Orange Fast Facts – Healthcare

Key Facts

- Orange has been equipping hospitals and clinics with communication services for over ten years
- Orange provides healthcare services in France, Poland, Romania, Spain, Austria and the UK, US and in Africa - Senegal, Egypt, Madagascar, Ivory Coast and Kenya in particular
- Orange set up its Orange Healthcare division in 2007. The purpose of this division is to team up with e-Health and medical partners to focus on integration, communication and secured storage of medical data.
- eHealth is a key pillar of the Conquest 2015 strategy: we want to expand our healthcare offering across more territories, particularly emerging markets where access to healthcare is a key issue. As a socially responsible Group, we want to improve traditional healthcare systems to the benefit of the whole population
- Orange targets three segments with its product portfolio:
  - Health professional services (pro2pro) – Orange focuses on the traditional players in the healthcare sector like hospitals, clinics, doctors’ offices or independent medical practitioners. Our services can interconnect infrastructures, enabling improved coordination, cooperation and fluidity of information exchange between all of these players.
  - Remote healthcare monitoring services (pro2patient) - Orange focuses on aspects of healthcare outside the usual treatment environment, at home for example. Our services allow patients to stay in permanent contact with healthcare professionals, making it possible to provide the highest quality care to a wider population and offering more choices in care. ‘Joining up’ traditional and non-traditional healthcare environments, enabling high quality care and condition management within the broader community, giving patients more choice over their care provision
  - Prevention (patient-empowerment) - Preventing health conditions before they arise. ‘Joining up’ people to the tools and information they need to manage their own health and well-being in the course of their everyday lives – whenever they need to, wherever they are
- For our three fields of activity, we have developed cloud based platforms to deliver turn-key solutions with our partners.
- Approximately two thirds of Orange health revenues come from Health Professional Services, a market that has seen double digit growth since the creation of the Orange Healthcare division.
- Another key area for Orange is the remote monitoring and management of chronic diseases (like telemonitoring for renal failure or cardiac patients, for respiratory disease or diabetes )
- Orange has teams of researchers around the world that are working on healthcare innovations and four ‘skill centres’ with a team of experts working on solutions for customers in healthcare. Our research units dedicated to healthcare, in Meylan in France and San Francisco in the US, represent a true competitive advantage.
Orange healthcare services:

- **Connected hospital** – available in France since 2008, Poland (2009) and Columbia (2010)
  - A unique integrated network for hospitals with direct access to information for the health and administrative staff and access to a ‘triple-play’ service in the patient’s room
  - **Benefits**
    - secure access to patients’ records through a variety of mobile devices (health professionals)
    - access to TV/VoD, internet, phone, radio and games (patient)
  - E.g. Centre Hospitalier de Villefranche sur Saone (France); Polyclinic of Picardie (France)

- **Cardiac Remote Monitoring System (CRM)** – Launched in Q2/2012. Currently available across Europe and Canada
  - SMARTVIEW™ – a global remote monitoring solution for cardiac patients in partnership with the Sorin Group
  - It measures information from the patients’ defibrillator and sends it to the health professional (avoiding hospital appointments, reducing moves, allowing regular follow-up).

- **Flexible Computing Santé** – a cloud-based IaaS (infrastructure as a service) solution specially adapted for the health sector. Features vendor neutral archiving (VNA) and hosting of personal medical data in secure, MoH-approved Orange Business Data Centres in France and ‘virtual servers’ that enable a modular and custom approach to services and applications for healthcare establishments.

- **DiabeTIC (Spain)** - implementation of a remote monitoring platform for diabetes in partnership with Sanofi

- **Health Gateway** – available in the UK since 2010
  - SMS reminder for medical appointments
  - saves time, cuts communication costs and improves the customer experience by sending personalised messages to the mobile

- **Smart Numbers** – available in the UK since 2010
  - Gives callers instant access to the best placed person or team available, providing patients and healthcare workers with the ability to reach the right person, first time
  - Brings a greater effectiveness: the healthcare personnel in your teams are easy to reach and gives a better quality of service: you answer all calls, you customise the calling service, you direct your patients to the person best placed to answer their queries, more quickly.

- **Healthline** – Bhutan
  - A call centre where people can get in touch with health professionals to get medical advice, information on medicines etc.
  - Orange plans to extend this to further countries in time
mHealth in Africa

- In Africa, Orange partners with NGOs and healthcare players to provide m-health and e-health solutions
- Orange’s m-health solutions aim to reach people in remote areas and increase access to care and medical information and promote prevention

Key Facts

- In the Africa and Middle East region Orange is present in 20 countries serving more than 80 million mobile customers
- A significant proportion of Africans have limited access to television, radio or other media, but over 60% have access to a mobile phone

Orange Services in Africa:

- Botswana
  - “Kgonafalo” (Mobile Telemedicine Program)
  - The Mobile Telemedicine Programme is composed of four different areas of expertise: Mobile Oral Telemedicine, Mobile Cervical Cancer Screening, Mobile Teledermatology, Mobile Teleradiology.
  - All four mobile telemedicine projects share the same model whereby healthcare workers use a mobile device to collect clinical data and images on a complex patient case, which are sent to a remote specialist, for expert diagnosis. This is particularly relevant in Botswana where specialists are extremely limited and patients living in remote, rural areas do not have easy access to specialists.
  - This programme includes the participation of Orange Botswana and the Botswana – UPENN partnership in collaboration with the Ministry of Health and the University of Botswana.

- Ivory Coast
  - A service called 712 Pharmacies de garde based on SMS information in Ivory Coast allows people to locate the nearest duty chemist by dialling 712 from their mobile telephone to receive a list of nearby pharmacies that are open. This facilitates the access to care from local populations.
  - Orange works with a partner that provides information about chemists’ availability.

- Senegal
  - SeneMRS is an epidermiological surveillance and training service in collaboration with Merieux Foundation. The solution allows the Health Ministry to collect health data in the field, and so improves prevention and care when epidemics appear.
  - Orange supports this initiative through its Corporate Social Responsibility programmes and will support the Senegalese government project during the pilot phase.
  - IPM Sonatal is a solution that enables health claim forms to be sent electronically, and represents the dematerialisation of medical financial flows between patients, medical professionals and insurance companies (IPM)
  - Healthpresence is a telemedicine solution that enables patients to consult with medical specialist anywhere in the world.
  - In Mali and Senegal, Orange has partnered with NGOs to deliver a simple paediatric telediagnosis service designed to help healthcare workers monitor the development and weight gain of newborn babies, thus contributing to the reduction of infant mortality. Healthcare workers weigh newborn babies at their homes, data is transmitted via SMS to a medical centre for analysis and diagnosis by a medical doctor. The healthcare worker receives notification from the doctor if there is an anomaly, and issues a voucher for a free medical consultation so that the infant can receive further treatment.

- Madagascar
  - Tele-consultation in oncology (i.e. breast or cervical cancer). This solution is based on teleconferencing that allows oncology clinicians to send slides to anatomocytopathologist
for real time diagnosis. There are few anatomocytopathologists in Madagascar and the service provides a better and quicker management of patients suffering from cancer.
- “Medical 315” was launched by Orange Madagascar and provides emergency medical assistance services 24 hours a day.

- **Kenya**
  - Today counterfeit drugs represent up to 30% in developing countries according the World Health Organisation.
  - Orange has partnered with mPedigree – an SMS-based tracking solution to fight against counterfeit drugs, (partnership announced April 2011)
    - The initiative involves printing a unique verification code, which is hidden behind a scratchable surface layer, on each packet or bottle of medicine. Patients can then submit this code via SMS (for free) in order to automatically check the authenticity of the drug against a database managed in Europe by mPedigree’s partners.
  - Wireless Reach Initiative: a stock e-monitoring solution that has been launched in Kenya in 2008. This solution allows healthcare professionals to manage their medicine stock in real-time as the entire command and delivery process is automated. Patients can take advantage of a regular treatment because healthcare centres have the stock they need.

- **Egypt**
  - Tele-dermatology services - pilot phase (also in Botswana)
    - Enables remote doctors to provide diagnosis and treatment advice.
  - Mobile Baby – maternal and therapeutic education programme. Allows for example for ultrasound images to be sent to the mother and the medical team via mobile phone.

**Case Studies**

"Region Sans Filmé": Shared Medical Imaging for healthcare establishments in the Paris region.

In April 2010, Orange, in partnership with General Electric Healthcare, HHelia signed a 5 year contract with the GCS D-SISIF, an organisation representing healthcare institutions in the Paris region, to develop and deploy a shared medical imagine solution.

The project, “Région Sans Filmé” (Region Without Film) is based on a SaaS (Software as a Service) architecture and enables health professionals from hospitals across the Paris region to access a centrally stored PACS (Picture Archiving and Communications System) and RIS (Radiology Information System).

The objectives of the project include improved patient care, enhanced accessibility of images for doctors, greater data security, regulatory conformance in the management and storage of patient health data, and cost reduction through the dematerialisation of radiology films, and the reduction in unnecessary or redundant patient exams. Patients are provided a username and password that they can provide to their doctor who can, in turn, access their file and images via the Internet as part of routine follow-up. Patient data is securely transmitted between establishments and is stored in secure ASIP-certified Orange data centres. France is the first European country to pass regulation requiring data centres that store health data to be ASIP certified by the Ministry of Health.

As of February 2013, 38 healthcare establishments have joined the ‘Region Sans Filmé’ project, representing approximately 0,14 Petabytes of medical imaging data.

**Hospital 2.0 - Orange fully equips Metz-Thionville regional hospital to support its digital development**

- Orange Healthcare takes over the running of the network and all the telephone equipment at Metz-Thionville regional hospital;
A front runner in the e-health field, Orange, working in partnership with Metz-Thionville regional hospital, has completely changed the way the hospital is organised. Under the 2007 Hospital Plan, Metz-Thionville regional hospital launched the construction of the Metz New Hospital (opened in September 2007), structured in hubs, with a capacity of 776 beds and places, fully equipped with the latest technology and meeting stringent environmental standards (HQE). The regional hospital is thus preparing for and anticipating connection to the entire regional healthcare system.

When patients arrive at the hospital, they can immediately access interactive terminals to show them where to go or buy multimedia services. Appointment confirmations and reminders can be sent by text message.

Patients can also access a vast array of entertainment services (Room TV) and have a webcam and internet access via a multimedia terminal. Patients can also view their x-rays on the Internet.

For healthcare personnel, care organisation has been improved by making the circulation of patient data a more fluid process. Healthcare personnel can now access digitised patient records while on the move. Metz-Thionville regional hospital is the leading centre for the care of adult burns patients in eastern France and has special emergency response equipment with a tablet available for assisting with diagnosis and immediate data transmission when a patient is taken to hospital.

Case Study

Ideal Life: Orange Provides M2M Connectivity for Global Remote Health Management Services

Toronto-based remote health provider Ideal Life chose Orange Business Services to expand its remote monitoring solutions for wellness and chronic conditions to an international audience. Orange will provide seamless machine to machine (M2M) wireless connectivity for Ideal Life in Europe and Latin America, promoting comprehensive remote care to the home and preventing non-critical re-admissions of patients to hospitals.

Ideal Life will be offering new medical hubs containing Orange SIM cards. These hubs will reside in the home, collecting data from a variety of health-related devices, from blood pressure monitors to glucose, oxygen saturation and heart rate meters. Once collected, this information is transmitted in real time over the Orange network to physicians who can access it using a variety of devices such as tablets, smartphones and traditional PCs. The application can also format the data into a standardized EMR, improving compliance with recent legislation requiring such records.

Case Study

Orange is working with CHRU de Montpellier (Montpellier University Hospital) to introduce Computerised Patient Records (CPR)

- Orange Business Services and Medasys, a leading French provider of software systems to healthcare institutions, are supporting CHRU de Montpellier in the digitisation of patient data and in the introduction of Computerised Patient Records (CPR)
- With its Flexible Computing Santé solution, Orange is hosting the CPR data: personal data associated with patient healthcare and treatment histories

Hospitals must address their current needs, but they must also be ready to accommodate new practices adopted by healthcare professionals (hospital and non-hospital practitioners). CHRU de Montpellier wanted to have access to an environment that meets the requirements for security of medical data as defined by the Agence des Systèmes d’Information Partagés de Santé (ASIP Santé).
Ensuring that data can be both shared and secure during patient treatment is a priority for CHRU de Montpellier. The hospital’s goal is to continue its current activities designed to maintain the excellence of its healthcare offer by introducing a top-flight technological and digital approach.

Orange Business Services joined forces with Medasys to support CHRU de Montpellier in the introduction of Computerised Patient Records (CPR). The 10-year agreement envisages the digitisation of all data relating to patient healthcare and treatment histories. Under the agreement, Medasys will provide CPRs in SaaS (Software as a Service) cloud mode, using a modulable and scalable configuration of 70 highly-secure virtual machines provided by Orange Business Services via its Flexible Computing Santé solution.

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