

Demand for affordable healthcare driving digital health innovation in Asia

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Finn Partners appoints Asia Health Practice Lead to help brands in health ecosystem to better communicate their value in a patient-centric era



Finn Partners Asia, a global marketing and communications agency, today announced the launch of its *What The Tech: Impact of Digital Innovations on Healthcare in Asia* report, in partnership with global thinktank ACCESS Health International. At the same time, the agency reaffirmed its commitment to healthcare with the appointment of Singapore-based Shuchi Joseph as the Asia Health Practice Lead.

Asia is a region where people have better access to a smart phone than to a doctor. The demand for high quality healthcare products and services will continue to rise as the middle-income group grow and age or as lifestyles change. In eight out of ten Southeast Asian countries, more than a third of healthcare expenses are paid out-of-pocket by individuals. Cloud-based platforms, emerging technologies, and modern data centres are breaking down barriers in terms of access, cost, and computing power, allowing data-driven health research to reach a new frontier.

The report looked at how digital innovation – specifically in the key pillars of delivery, financing, and discovery – has the potential to bridge the widening healthcare coverage gap in the region. It examined the fast-evolving healthcare industry in the context of increasing digital adoption in Asia Pacific, where healthcare is set to become a US\$2.2 trillion market by 2026.

Today, innovative digital solutions are creating new ways for patients in Asia to access and pay for the care they need. Public and private healthcare organisations are delivering advanced healthcare solutions through mobile devices in Southeast Asia, tapping on the region's high mobile penetration. Fintech and its applications are tackling the high costs of healthcare with mobile health wallet apps, low-to-no interest lending services, and healthcare-focused crowdfunding platforms.

"Without digital transformation, there is no health transformation. In Asia, we are at a pivotal point where the combined power of political commitment and digital technology will help countries achieve the goal of health for all citizens," said Sejal Mistry, Country Director, Singapore, ACCESS Health International. "We're excited to collaborate with Ying Finn on this report which highlights some of the biggest trends in this space in Asia."

"There is a tremendous opportunity to increase affordable healthcare coverage through digital solutions in Asia Pacific. We are seeing incredible innovation by both traditional healthcare organizations and new healthtech players that is transforming this dynamic market," said Shuchi Joseph, Vice President, PR & Asia Health Practice, Finn Partners. "Health is Finn Partners' largest global practice today. I am very proud to be working with our experts in Consumer, Health, and Technology to support all the brands in the health ecosystem as they navigate the brave new world of tech-powered patient care."

The release of this report follows the launch of FINN Wellness Collaborative, a global offering dedicated to elevating brands that support a better, healthier world.