



eHealth
week

11 - 13 MAY 2015
RIGA, LATVIA

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meHEALTH
any health empowered by ICT



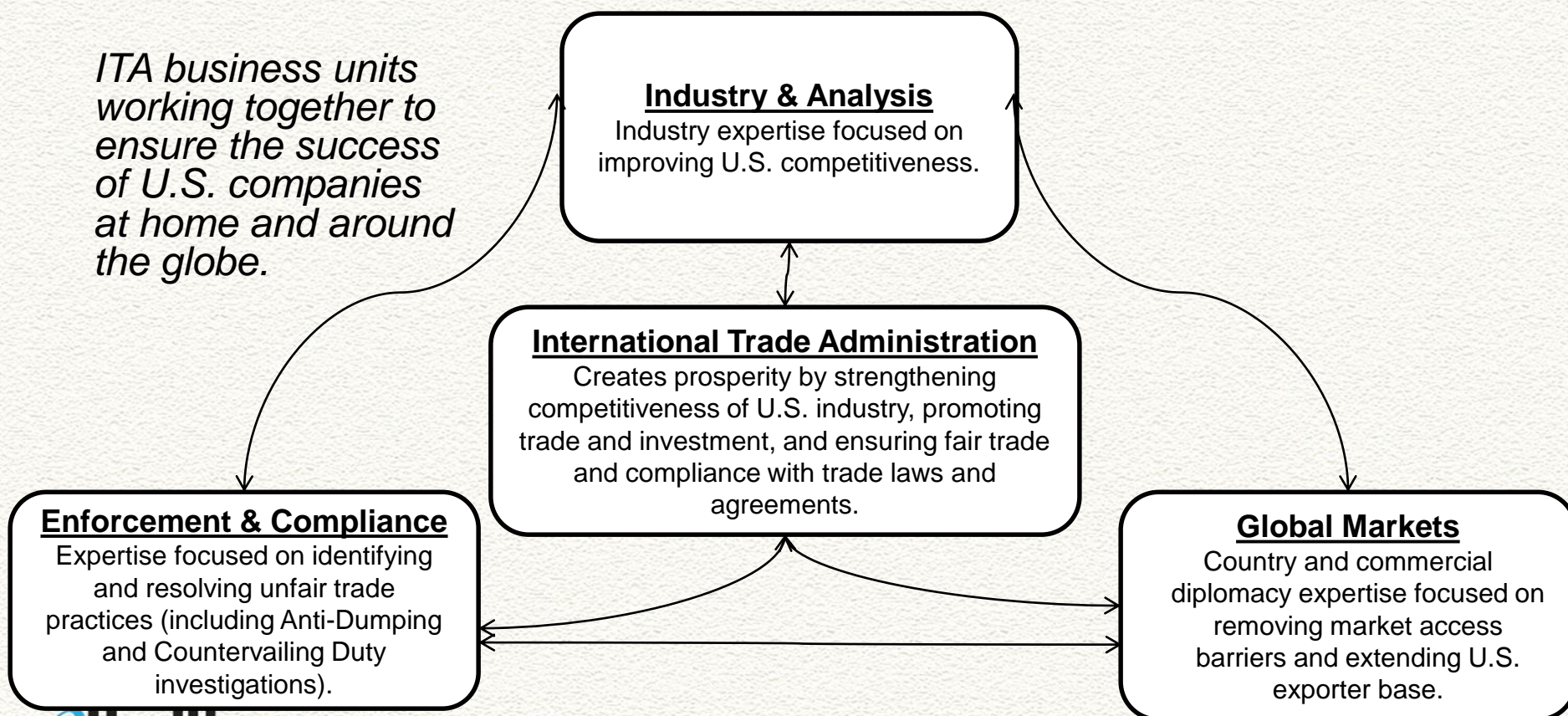
U.S. PERSPECTIVES ON ADVANCING TRANSATLANTIC INNOVATION THROUGH E-HEALTH

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What is the International Trade Administration (ITA)?

ITA business units working together to ensure the success of U.S. companies at home and around the globe.





What Does ITA Do?

- Develop U.S. trade policy to promote competitiveness of U.S. companies
- Provide: analysis;
industry and issue expertise; and
policy formulation
- Engage in trade promotion & trade advocacy
- Identify and resolve market access and compliance issues
- Administer trade laws (i.e., anti-dumping/countervailing duties on imported products)



Basic ITA Facts

- More than 2,200 employees
- Headquarters in Washington, DC
- 108 domestic offices covering all 50 states, DC, and Puerto Rico
- Offices in more than 70 countries
- Offices recently opened in Myanmar, Tanzania, Mozambique, Kenya and Angola



International Opportunities: Health IT

- EU (507 million) and U.S. (320 million) population combined only about 11.5 percent of global total
- Rising healthcare investment/expenditure globally (estimated at \$7 trillion annually)
- Health challenges exist throughout society, particularly among very young and elderly
- Health IT “leapfrog” technology (countries going digital as health systems modernized)
- Mobile health technologies/telemedicine hold significant promise



Health IT Top Market Report

- Primary focus is on mobile health and telehealth
- U.S. Health IT export potential ranked in 80 markets
- Methodology included measures for healthcare expenditure, demographics, and ICT network
- Lists potential market opportunities and access barriers
- 8 Country Case Studies
- Public version available week of May 18



Possible Health IT Market Access Barriers

- Regulations not kept up to date
- Regulations not based on international standards
- Policy fragmentation across ministries
- Privacy and security considerations
- Data storage and exchange limitations
- Reimbursement
- Medical liability
- IT infrastructure limitations
- Consumer acceptance/adoption
- Workforce education



Issues to Consider Regarding Access Barriers

- Identify common mid- and long-term goals
- Use bilateral (such as U.S.-EU Roadmap and TTIP) and multilateral (such as WTO) engagements to identify areas of work
- Barriers can arise due to lack of coordination between gov't agencies
- Use technical expertise regarding international standards bodies
- Advocate adherence to these standards in bilateral and multilateral international fora
- Promote innovation and appropriate level of regulation
- Recognize importance of government procurement for Health IT
- Encourage countries beyond U.S. and EU to join discussion
- Encourage appropriate matching of needs and resources
- Promote programs effective in one country, elsewhere



Promoting Innovation

- Use of incentives
- Less prescriptive approach by government authorities—one size does not fit all
- Create environment that encourages “organic” solutions
- Educate organizations (particularly academic and non-profits) on how to commercialize innovation
- Disease conditions differ between jurisdictions
- Recognize opportunities for bi-directional learning



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Ministry of Health
Republic of Latvia



THANK YOU

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