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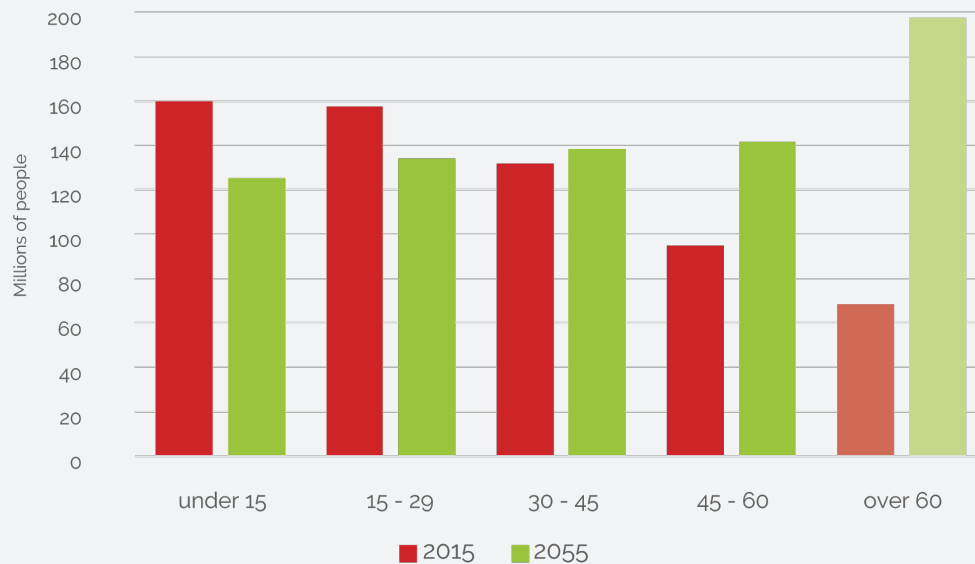
Going, Going, Gray: Latin America's Aging Population Fuels Connected Home Health

Latin America is the fastest-aging region in the world, set to add 130 million people to the over-60 cohort by the year 2055. This tripling of the region's senior population by mid-century combined with an unprecedented growth in chronic disease rates are expected to expand the home healthcare market by 9% CAGR through 2020. A geriatric population suffering from multiple diseases is creating a shift in the home care market towards a more precision-based personal care model. Local telehealth player AccuHealth is demonstrating the power of public-private partnerships, remote patient monitoring (RPM) and predictive data to improve outcomes and reduce the cost of conditions such as respiratory or cardiovascular diseases by reducing trips to the emergency room. Meanwhile, dialysis treatments within the home setting can help reduce the burden on the hospital infrastructure as well as improve the treatment outcome. The penetration of

homecare solutions is currently highest in Brazil, Chile, Argentina and Colombia, and is expected to increase considerably in Mexico in years to come. The Latin American home healthcare market is expected to reach US\$ 17.5 billion by 2020, concentrated heavily in Brazil and Mexico and aided by the growing connected wearables market.

- **Brazil's elderly increasingly unhealthy:** With a population of 200 million and high urbanization rate, Brazil alone accounts for 35% of the regional home health market. The economic burden of non-communicable diseases such as diabetes and hypertension is on the rise. The cost of obesity alone is expected to reach US\$ 8.7 billion in 2050, up from US\$ 5.0 billion in 2010. The Family Health Strategy (FHS) program launched in 1994 provides for lower income communities by delivering home health care services to the elderly. This allows patients to remain

FORECAST OF LATIN AMERICAN POPULATION BY AGE



connected to trusted care givers while avoiding more costly hospital stays. Brazil's pensionable population as a percent of the working age population will nearly double from 8.8% 2005 to 16.3% by 2025, putting additional strain on the public health system as the rate of social contributions versus withdrawals shifts unfavorably.

- **Mexico's high self-pay rate hits seniors hard:** Mexico is home to the OECD's most rapidly aging elderly population and its highest out-of-pocket expenditure rate at 45-50% of total health spending, meaning individuals feel the need to visit private clinics despite nearly universal coverage. Mexico also has the highest obesity rate in Latin America, affecting 33% of adults who each create an additional US\$ 892 in

health expenditures per year. Dependent pensioners as a percent of the working age population will grow from 8.3% in 2000 to 13.1% in 2025. Improved access to home care could substantially improve the country's poor performance on certain indicators, such as a downward trending 70% survival rate for the month following a heart attack and stagnant 80% rate for the same following a stroke. The Mexico wearable sensors market is expected to top US\$ 3.0 million by 2018 at a CAGR of 40%, creating a potential ecosystem of devices to aid in home monitoring.

- **Colombia's unique care challenge:** Colombia faces the particularly labor intensive and costly senior health challenge of having the highest rate of early-onset Alzheimer's disease in the world. This terminal disease is

expected to affect nearly 700,000 Colombians by 2030 due to the prevalence of an unfortunate genetic mutation.

- **Telehealth proving its case in Chile and beyond:** Chilean telehealth player Accuhealth, the first of its kind in Latin America, began as a pilot with the national health system in 2014. Accuhealth now monitors 9,000 patients 24/7 from home who suffer from one or more chronic diseases, many of whom live in remote areas without access to a local clinic. Constant monitoring and predictive technologies identify concerning trends before a crisis occurs, thereby avoiding hospitalizations and driving down the annual cost burden by an average of US\$ 4,500 per person. AccuHealth now supports the Colombian public health system and aims to add one million patients across Latin America by 2020 in Mexico, Brazil and Argentina.

Looking ahead: Latin America will adopt tech-enabled home healthcare to mitigate costs.

Regional healthcare costs are climbing steadily upwards with an ageing population mostly covered by universal public health and suffering from an increasing prevalence of chronic diseases. These realities necessitate a shift in focus from acute care to prevention and monitoring. The combination of rising home health demand, widespread connectivity through rising home and mobile internet penetration, and a robust 21% annual growth in the global wearables market will make remote patient monitoring increasingly feasible and cost effective. Fiscal pressures may create a "leapfrog effect," driving Latin American adoption of telehealth faster than more developed healthcare markets like North America and creating a regional hub for digital firms redefining the medical care landscape.



About Global Health Intelligence

Global Health Intelligence provides detailed information on healthcare infrastructure in emerging markets in order to help clients understand the competitive landscape and identify opportunities for growth.

Founded on over 20 years of research expertise in emerging markets, Global Health Intelligence has developed the world's largest hospital demographics database focused on Latin America.

Find out how Global Health Intelligence can help you grow in emerging markets:

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Our Services

● Hospital demographics

The world's largest hospital demographics database focused on Latin America

● Market size / share

A unique methodology based on the analysis of import data to deliver reliable insights in a timely manner

● Tailored research

Refined with 20+ years Market Intelligence experience:

- Market sizing and segmentation
- Partner search & market due diligence
- Competitive profiling
- Pricing and cost analysis
- Best practices
- Positioning and opportunity identification

Hospital Database Characteristics



12,000 hospitals
profiled



Coverage in 11
countries



Over 100 data
points per hospital



Raw data exports
to Excel



Integration into
your CRM



Prebuilt Tableau
dashboards



Available
immediately!

