

Rising Above The Weather Washington DC, April 2-3, 2009



Health Forecasting Reduces COPD Hospitalizations in the UK by 50%

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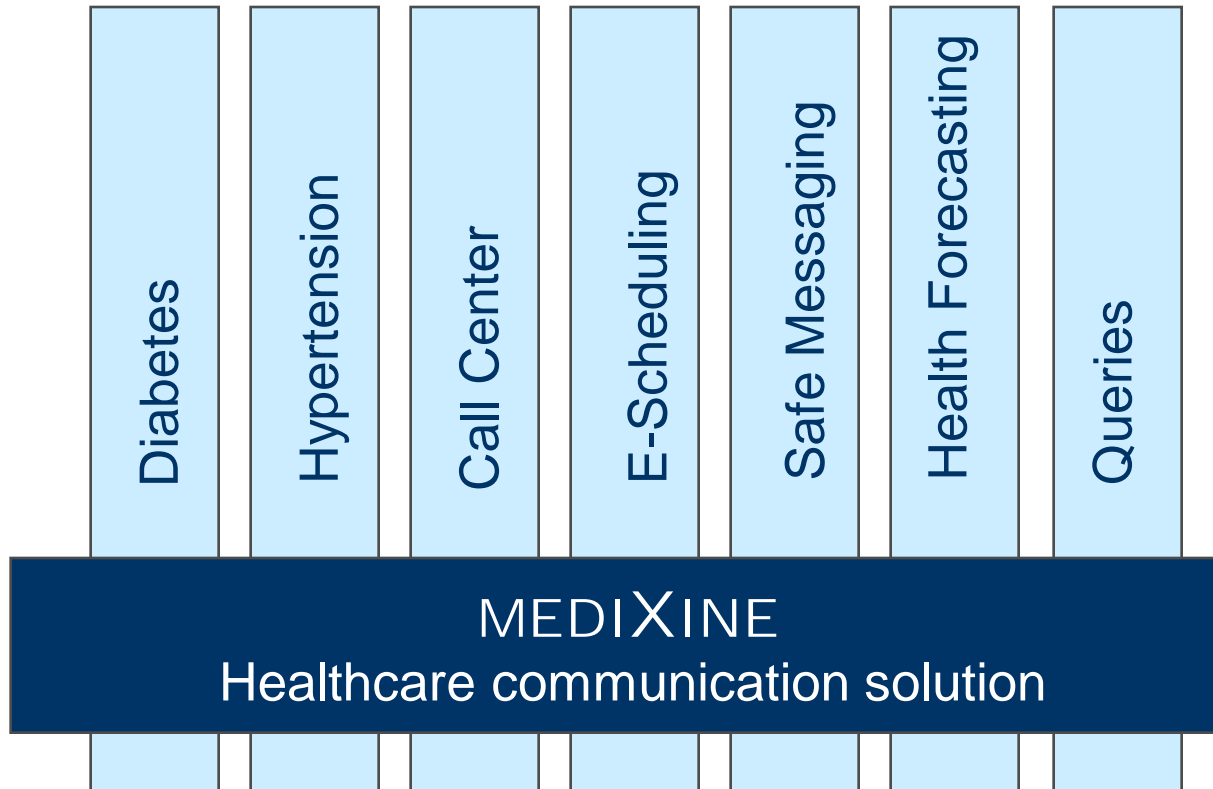
Medixine

- Medixine provides, together with its partners, **advanced e-services (SAAS)** for healthcare providers
- Our **solutions** are based on our concepts and multimodal communication software suite helping health care providers to stay in touch with their patients
- Our **customers** are integrators and large healthcare providers, insurance companies, pharmacies, pharmaceutical companies
- Over 100,000 patients, users in 16 countries

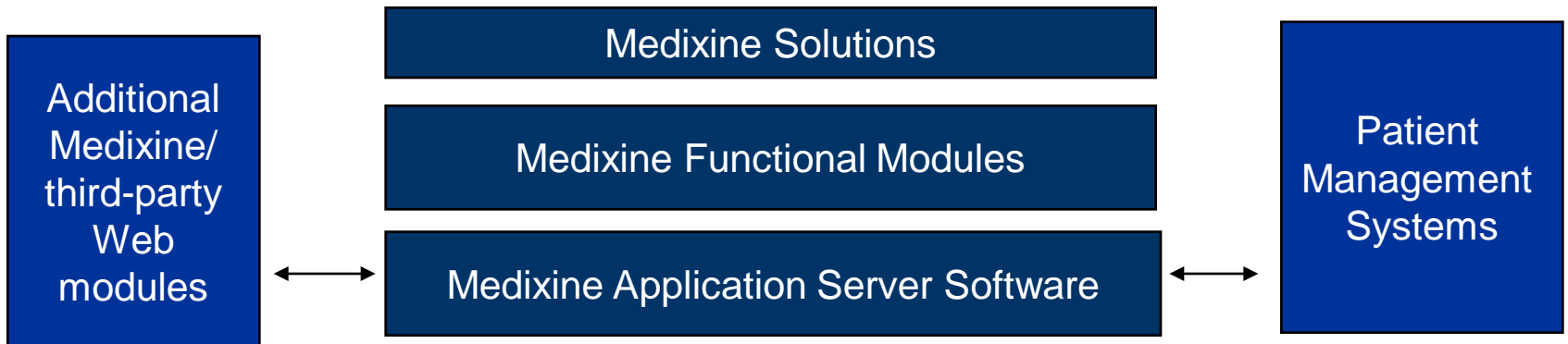
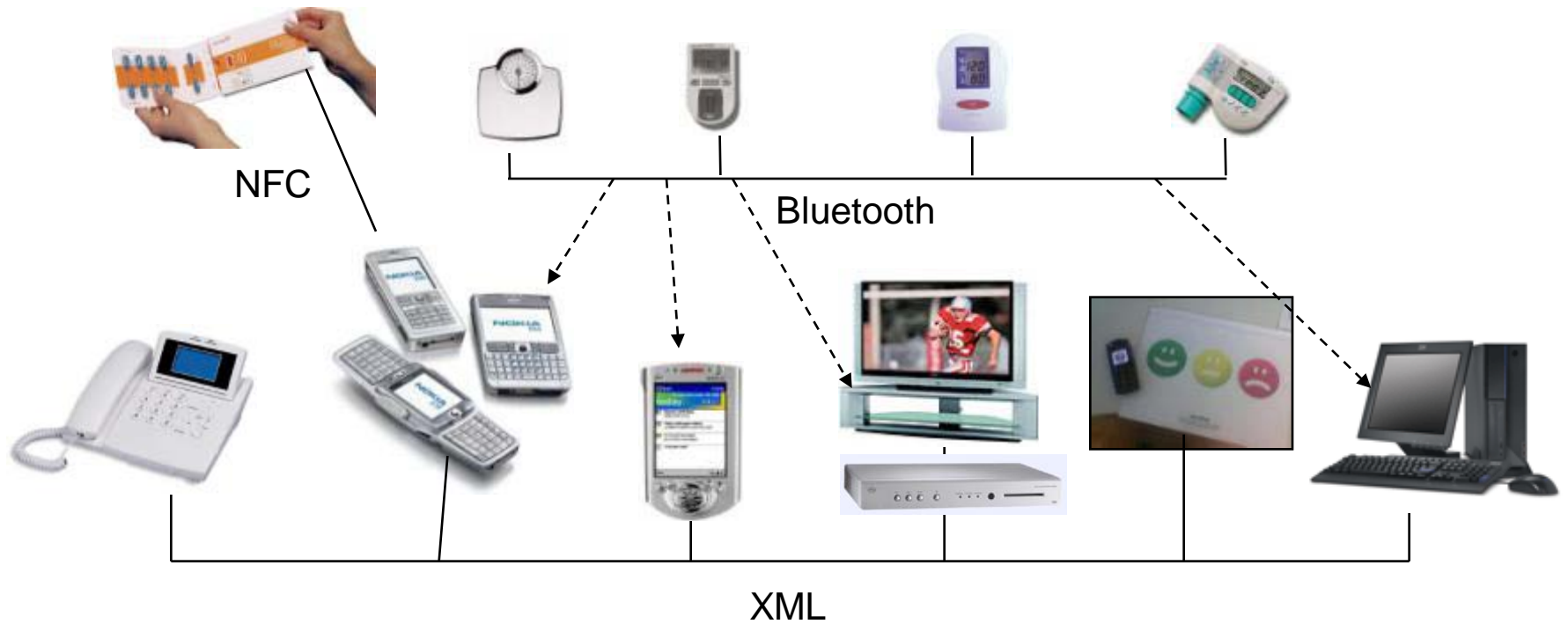


Horizontality

From Disease-centric to Citizen-centric



One set of applications can be used in all verticals



Flexible XML architecture, full multimodality

Health Forecasting

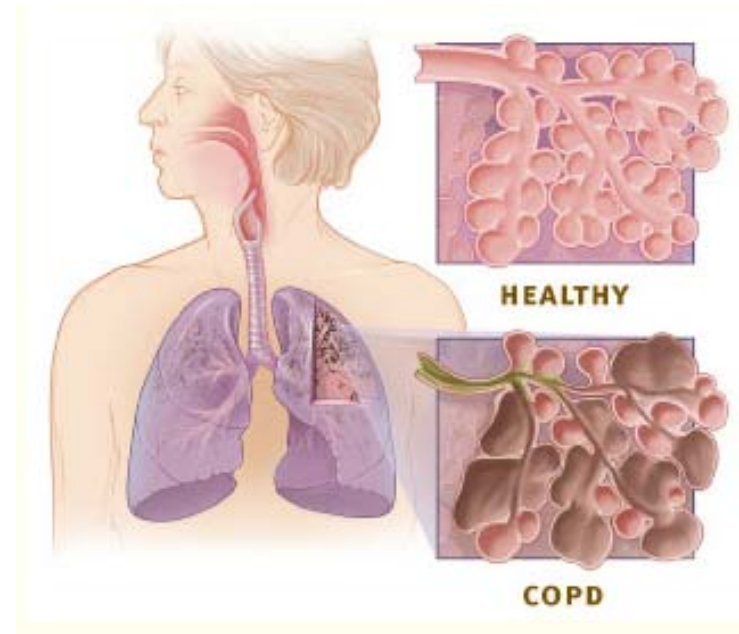
Health Forecasting is about...

...identifying **who** is at risk and forecasting **when** and **where** they are at risk ...

...and using this information to administer **anticipatory care** to help keep them **well** and avoid **exacerbations**.

COPD – Chronic Obstructive Pulmonary Disease

- Airflow obstruction mainly associated with emphysema and chronic bronchitis
- Caused by cigarette smoking, air pollution, chemical fumes, dust and genetic factors.
- In the U.S. 12 million adults have COPD, another 12 million are undiagnosed or developing
- Fourth leading cause of death in the U.S.; 126,129 deaths in 2003.
- COPD cost the U.S. economy \$32.1 billion in 2002.
- No cure, but treatments available to help manage their COPD.



Background

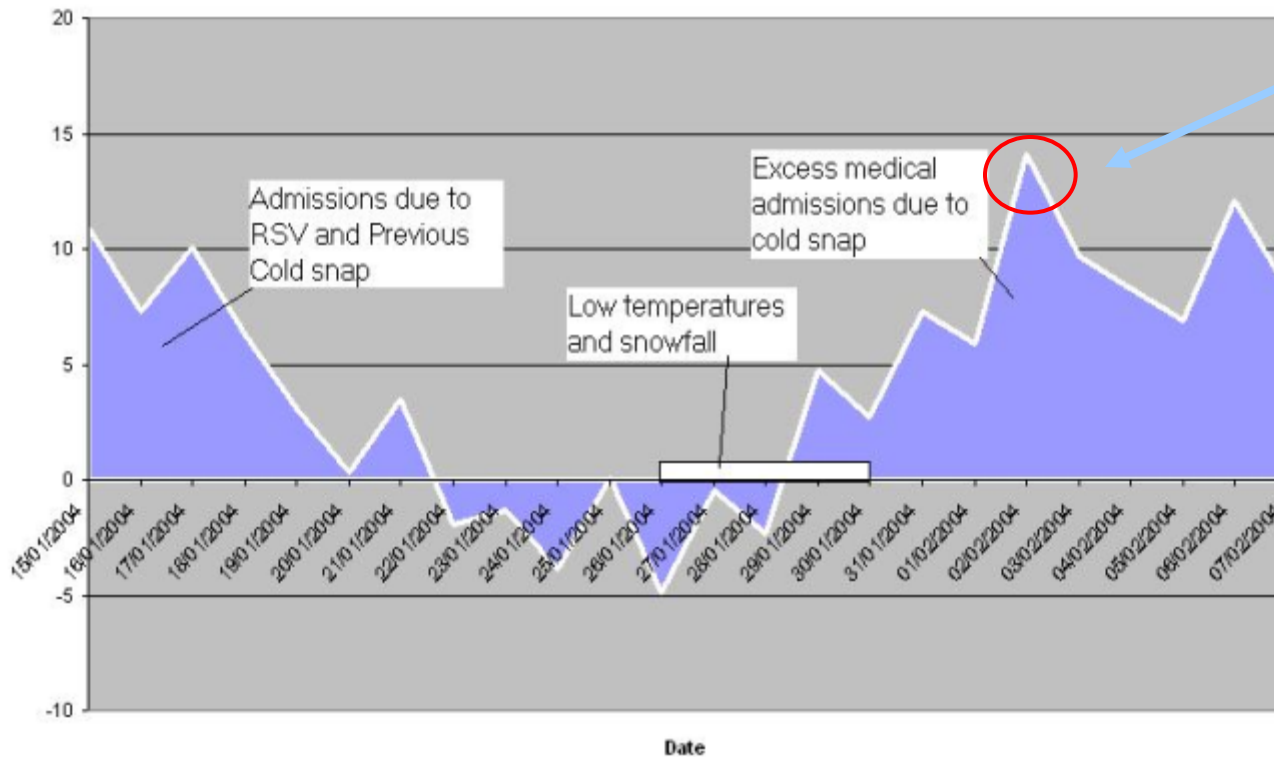
- Met Office has thoroughly researched correlations between chronic diseases and weather conditions
- Strongest correlation: COPD hospital admissions & cold weather
- Warnings were first made manually
> could reach only 15% of the patients
- Met Office + Medixine = fully automated system reaching all patients simultaneously



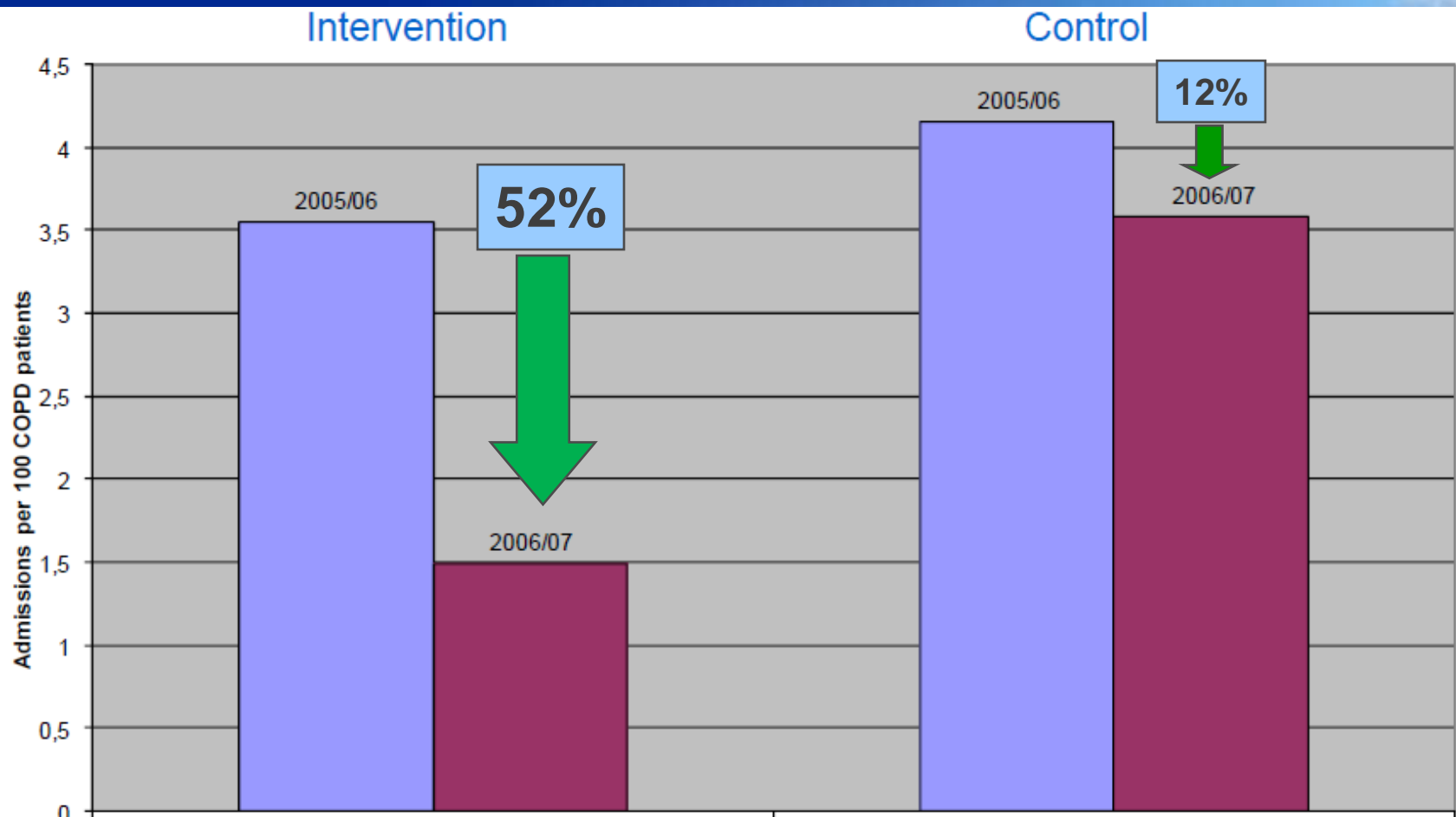
The effect of cold on hospital admissions

SE London Emergency Medical Admissions
Variance from 4 week mean. Using Week 4 as reference week

COPD admissions 10 -12 day lag



Pilot in Cornwall -06/-07



445 patients from 9 practices, 1,785 calls delivered

COPD Health Forecasting Benefits

- Better quality of life for COPD patients, thanks to anticipatory actions
 - UK data: 89 % of patients using the service find the calls helpful
- Significant health care cost savings through reduced admissions
 - UK potential: national savings up to \$50 Million per winter

What does all this mean?

- In the UK, the cost of COPD hospitalization is \$2,500 on the average. The automated service has resulted in major savings and a very short payback time.
- The UK National Health System have expanded this service to cover tens of thousands of COPD patients this year.
- Medixine with its partners are developing other similar services.