

Teladoc™  
HEALTH



# “O FUTURO DA VIDEOCOLABORACAO NA ÁREA DA SAÚDE”

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Head de Inovação e Produtos

VI WORKSHOP O FUTURO DA VIDEOCOLABORAÇÃO (WCT – VIDEO 2019)

Outubro 2019 – CEFET, Rio de Janeiro, RJ





Estamos transformando o modo das pessoas acessarem saúde, onde quer que elas estejam.

Promovemos uma nova experiência em saúde, com maior conveniência e melhores desfechos.



# Declaração de Conflito de Interesse

**De acordo com a norma da ANVISA, RDC 96, Art 42, § 2º:**

- Médico,
- Head de Produtos e Inovação Teladoc Brasil



Líder Global em atendimento Virtual,  
Negociada na bolsa de NY desde 2015 (NYSE)

**+3.6M**

Atendimentos  
em 2019

**50,000**

Médicos Especialistas  
+ 450 especialidades

**+40M**

Vidas cobertas por  
nossos programas

**+2000**

Colaboradores  
em todo mundo

**125**

Países  
+ de 20 idiomas

**+2M**

Mobile downloads  
em 2018



# Recursos Globais



# Aquisições



2002



2015



2016



2017



2018



2019



# Oferta contínua de serviços médicos

TELEHEALTH

SERVIÇOS MÉDICOS ESPECIALIZADOS





## Brasil:

Teladoc começou suas atividades no Brasil em Agosto de 2018.

**+30**

Clientes

**+640.000**

Vidas

**+90**

NPS

**+200.000**

Atendimentos realizados em  
2018

**+30**

Médicos de  
Família

**+130**

Profissionais de  
saúde



# Nossos produtos

Plataforma de Atendimento Médico



Aconselhamento médico personalizado  
(Segunda opinião médica)

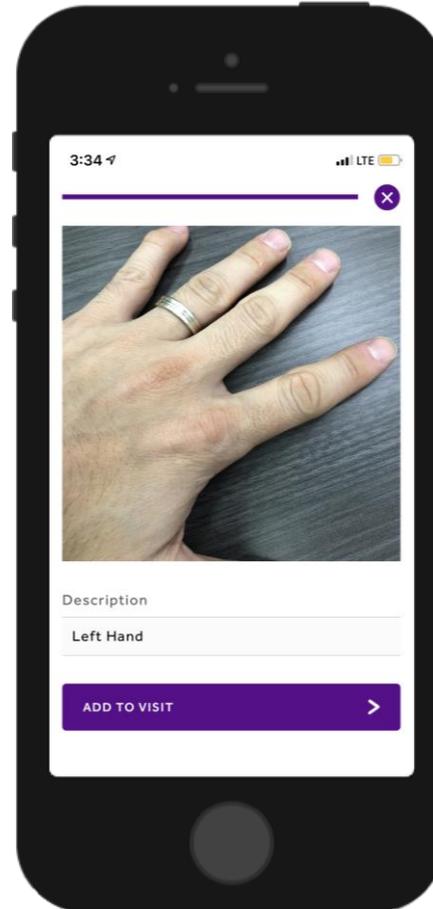
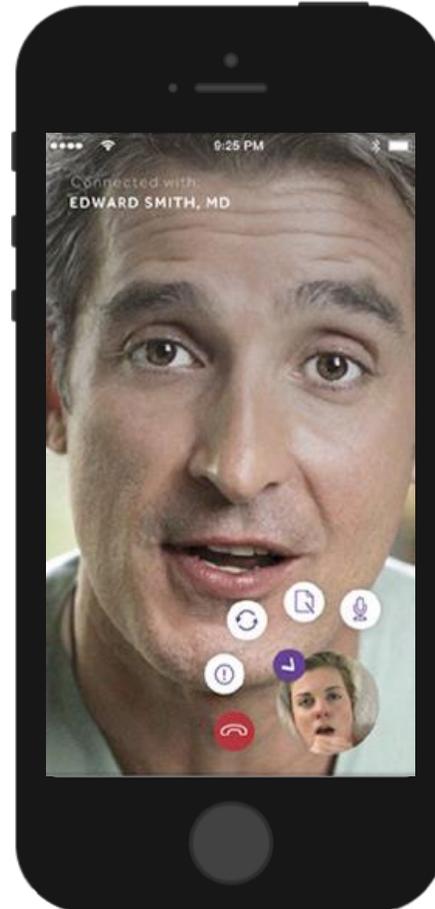


**Convenience**



**Clinical Quality**

# Vídeo: Nosso Core



# Country Overview

Health sector – Key Figures



**210M**

- **22% (47M): Insured**  
+750 Insurance Companies  
10 Companies = 70% market
- **78% (163M): Public health system**

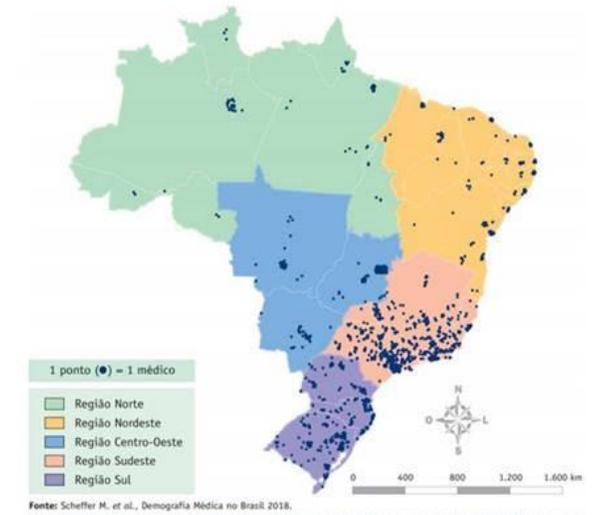


Health-related **costs** have been **growing 2.8 times higher** than inflation



**2.1 doctors / 1,000 lives** (top 20 countries avg 3.5)

- ✓ **70 days** to schedule a doctor's **appointment**
- ✓ **68 days** to schedule an **exam**
- ✓ **103 days** to schedule complex **procedures**
- ✓ **3h avg time** to be treated at **Emergency Room**



# BlackBerry

*“BlackBerry thought it had more time and room for error than it actually did”*

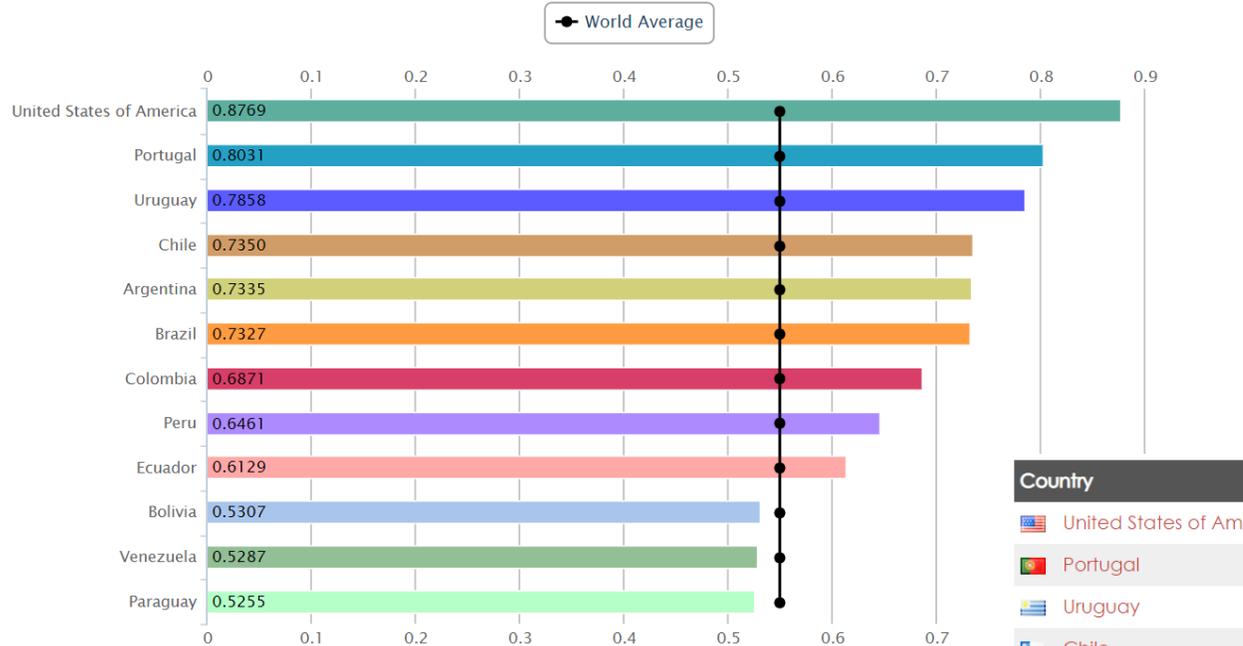
*“Focusing on the tens of millions of customers it already had, BlackBerry missed out on the billions that were to come”*

**- Vlad Svov - The Verge's Contributor -**



# UN E-Government Knowledgebase

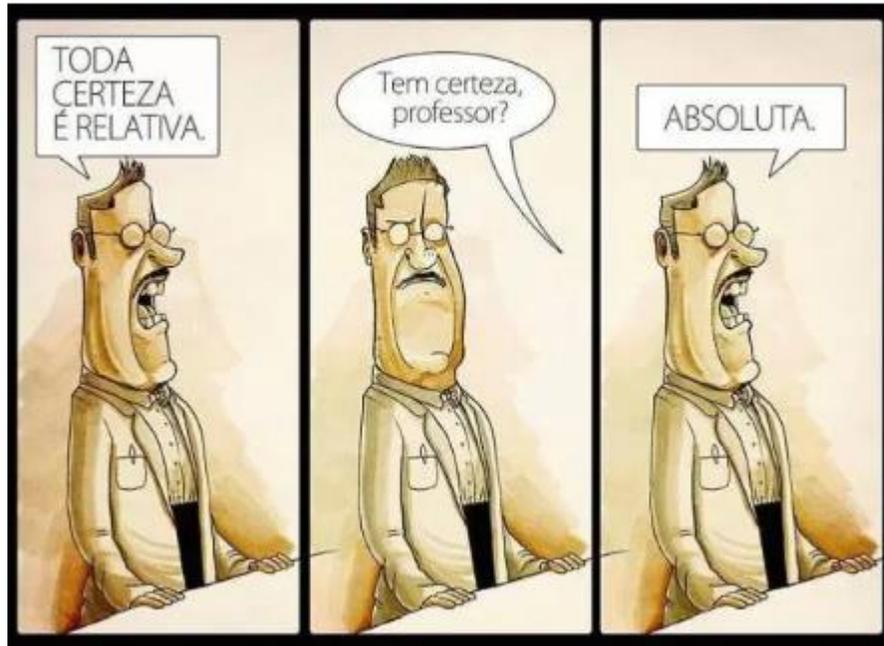
2018 E-Government Development Index



<https://publicadministration.un.org/egovkb/en-us/>

Country	Group	Rank 2018	EGDI 2018
United States of America	VHEGDI	11	0.8769
Portugal	VHEGDI	29	0.8031
Uruguay	VHEGDI	34	0.7858
Chile	HEGDI	42	0.7350
Argentina	HEGDI	43	0.7335
Brazil	HEGDI	44	0.7327
Colombia	HEGDI	61	0.6871
Peru	HEGDI	77	0.6461
Ecuador	HEGDI	84	0.6129
Bolivia	HEGDI	103	0.5307
Venezuela	HEGDI	106	0.5287
Paraguay	HEGDI	108	0.5255

# Paradoxo atual da área de saúde no Brasil



# Paradoxo atual da área de saúde no Brasil



**à resolução 2227/2018  
(Telemedicina) do CFM**

# Blockbuster

***“The internet didn’t kill Blockbuster, the company did it to itself.”***

**- Jonathan Salem Baskin - Forbes’s Contributor -**

# Paradoxo atual da área de saúde no Brasil



# Conselhos médicos regionais querem adiar regra que permite atendimento online

Resolução do CFM que regulamenta telemedicina é alvo de críticas e deve entrar em vi

Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle Br

By Leah Rosenbaum Forbes Staff

590 views | Aug 21, 2019

## What Is The Future Of Telemedicine?

What does the future of telemedicine look like? This question was originally answered on Quora by Nick Greenfield.

By Quora Contributor



1,484 views | Jun 14, 2019

## Telemedicine Service Zava Raises \$32 Million



Search jobs Sign in Search International edition

**The Guardian**

Lifestyle More

This article is more than 1 year old

# London hospitals to replace doctors and nurses with AI for some tasks

UCLH aims to bring 'game-changing' benefits of artificial intelligence to NHS patients, from cancer diagnosis to reducing wait times



# Telemedicina no Mundo

			Regulamentos favoráveis à Telemedicina	Tamanho do mercado de Telemedicina	Oportunidades para redução dos custos	Soluções existentes em telemedicina	
Estados Unidos	1		§ § § § §		R\$ R\$ R\$ R\$ R\$		
Suíça	2		§ § § §		R\$ R\$ R\$ R\$		
Reino Unido	3		§ § § §		R\$		
Holanda	4		§ § § §		R\$ R\$		
Espanha	5		§ § §		R\$		
França	6		§ § §		R\$ R\$		
Itália	7		§ §		R\$ R\$		
Bélgica	8		§		R\$ R\$ R\$ R\$ R\$		
Alemanha	9		Ainda não possuem uma regulação favorável para a Telemedicina				
Canadá	10						
Austrália	11						
Brasil	12						

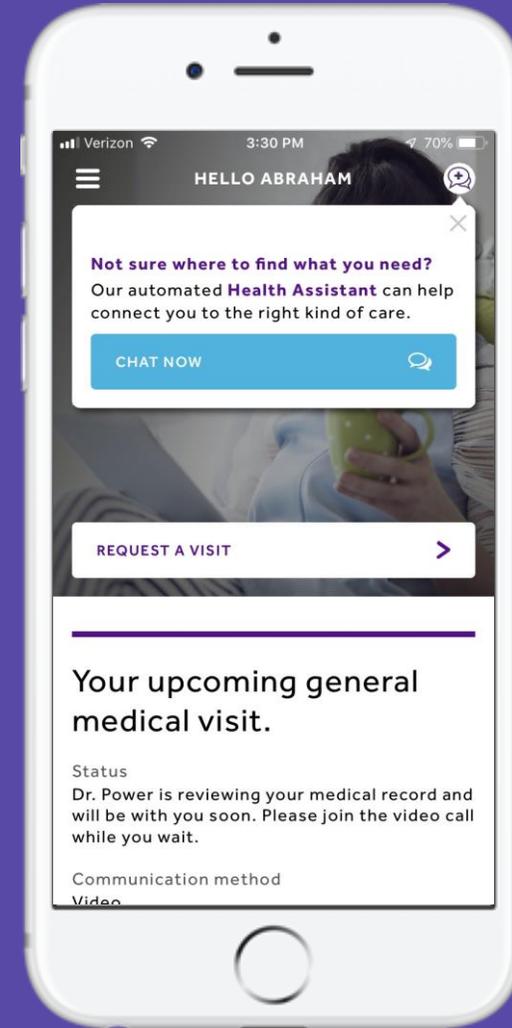
In 2019, virtual care  
becomes  
**the front door**  
to the healthcare system  
for consumers.

Anxiety and  
depression

Surgery  
support

Anytime,  
anywhere care

Diagnosis and  
treatment



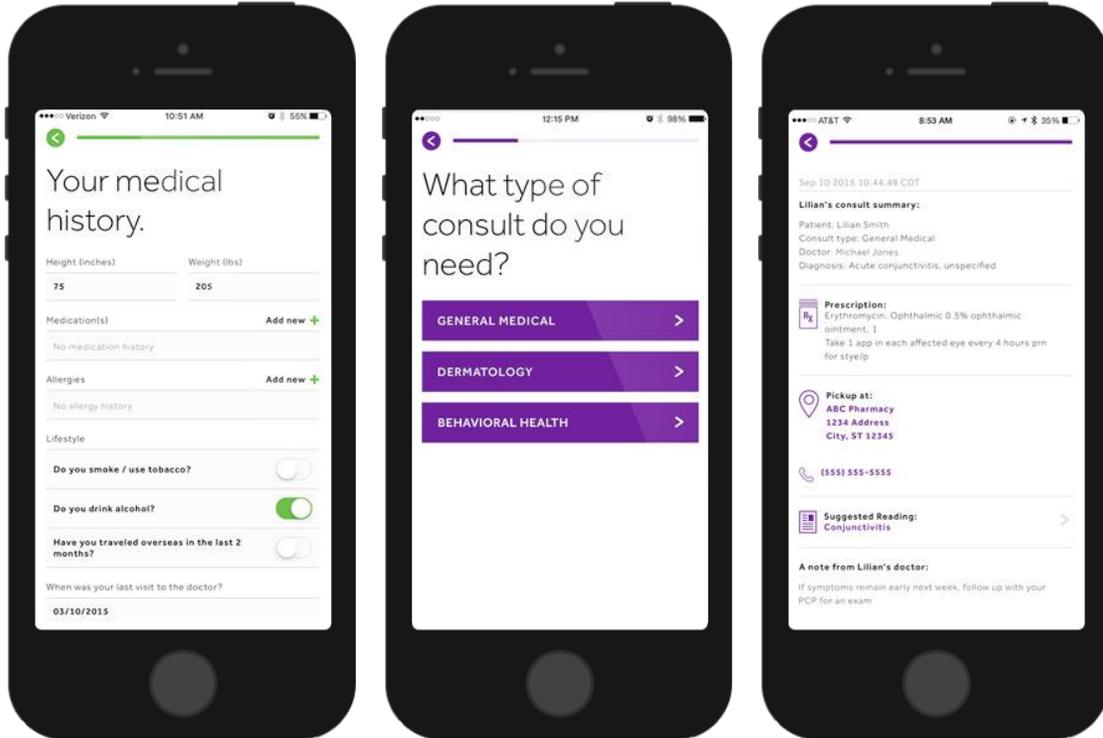
Expert  
advice

Skin  
issues

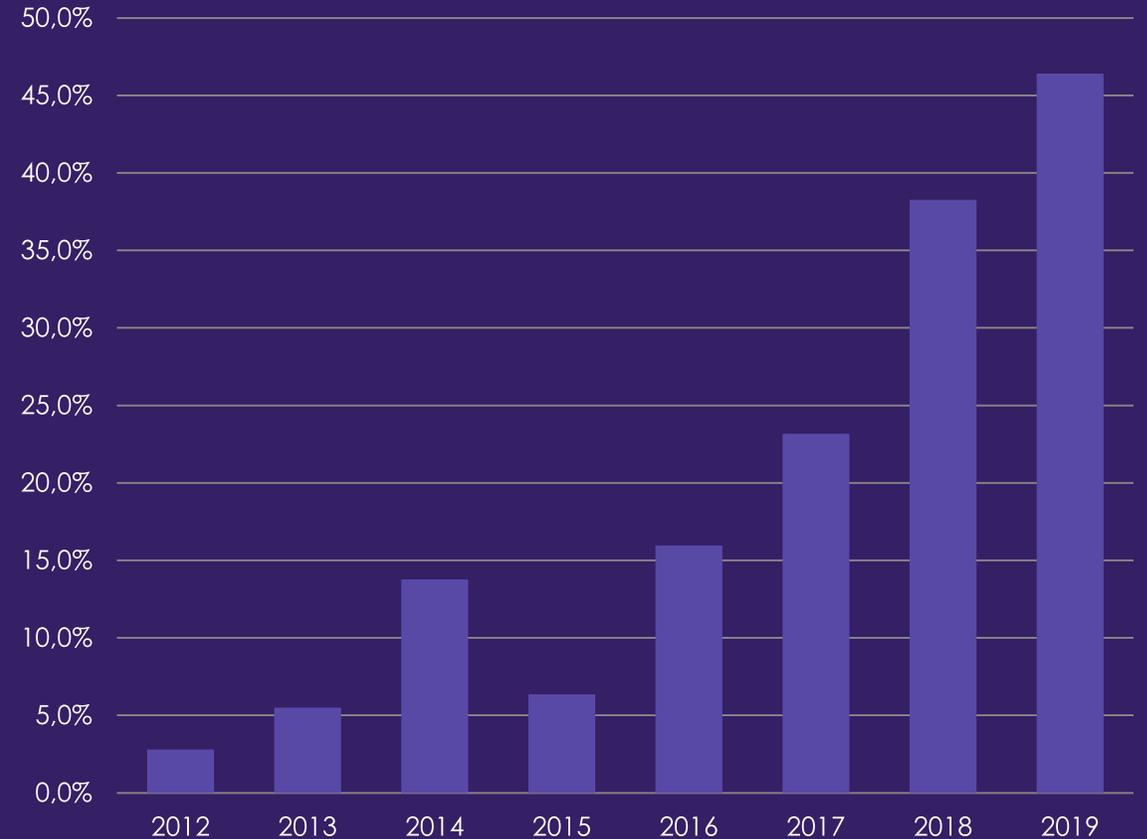
Caregiving  
support

Find a  
doctor

# Mobile adoption on the rise



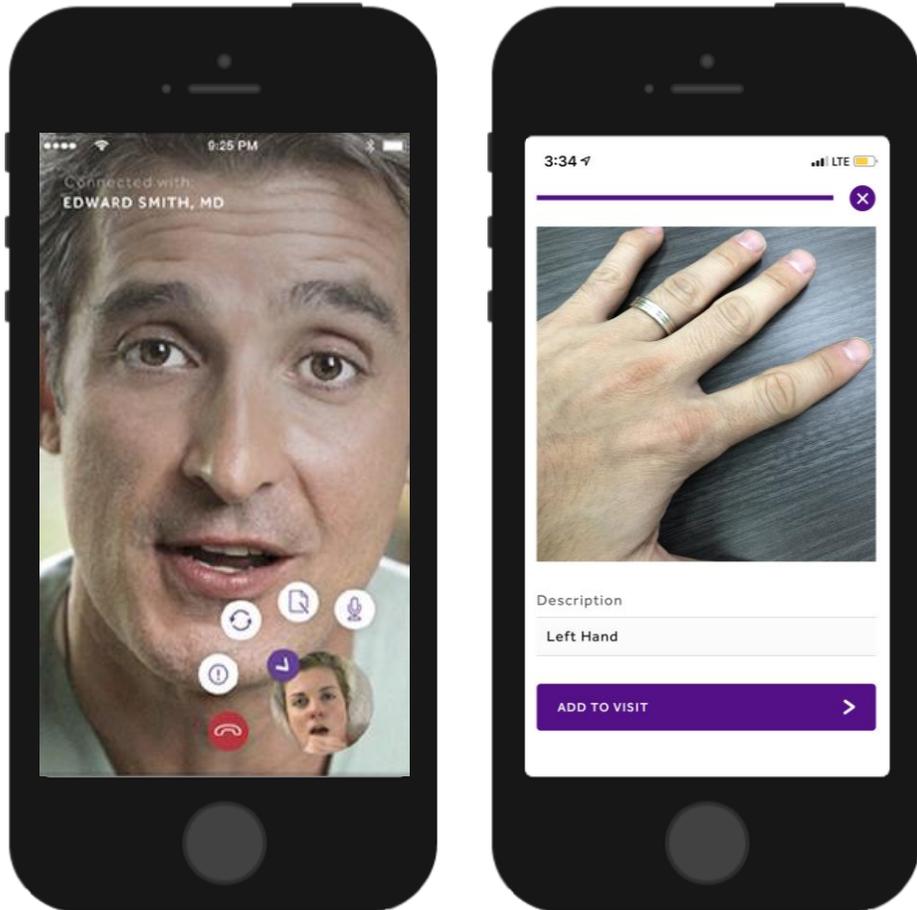
## Percent of Mobile Visits



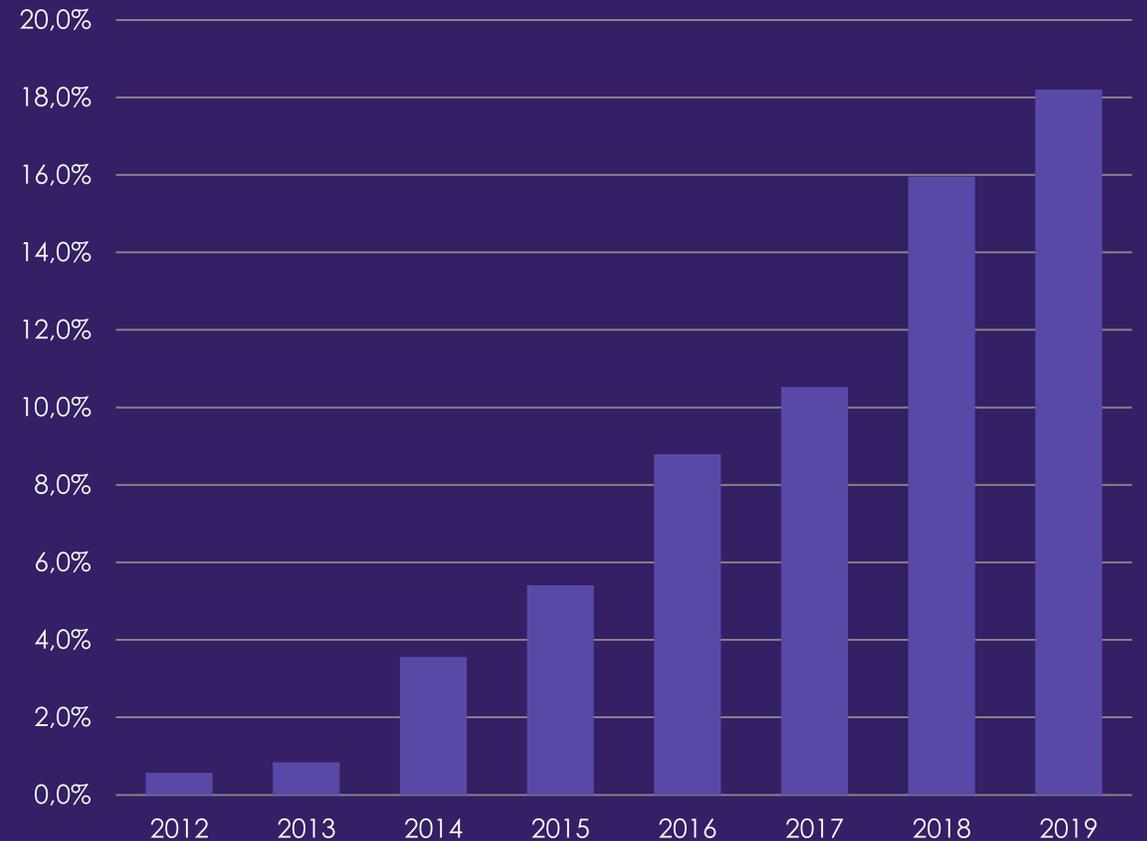
***“Uma imagem  
vale mais que  
mil palavras”***

**- Confucio 552 a 479 a.c. -**

# Video and images on the rise



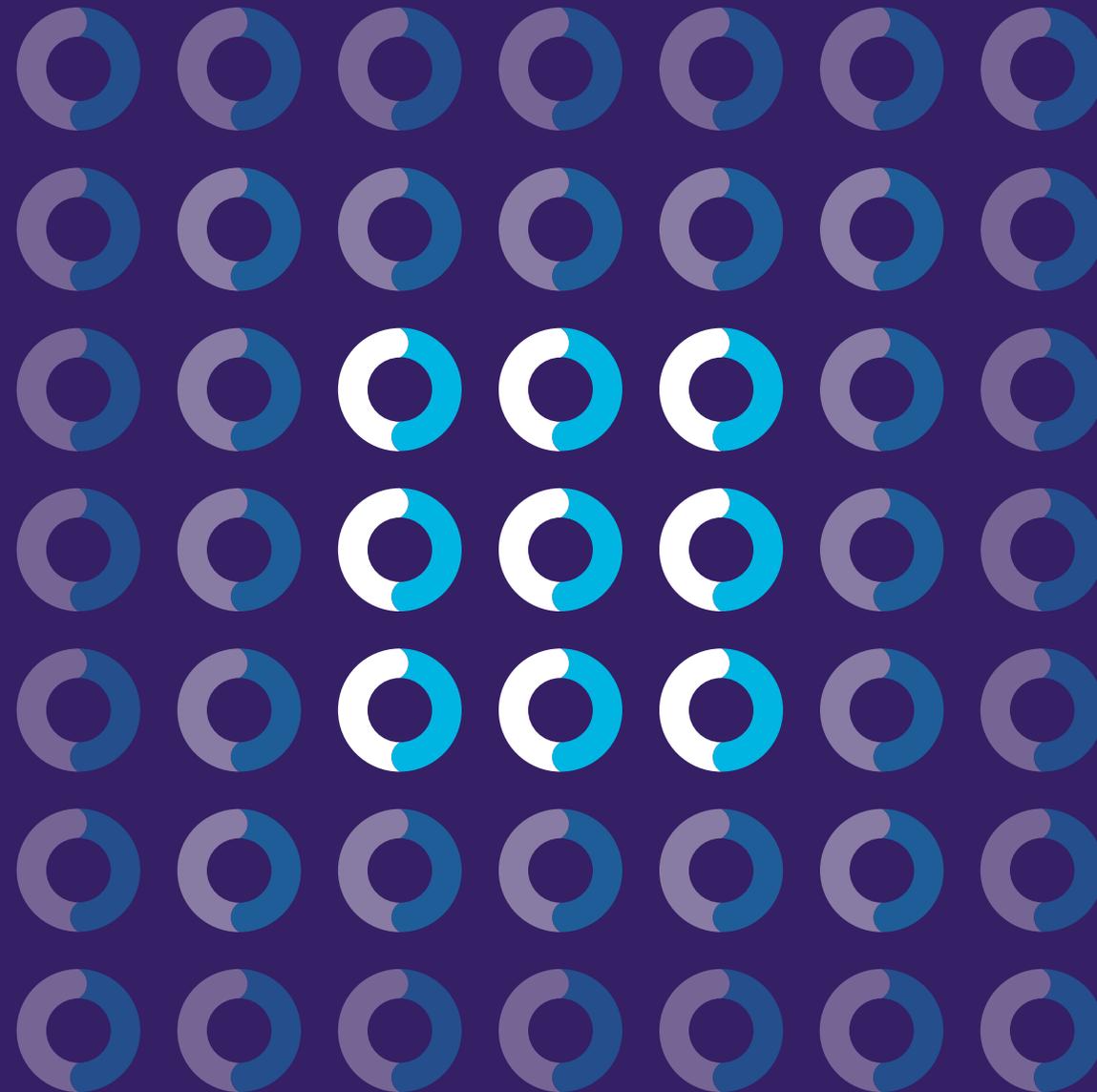
## Percent of Consults with Video/Images



# Visualized consults vary significantly by diagnosis

Diagnoses	% Visualized	% Video	% Phone + Images
Insect bites	77.6%	15.0%	62.6%
Dermatitis	71.7%	14.0%	57.7%
Rash	66.4%	14.1%	52.3%
Allergic Contact Dermatitis	58.3%	12.3%	46.0%
Conjunctivitis	43.8%	11.0%	32.8%
Pharyngitis	16.6%	5.5%	11.1%
URI	7.3%	3.9%	3.4%
Sinusitis	5.3%	2.8%	2.5%
UIT	3.4%	1.2%	2.2%

**“Change is  
inevitable and  
innovation is  
no different”**



Obrigado!

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