

France Telecom Health Care Initiative

A Case Study

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France Telecom has made a strategic choice with its foray into e-health through Orange Healthcare

Strategy Insights

Business Overview

- France Telecom group, Orange whose, R&D division is Orange Labs, has centers in 11 countries in the world to develop new services.
- In the financial year 2007, France Telecom launched its e-health service named Orange Healthcare

Why E-Healthcare?

- It launched e-health based on a survey, which showed that France is lagging behind other European countries in using e-health services.
- Total health spending to increase at a CAGR of 5%. E-health revenue will increase to €500 m in 2010.

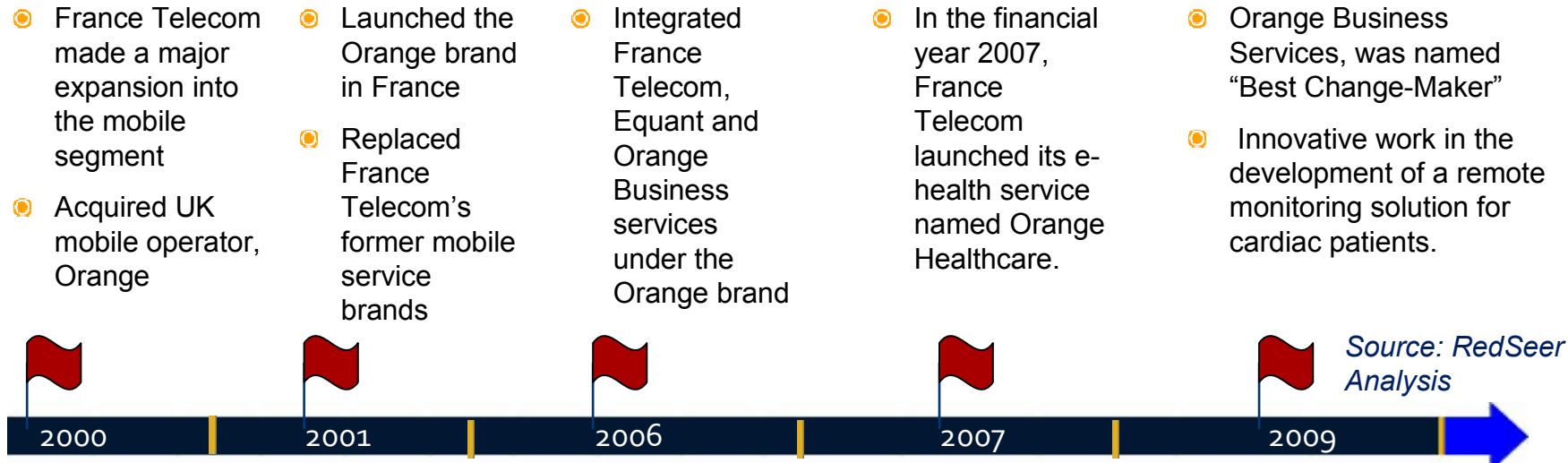
Future Growth

- France Telecom is focusing on product innovation and new product development to foster growth.
- The service has been launched in France to start with, and the group plans to roll it out in other European markets in the next few years.

“As one of the largest providers of communications services to the public and private healthcare sectors, it made sense for Orange to combine its communications infrastructure and commitment to R&D with medical expertise,” Orange Healthcare head

Orange Healthcare offers a wide range of products and services to impact three key target segments

Origin and Evolution



Target segments

- Patients
- Health Providers (doctors, Hospitals)
- Seniors

Financials

- Industry in Europe worth €450 billion for e-health.
- France Telecom aims to derive revenues of €500m in the year 2010 from e-health services.

Products/ Services

- Remote monitoring solution (Cardiac/ Diabetes etc)
- online appointment-booking
- access to information etc

Orange Business Services offers innovative health services to impact three key segments

Target Segments



Doctors



Hospitals



Patients/ Seniors

Products/ Services

(not exhaustive)

- **Patient Management:** Virtual receptionist service that helps doctors to manage their appointments online, and a service for elderly and disabled users .
- **Connectivity:** Orange's flagship solution is Connected Hospital, which has integrated the management of patient data across more than 40 hospitals in France,
- **Remote monitoring solution (Cardiac):** Cardiac rhythm management (CRM) devices sends data to a monitoring system in the patient's home, which then transmits it securely to the physician.

Impact

- **Convenience:** Reduces the need for possible patient hospitalization and the attendant cost, while freeing up beds for more pressing conditions. It also reduces the need for patients to attend clinics as often.
- **Efficiency:** Reduces cost of treating diabetic patients through time-consuming check-up visits, while refocusing the physician's time on the most pressing cases.
- **Costs:** Reduces cost of patient management on a national basis.
- **Access:** Provides access to around-the-clock assistance and support through a customized mobile device.

Thank You!

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