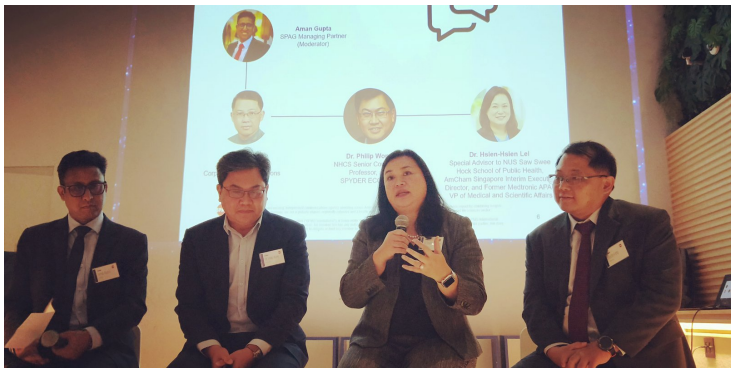
BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

SPAG releases APAC Healthcare Communications Outlook report

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A VET (Value, Expertise and Trust) model-based effort to understand the profound changes currently underway in APAC healthcare communications, and its maturity and integration with business strategy



SPAG, Asia's innovative integrated healthcare advocacy and public relations firm, in partnership with BioSpectrum Asia released APAC Healthcare Communications Outlook report on 2 Oct 2019 in Singapore at KPMG clubhouse with extended support from KPMG.

Eminent healthcare industry leaders shared their views on evolving trends in Medtech and clinical sectors with the growth prospects at innovative procedures and AI technology. The struggles and expectations of the global healthcare community were addressed to respond to evidence-based issues. Beneficial economic influences towards the health sector can greatly bring paradigm shift on the unmet needs of the population. With the advent of novel digital technologies, now its possible to focus on value-based healthcare models to achieve effective global healthcare transactions. Healthcare communication industries have a crucial role to play in accelerating the dynamism in global health care model. With the technological innovations based on AI, robotics, cloud computing, big data the health communication industry has reached a high impactful platform.

Aman Gupta, co-founder, SPAG, said, "Digital technologies and social platforms are also transforming channel strategies within the broader healthcare communication ecosystem. In many ways, communication experts are today's campaign influencers helping demystify the science behind a drug or a therapy for patients and customers alike". He further added that "the outlook report by SPAG is an effort to understand the profound changes currently underway in healthcare communications, especially in the Asia Pacific region, especially its maturity and integration with business strategy and the expansion of the VET (Value, Expertise and Trust) model, or the many new ways Value, Expertise and Trust are, together, beginning to define the board contours of healthcare communications for the next decade".

Priyanka Bajpai, Regional Head-South East Asia, SPAG said that "the APAC Healthcare Communication Outlook report is an innovative examination of the factors that drive communications in the healthcare industry and an effort to showcase the increasing importance of efficient and responsible messaging delivered via the most appropriate platform available today".

Chris Hardesty, Director, KPMG Healthcare & Life Sciences mentioned "this Outlook report, the first edition of many to come, seeks to explore the sentiments of the ecosystem stakeholders about healthcare communications. Such an understanding should be considered a requisite characteristic for all leaders across the public and private sectors". He further adds "In my opinion communication, their effectiveness and appropriateness, are a key enabler of unlocking health-for-all and progressing

the socioeconomic prosperity”.

BioSpectrum's Managing Editor, Ravindra Boratkar emphasised on the need and responsibilities of healthcare communication in the region. He spoke on the significance of digital technology, social media and other mass media’s in delivering effective and efficient content to broader healthcare sectors. He mentioned that the communication industry has brought a positive impact and transparency in the healthcare sector. He added that ‘Transparency’ and affordability are the two major aspects to be considered to let healthcare provisions be accessible to a greater population and also to celebrate the success of healthcare ventures.

He further made a note on the announcement of largest healthcare protection program in India–"Ayushman Bharat" which aims to cover 100 million families under the protection program and thus has morphed the entire scale of the healthcare sector in India. Communication media has a major role in gathering proper information, building opinions and in creating proper perceptions on healthcare issues. He concluded saying "Biospectrum will continue contributing for the betterment of the Healthcare communication sector keeping healthcare providers and other stakeholders in the loop".

A panel discussion was held by Aman Gupta with industry experts from various domains, on various aspects of improvisation, the effect of AI, leads & lags of technology and needs for a responsible healthcare communication to address current trends and scenarios affecting global HealthTech industry. A detailed discussion with panel members Justin Fong, A*STAR Director of Corporate Communication, Dr. Philip Wong, NHCS Senior Consultant and SPYDER ECG CMO, and Dr.Hslen-Hsien Lei Special Advisor to NUS Saw Swee Hock School of Public Health, emphasized on responsible, interactive and intellectual healthcare communications with a broader vision to address current trending healthcare scenarios.

Many industrialists, researchers and healthcare communication experts were gathered at the event to experience the goals and visions of the APAC Healthcare Communications Outlook report.