**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)

**DISCLAIMER:** The views and opinions expressed in this presentation are those of the author and do not necessarily represent official policy or position of HIMSS.
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- 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
- MaccabiRed
- 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?
These are my parents
VALUE BASED IMPACT
Strategy shows the way
Maccaci’s Strategy

- 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
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- 3 phase process
- 3 strategic-based tools
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- 3 phase process

01 Clinical stage
02 Evaluation stage
03 Go/ No Go
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01 Clinical Stage
- Submission form
- Clinical review
- Heat map
- SLA = 30d

02 Evaluation stage

03 Go / No Go
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
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01 Clinical Stage
- Submission form
- Clinical review
- Heat map
- SLA = 30d

02 Evaluation stage

03 Go / No Go
HEAT MAP

- Clinical value
- Cost effectiveness
- Implementation complexities
- Patient and physician’s experience
- Innovation and impact
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01 Clinical Stage

02 Evaluation stage
- Strategic path
- Economic path
- Beta Site
- SLA = 30d

03 Go / No Go
Spider Technology Evaluation

- Patient and physician experience
- Clinical quality
- Implementation complexity
- Cost effectiveness
- Innovation & impact
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01 Clinical Stage

02 Evaluation stage

03 Go / No Go

Strategic path

Economic path

Beta Site
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01 Clinical Stage
02 Evaluation stage
03 Go / No Go

- Strategic path
- Economic path
- Beta Site
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01 Clinical Stage

02 Evaluation stage
- Strategic path
- Economic path
- Beta Site

03 Go / No Go
- Fast implementation
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
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 performed 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

- 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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