

# *STA - Strategic Technologies Assessment*

*Assessing Medical Technologies in a Changing World*

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**Change is not  
merely necessary  
to life –  
it is life  
(Alvin Toffler)**

**HIMSS** 21



Neomi Siegal

M.D. M.H.A. M.P.H.

- Board certified pediatrician
- Health management and health policy
- Strategic planning
- Chief Medical Officer
- Head of healthcare Management MBA
- Technology scouting, assessment and implementation



- The second largest HMO in Israel
- Annual budget 5,500M
- 2.25 M insured
- Personnel – over 12k

# *Innovation in Action*



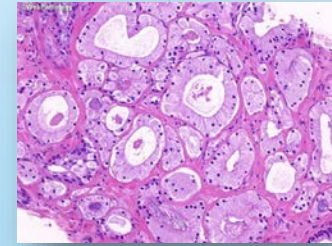
K Health



Maccabi Red



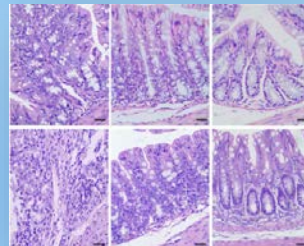
Hybrid Med – Tele health



Prostate Pathology  
Machine Sight



COVID-19-related care



Colon Score



Biobank



Home Hospitalization

# *Assessing Medical Technologies - challenges & opportunities*

- Strategic Medical Technology Assessment:  
Where is the Value?
- Evaluating medical technologies:  
process and tools
- 5 rules for success:  
Healthcare organizations Vs technology companies



## *Learning Objectives*



- Recognize and employ essential concepts in strategic evaluation of Technology Assessment
- practice prioritization of technologies according to your organization's strategic plan
- Use the STA tools to improve your product value proposition for the healthcare market

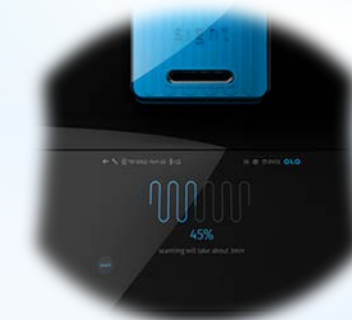
*Before we begin...  
...who is in our  
audience today?*



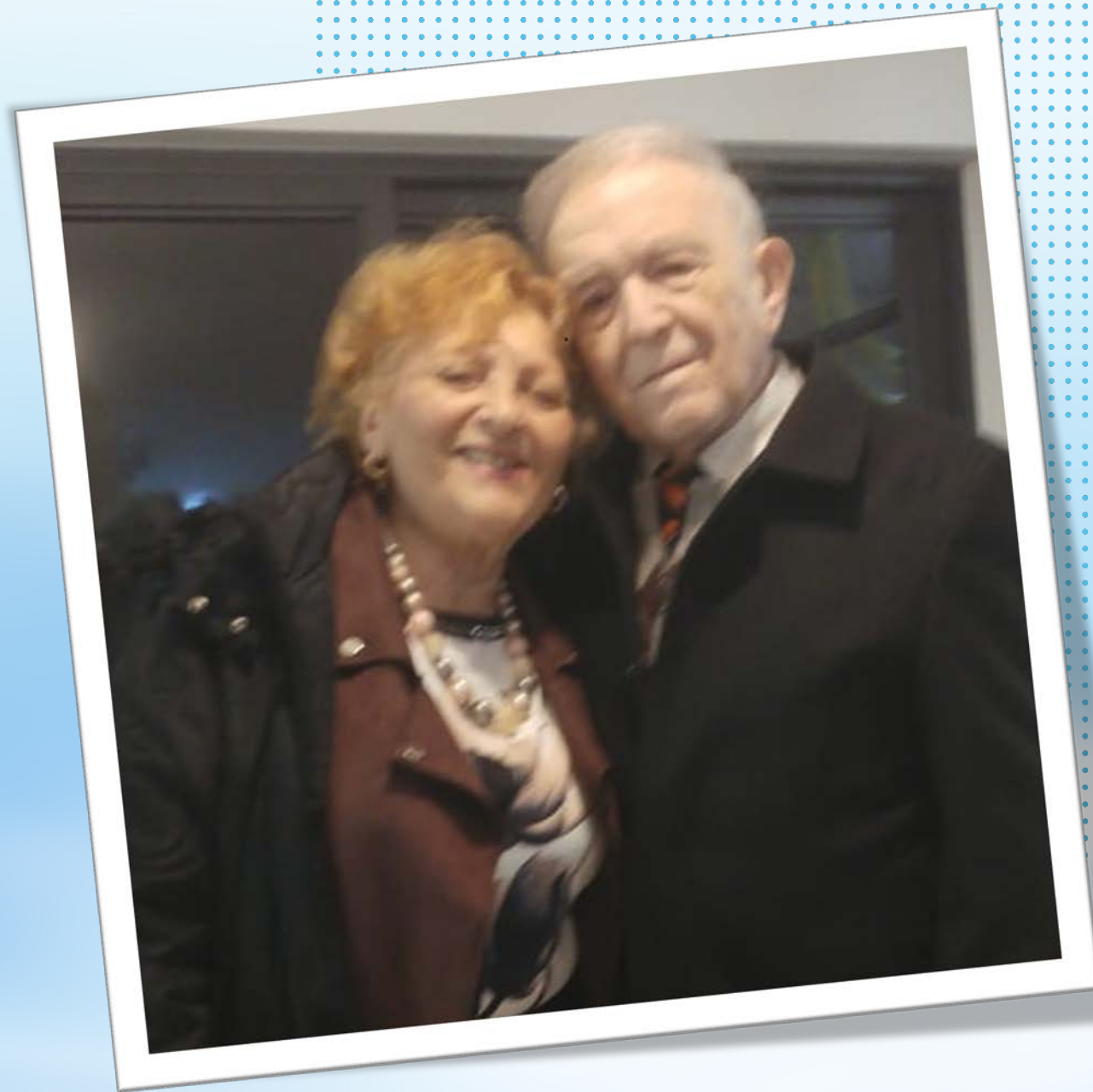


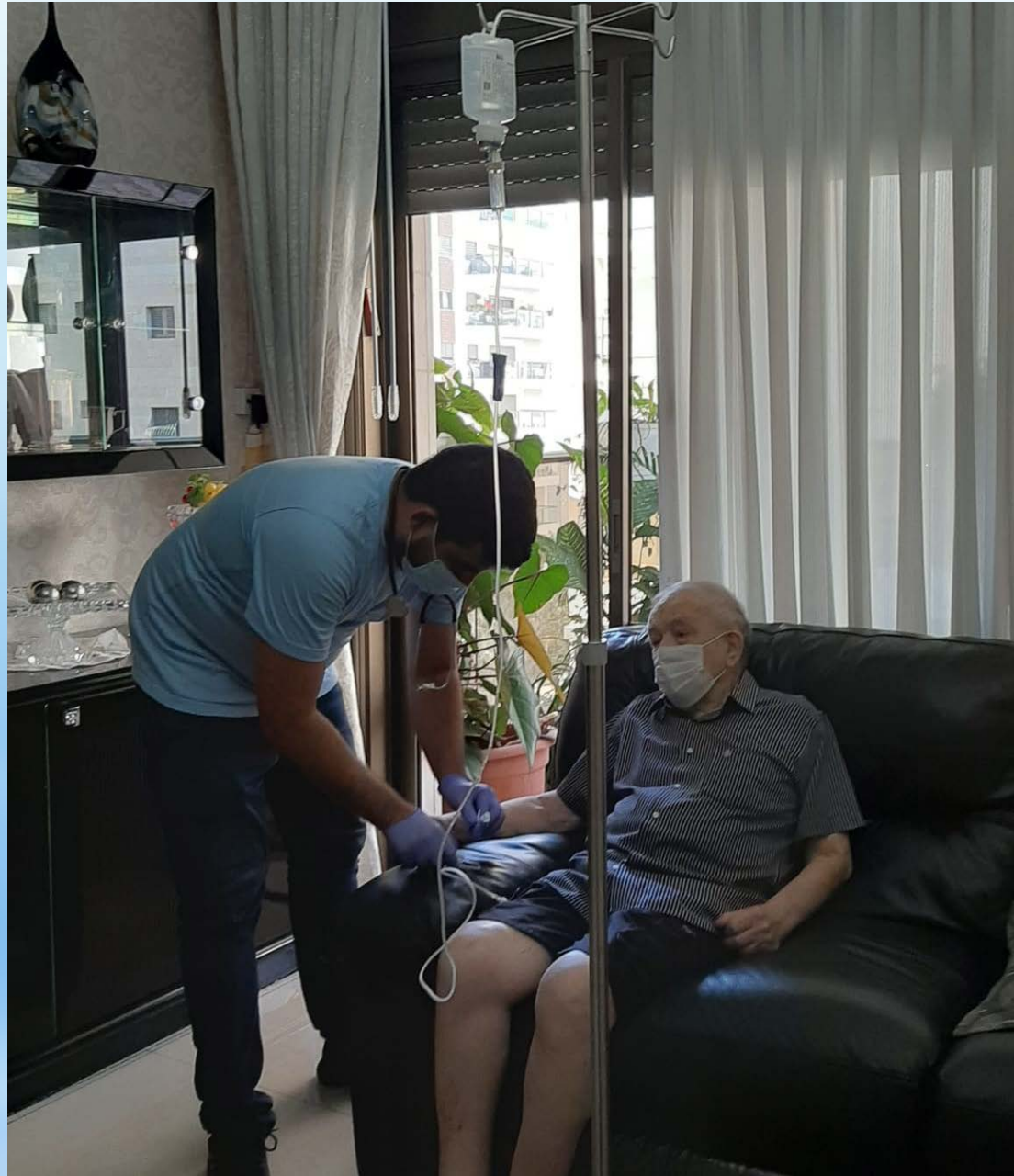
# *INNOVATION*





*These  
are my parents*



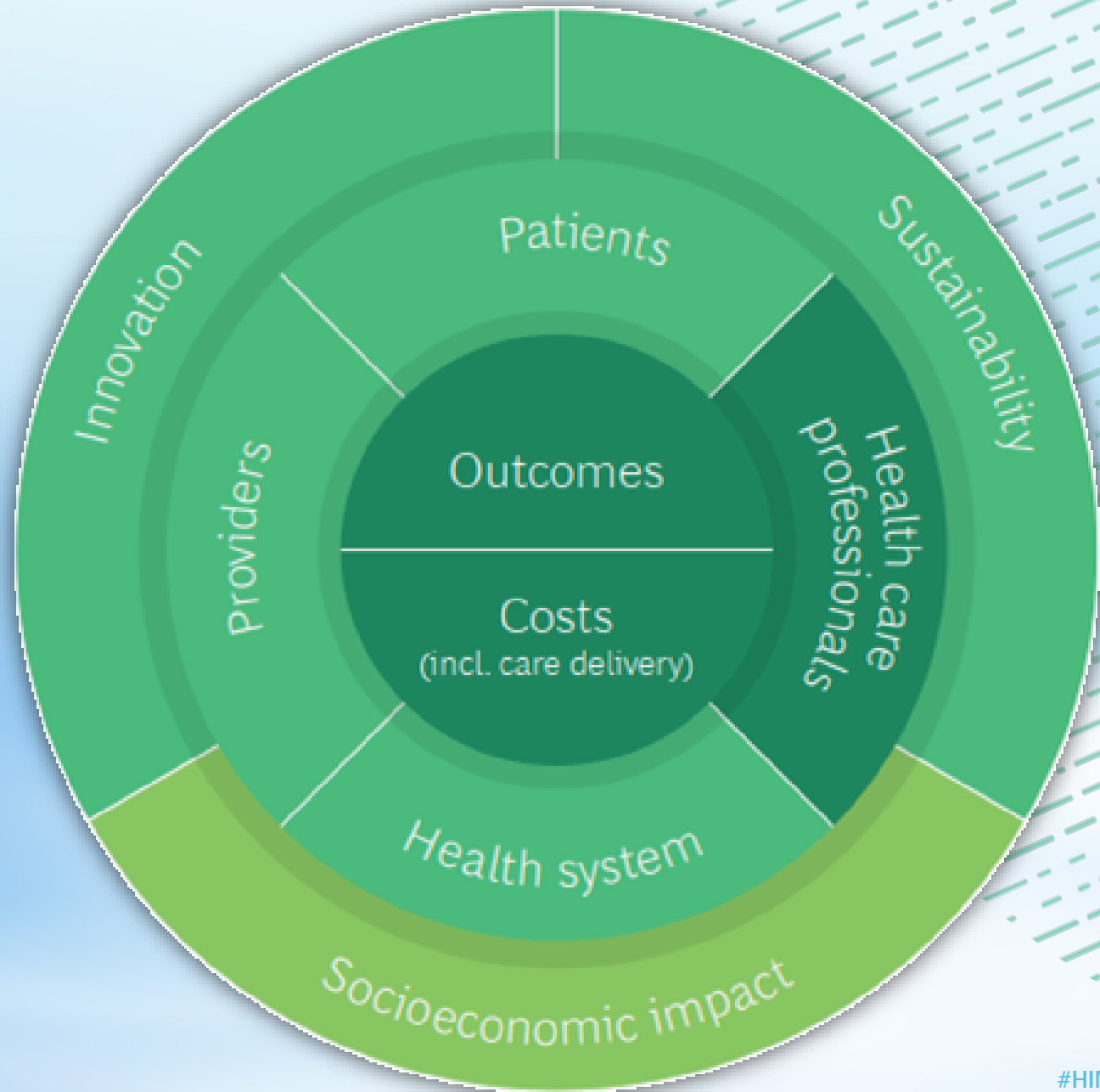




# *INNOVATION VALUE BASED IMPACT*

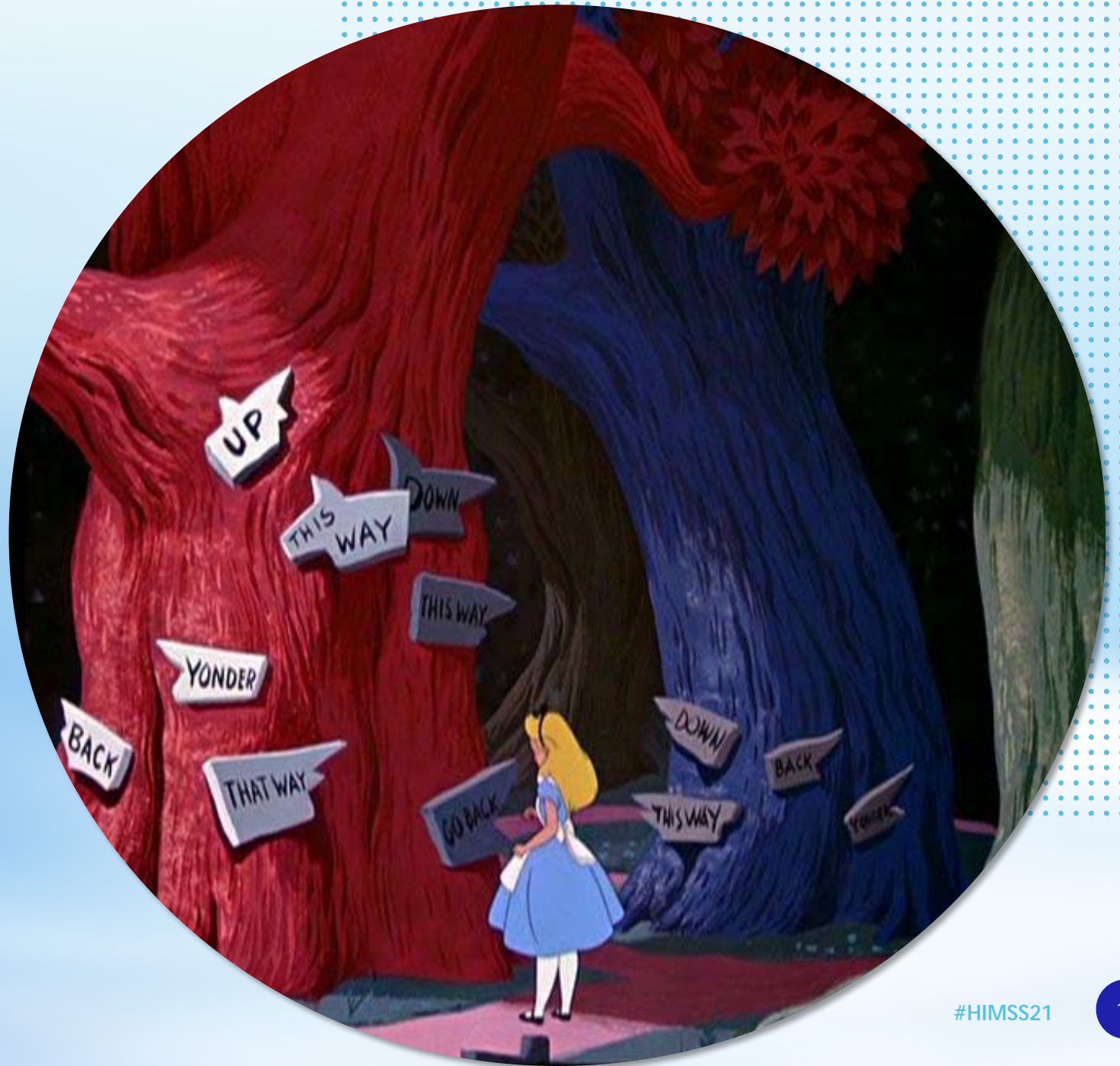


# VALUE BASED IMPACT





# *Strategy shows the way*





Point of Care  
upscaling



Big Data



At Home  
Care



Competitive  
growth



Upstream  
medicine



# *Run Forest Run*



# *What have we learned so far?*



## Technology assessment:

- Should achieve value-based impact
- Should be strategy driven
- Must be executed fast
- Investing the right amount of time and efforts
- Building consensus among stakeholders

# *STA - Strategic Technologies Assessment*

- 3 phase process
- 3 strategic-based tools



# *STA - Strategic Technologies Assessment*

- 3 phase process



# STA - Strategic Technologies Assessment



# New Technology Submission form

- Meeting regulatory requirements
- Organization's threshold terms
- EBM for quality and safety
- Organizational strategy compatibility
- The business case
- Innovation and impact

## New technology scouting

- A call for submission
- Focused search

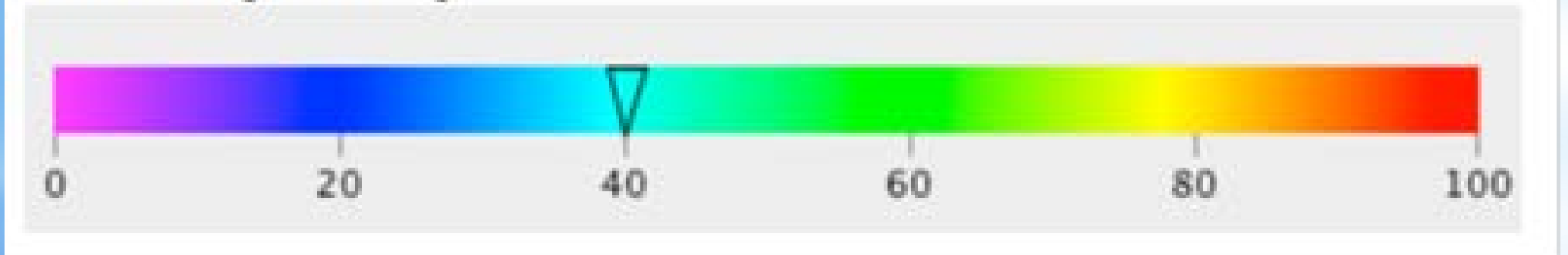
# STA - Strategic Technologies Assessment



# HEAT MAP

- Clinical value
- Cost effectiveness
- Implementation complexities
- Patient and physician's experience
- Innovation and impact

Illustrative image from Google:

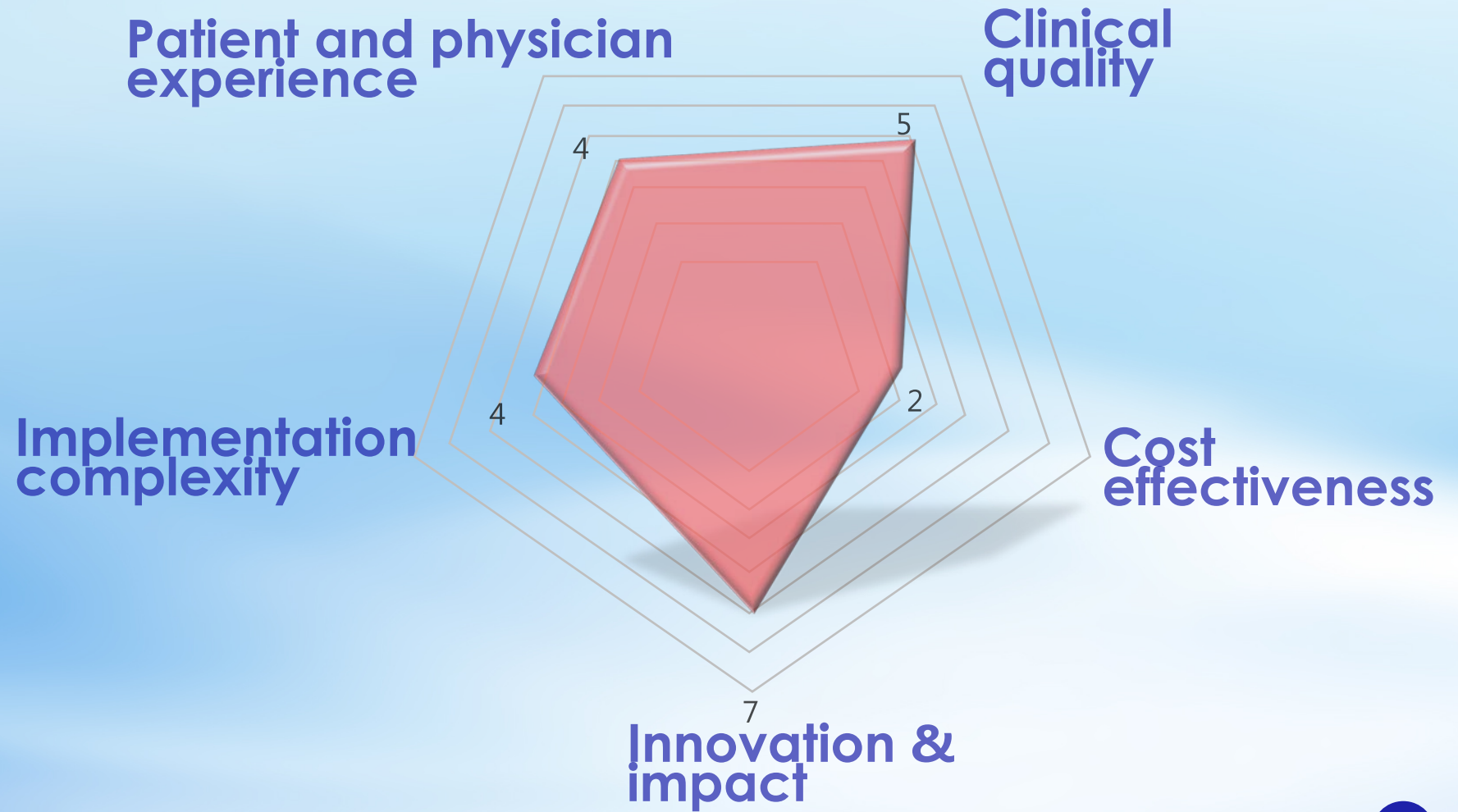


# *STA - Strategic Technologies Assessment*





# Spider Technology Evaluation



# *STA - Strategic Technologies Assessment*



# *STA - Strategic Technologies Assessment*



# *STA - Strategic Technologies Assessment*



## *2021: Our Data (n=62)*

- Clinical stage: 58% ( 23% already rejected)
- Evaluation stage:
  - Strategic path – 18%
  - Economic path – 18%  
( 8% were rejected)
  - Beta site – 6%
- GO/no GO: 1 (2%) technology approved



*STA in action: let's try it ...*



# *STA In Action*

## AT-home manual ultrasound for pregnant women

- A patient operated, user friendly US for Assessing:
  - Fetal pulse • Fetal movement • Amniotic fluid volume
- Operated by pregnant women at will, no training needed
- Reviewed by qualified technician, approved by OBG
- Patient's experience – Decreasing anxiety
- Allowing first –aid pregnancy follow-up for remote areas
- Might decrease ER self referrals
- Simple interface and connectivity
- Fits into existing fetal monitoring process



<https://vimeo.com/8635bf/579736703c46f>

# *Organization - Rules for Technology Purchase*



- T2M is King – SLA as a leading standard
- Adapt a 2-year horizon point-of-view: regarding connectivity costs, saving data, new versions, user interface (white label)
- Invest in patients and physicians POC to learn about usability parameters
- Pilot is preformed after decision-making, not as part of technology assessment
- Follow up: gather data after implementation to assess KPI materialization



# Technology Companies - Rules for Value Proposition

STA - Strategic Technologies Assessment



- Focus on strategy-supporting technologies : beyond economics
- Be sure to establish your value proposition on the true costs of acquisition, implementation and operation of your tech in my organization
- Focus your tech on enabling my patients /doctors or automating their care
- Combine methodologies for engagement and adherence (e.g. behavioral economics)
- M.D on your team is not enough. You need a physician executive to allow the buyer's POV

*Thank  
you*



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