

OUTSIGHT INTERNATIONAL:
DIGITAL HEALTH SERVICE OFFERING



Taking digital health from aspiration to action in Low and Middle Income Contexts (LMICs)

Digital health is a rapidly expanding area that has been catalysed by the spread of COVID-19. The opportunity to move the clinical consultations of potentially infectious patients online to avoid health structures with vulnerable patients is an obvious potential advantage. There is also a wider potential to alleviate pressure on the health system as a whole by assisting other disease areas with digital solutions.

Digital health encompasses a range of solutions offering an incredibly broad range of technology options that can be used to target many types of populations, disease areas, and points along the patient pathway. However, with such a broad spectrum available, navigating this ecosystem, knowing what is appropriate, and how to effectively implement a digital health tool is a daunting task. That's why, at Oversight, we've put together a team of experts who can help you at any stage in your digital health journey: from the initial needs assessment; to the technology landscaping; to assisting the development and implementation.

Examples of digital health in action

Digital health is here to stay. There is an ever growing evidence base for the spectrum of digital health interventions across the patient pathway for a variety of therapeutic areas and indications. As the world responds to COVID-19 and attempts to maintain the already stretched services in LMICs, digital means offer a way to expand health access and efficacy.

Some applications of digital health demonstrating notable efficacy and potential include:

- Digitally enabled contact tracing
- Telemedicine consultations
- Remote patient monitoring
- AI assisted epidemiology
- Communication tools (e.g. combatting mis/disinformation)
- Community Health Worker support applications

In advance of the COVID-19 response, digital health had been making notable headway, achieving its second highest year of venture capital investment last year with a \$7.5 Billion (£5.7 Billion) attributed to startups in the space. However to date much of the focus has been on commercializing and scientifically validating digital health interventions in high income contexts. In Low and Middle Income Contexts (LMICS) Ministries of Health are starting to realise the need and timely potential of digital health offerings to extend the reach of their essential healthcare services. Collaboration and partnership will inevitably be essential for stakeholders to establish a shared vision and robust understanding of how these interventions may meaningfully improve health outcomes, and demonstrate their impact.

A number of examples provide a snapshot into the promise of the impact of digital health, both globally and in LMICs:

Digital Health Solution and Partner	Intervention Focus	Impact
SilverCloud Health and NHS UK	Mental health platform with CBT modules developed for various conditions including	Used globally by more than 300 organisations including more than 70% of NHS mental health services. 16+ peer reviewed research publications
Babyl Health and Rwandan MoH	Mobile based triage and teleconsultation service	Renewed 10-year partnership with the country's government giving every person over the age of 12 access to digital health consultations covered by the government's Mutuelle de Santé community-based health insurance scheme
Kaia Health and German National Insurance	Telerehabilitation solution for people living with chronic back pain or COPD	RCT released last year showed after 12 weeks the therapy program provided by Kaia App was superior with regard to the primary outcome: reported pain levels were significantly lower as compared to the control group

At Outsight we recognise that the pace of digital health developments is often overwhelming for organisations that have not previously navigated the space: understanding the difference between digital health and digital therapeutics (DTx); navigating what ‘good’ should look like in terms of a solution’s evidence and weighing up the risk of implementation versus digital health inaction. Our Digital Health team can help you navigate the landscape, identify evidence-based solutions, connect with relevant experts for added understanding and execute on a well informed digital health strategy.

Putting game-changing technologies to work

Outsight International has developed a framework that enables organisations at various stages of digital health engagement. Whether your team is looking to enter into this space for the first time or you are looking to optimize a pre-existing digital health strategy, our team and framework can be adapted to your needs:

The Outsight approach will help you to:

1. **Understand** the real-world challenges associated with specific healthcare systems and opportunities offered by new technologies;
2. **Design** complete end-to-end strategies for developing an enabling digital health ecosystem;
3. **Launch** — plan a phased approach for creating the on-the-ground systems needed for practical implementation and impact.



Specific services

Needs assessments - In-depth mapping of the dynamic systems that underpin how efficient a health organisation is, and where its pain-points are. This can be holistic at a system level or targeted to a specific patient population or disease area.

Solution landscaping - A rapid overview and scoping of what digital tools and solutions are available, their pros and cons, and appropriateness to particular health systems or disease areas.

Stakeholder and community engagement - A participatory process for identifying all major stakeholders as well as their experience and needs.

Developing improved patient journeys - Producing service blueprints of the targeted patient experiences in a collaborative way with stakeholders and community engagement.

Defining business / operating models - Assessing the possible options to ensure solutions become self-sustaining through market analyses and strategic understanding.

Managing or assisting with the adaption, setup and implementation of digital tools - Ensuring that tools meet the needs requirements of their specific contexts and target users.

On-the-ground training and operations - Extensive development and humanitarian experience means the Oversight team can quickly adapt to the operational realities of field implementations.

Monitoring and evaluation frameworks - Knowing how to monitor the effectiveness and impact of new solutions is essential. That’s why M&E form an integral part of all our digital health projects.

Flexible teams built on diverse expertise

Outsight International builds teams based around the specific needs of an innovation initiative. Much like a Hollywood movie builds its production teams to match the right talent with a particular movie, Outsight compiles the right expertise to tackle the unique challenges of a particular initiative. Potential team members in the field of digital health development include aid sector specialists, hands on digital health experts, and systems innovation advisors.

Hanna Phelan

Hanna Phelan is Digital Health Case Manager at the MSF Sweden Innovation Unit and Digital Health Associate at Outsight International. Hanna guides a strategic understanding of digital health implementation. Prior to working with Outsight and MSF, Hanna worked as a Senior Consultant with HealthXL, advising executive leadership teams in health systems and pharmaceutical companies.

Dr Francesc Galban

Francesc has extensive experience developing, implementing and assessing patient-centred digital health platforms: experience gained in the academic (Cambridge University and KTH in Stockholm) and humanitarian sector (with MSF). More recently, he has worked with MSF testing remote access to patient support for TB patients, and designing data-driven assessments of quality of care in a humanitarian context.

Dr Evan Lee

Evan is a US-trained MD with 10+ years of experience delivering front-line care; during which he first started to work with early versions of the EPIC EMR. He moved into public health starting with TB work with MSF, and a subsequent career working for MSH (Management Sciences for Health), and FIND (Foundation for Innovative New Diagnostics) addressing market and implementation issues for malaria and TB. For the past 8 years, Evan worked for Eli Lilly where he managed the MDR-TB and NCD Partnerships. Both at FIND and at Lilly, Evan was involved with the conception of novel digital health-related projects, including the use of an SMS-based project to capture malaria data in Uganda, and support for a project to develop a common data dictionary to enable harmonization of TB laboratory data.

Andreas Larsson

Andreas is Associate Professor and Deputy Vice-Chancellor at Blekinge Institute of Technology, and Innovation Practice Advisor at MSF Sweden Innovation Unit. With MSF he has explored telesurgery possibilities in an operational context with MSF surgical referents.

Gunes Kocabag

Gunes is a researcher and service designer specialising in the development of human-centred solutions in complex stakeholder environments. She has worked as a consultant for public and private sector entities as well as global development organisations in areas including global health and financial inclusion.

Louis Potter

Having worked in the field with Medecins Sans Frontières as well as with other NGOs, Louis is well acquainted with the practical realities of delivering impact in the field. In recent years, he has been consulting with a range of humanitarian organisations, universities and companies to improve innovation processes and outcomes. In particular, this has included managing projects focused on improving healthcare provision in hard to reach contexts through new technologies.

Extended team capabilities

Because Oversight International draws on a broad pool of expertise, additional specialists can be added to the team to address unique project challenges. This flexibility also makes it possible to scale up efforts in response to periods of peak need during the initiative.

For more information on Oversight and digital health, please contact Louis Potter at louis@outsight.international

SUSTAINABLE DEVELOPMENT GOALS

