately by individuals or supplied through national health services?

## **Workshop C: Offering a Product vs. Service**

In reality does Wireless Healthcare offer a spectrum of uses of technology and therefore a spectrum of business models? If so are the extremes of the spectrum as follows:

- Principally a consumer product – wireless sensors wearable and free standing to support the already knowledgeable self-managing user for lifestyle and wellbeing through to chronic conditions
- Principally a support service enabler – wireless technology as a channel to enable monitoring data to be sent to a GP, nurse, consultant, carer, lifestyle coach, private sector disease specific specialist service, internet based support community with information and advice sent back over the same channels.

## **Workshop D: The mobile phone as a health hub: the future of healthcare or an unrealisable panacea?**

A new generation of wireless medical devices in the making will feed the growing demand for remote healthcare services. Taking advantage of the huge base of users with mobile phones is attractive, but is it feasible?

- Will the Continua approach of many devices talking to a hub, such as the patient's PC or mobile phone prevail, or does the falling cost of cellular modems mean that all devices will independently connect directly to the healthcare provider's systems?
- How does the infra-structure affect the business model?
- What are the challenges in terms of development and deployment for co-operative and stand alone systems?
- What does it take to develop a medical device that works with a mobile phone?