<u>Telcos in health workshop</u>
Hosted by ETIS and STL Partners

When: Friday 29 May 2020

Where: Proximus Towers, Brussels, Boulevard du Roi Albert II 27, Belgium

The combination of improving health IT systems, more demanding patients, the growing maturity of analytics and AI, and rising cost pressures on healthcare systems are creating a tipping point for growth in digital health. As one of the least digitised sectors, with significant differences in needs and maturity across national markets, healthcare provides telecoms operators with a real and lasting opportunity to add value beyond core connectivity.

However, healthcare has historically been a difficult market for telcos to penetrate. Drawing on lessons from telcos with 10+ years of experience in healthcare, this workshop will help others understand which part of the digital health market they should play in, and how.

<u>Agenda</u>

Morning - 9am - 12pm
1. **Introduction to the Coordination Age and overview of the digital health opportunity for telcos** *Amy Cameron, Senior Analyst, STL Partners*
   o   Making the case for investing in new businesses in the Coordination Age
   o   Overview of 10 telcos' strategies in healthcare
   o   Key lessons for building a healthcare business

2. **How to develop and commit to a health strategy for the long term** *Presenters TBC*
   o   Presentations from telcos on their experience in building healthcare businesses
   o   How to sustain investor support over the long term
   o   Lessons on where to focus and how to organise

Lunch - 12 - 1pm

Afternoon - 1pm - 4pm
3. **Deep dives on telcos' digital health applications** *Presenters TBC*
   o   E.g. Home health monitoring, virtual consultations, elderly care, health analytics
   o   Choosing the right application
   o   How to do it - M&A, partnerships, internal development
   o   Key challenges and successes

4. **Workshops: Developing a health proposition**
   o   Divide into discussion groups based on area of focus in health, level of maturity of health business, structure of healthcare market, etc.
   o   We will share specific topics with attendees closer to time of the event