The status and trends in internet medical care field
Set up the smart internet hospital, enter medical core area.

Establish a trustworthy physician database, set up a comment and voting system for doctors.

Provide pre-treatment services: establishment of online triage, referral, counseling system.

Establish disease management system and provide disease management tools.

In the era of mobile Internet, the scale of users expanded rapidly.

Set up the smart internet hospital, enter medical core area.

2006: Physician database and evaluation system
2008: Online triage system
2010: Disease management
2013: Mobile medical service
2016: Online smart hospital
The Data on Patients

- Number of cumulative patients in service: 37,000,000
- Daily online outpatient number: 200,000
- Number of patients visited per day: 3,500,000
- Number of patients in disease management: 8,000,000
**The Data on Doctors**

<table>
<thead>
<tr>
<th>Number of physicians in the database</th>
<th>520,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proportion of doctors from three level of first class hospitals</td>
<td>73%</td>
</tr>
<tr>
<td>Number of physicians who can provide services online</td>
<td>160,000</td>
</tr>
<tr>
<td>Proportion of specialist physicians</td>
<td>87%</td>
</tr>
</tbody>
</table>
### The data from key hospitals

#### Hospital rankings of Fudan University: Top 10 Hospitals

<table>
<thead>
<tr>
<th>(Note: the data does not include the branch)</th>
<th>Number of doctors using the website</th>
<th>Number of doctors available in hospital</th>
<th>Percentage of doctors using Hao.com</th>
<th>Number of patients served by doctors</th>
<th>Number of patients on-line evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peking Union Medical College Hospital</td>
<td>748</td>
<td>1,387</td>
<td>54%</td>
<td>610,000</td>
<td>62,012</td>
</tr>
<tr>
<td>West China Hospital of Sichuan University</td>
<td>478</td>
<td>1,480</td>
<td>32%</td>
<td>190,000</td>
<td>21,943</td>
</tr>
<tr>
<td>General Hospital of PLA</td>
<td>935</td>
<td>1,759</td>
<td>53%</td>
<td>430,000</td>
<td>42,075</td>
</tr>
<tr>
<td>Shanghai Ruijin Hospital</td>
<td>425</td>
<td>780</td>
<td>54%</td>
<td>240,000</td>
<td>18,847</td>
</tr>
<tr>
<td>Xijing Hospital of The Fourth Military Medical University</td>
<td>514</td>
<td>785</td>
<td>65%</td>
<td>330,000</td>
<td>27,283</td>
</tr>
<tr>
<td>Zhongshan Hospital Affiliated to Fudan University</td>
<td>456</td>
<td>838</td>
<td>54%</td>
<td>9,7000</td>
<td>15,053</td>
</tr>
<tr>
<td>The First Affiliated Hospital of Zhongshan University</td>
<td>528</td>
<td>939</td>
<td>56%</td>
<td>180,000</td>
<td>13,418</td>
</tr>
<tr>
<td>Huashan Hospital Affiliated to Fudan University</td>
<td>529</td>
<td>836</td>
<td>63%</td>
<td>350,000</td>
<td>30,863</td>
</tr>
<tr>
<td>Tongji Hospital of Huazhong University of Science and Technology</td>
<td>485</td>
<td>887</td>
<td>55%</td>
<td>140,000</td>
<td>17,703</td>
</tr>
<tr>
<td>the First Hospital of Peking University</td>
<td>522</td>
<td>996</td>
<td>52%</td>
<td>270,000</td>
<td>26,370</td>
</tr>
</tbody>
</table>
The data from reputable doctors

President of Department of Cardiology, Chinese Medical Doctor Association

Chairman of Dermatology branch of Chinese Medical Association

Director of pediatric heart center of Anzhen Hospital Standing Committee of the CPPCC National Committee

Vice president of Xuanwu hospital
What changes have the Internet brought about?
1 Breaking information barriers
business process reengineering
3 Intellectualization

• Google auto driving - a product of big data, scientific processing, and artificial intelligence
What stage is the Internet Medical Service?
Internet medical care has entered the 2.0 era

1.0 Information platform: Breaking medical information barrier.

1.5 Consulting interaction: the doctor and patient have gradually started to interact with each other.

2.0 On-line diagnosis and treatment-process reengineering, from medical peripheral services to access and core areas of diagnosis and treatment.
The back-boosting factors of medical process reengineering
The mortality rate of chronic diseases is increasing yearly.
The disease spectrum has changed

<table>
<thead>
<tr>
<th>Disease mortality rankings in 1990</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ischemic heart disease (5,737,500)</td>
</tr>
<tr>
<td>2. Stroke (4,584,800)</td>
</tr>
<tr>
<td>3. Pneumonia (3,420,700)</td>
</tr>
<tr>
<td>5. Chronic obstructive pulmonary disease (2,421,300)</td>
</tr>
<tr>
<td>6. Tuberculosis (1,786,100)</td>
</tr>
<tr>
<td>8. Traffic accident (1,058,400)</td>
</tr>
<tr>
<td>9. Lung cancer (1,050,000)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disease mortality rankings in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ischemic heart disease (8,139,900)</td>
</tr>
<tr>
<td>2. Stroke (6,446,900)</td>
</tr>
<tr>
<td>3. Chronic obstructive pulmonary disease (2,931,200)</td>
</tr>
<tr>
<td>4. Pneumonia (2,652,600)</td>
</tr>
<tr>
<td>5. Alzheimer's disease (1,655,100)</td>
</tr>
<tr>
<td>6. Lung cancer (1,639,600)</td>
</tr>
<tr>
<td>7. Traffic accident (1,395,800)</td>
</tr>
<tr>
<td>8. HIV/AIDS (1,341,000)</td>
</tr>
<tr>
<td>9. Diabetes (1,299,400)</td>
</tr>
<tr>
<td>10. Tuberculosis (1,290,300)</td>
</tr>
</tbody>
</table>
Doctors and patients are seriously dissatisfied with the current situation

I. patients:
   • difficult, expensive and annoying to see a doctor
   • bad attitude, bad service and bad efficacy ......

II. doctors:
   • Big hospitals: work busy, high pressure; Small hospitals: no patients
   • Low income, high risk
   • Low freedom
The original treatment process need to change

I. Hospital-centered treatment mode, treatment procedures of 5H+3M, is full of criticism;

II. Chronic patients need to keep in touch with the doctors at any time after the clinic—take patients as the center, to carry out long-term effective management of chronic disease management:
   • Long-term medication situation
   • Quality of life improvement situation
   • Disease improvement situation
   • Disease monitoring situation
   • ......and so on
Future
In the future, the doctor's main work platform is in the clouds.
1. The core of the future medical service is the quality of service, the key driving force is the cloud medical platform

- Cancel the current behavior of taking the income of drug sales to subsidize the treatment, return to the medical essence—Provide high quality medical services
- Relying the internet medical platform, to establish the chronic disease long-term service process
- To achieve the goal that the focus point change from a single treatment to long-term treatment
50% of the referral will be migrated to the Internet!

- Referral will take the lead in online diagnosis and treatment, prescription, drug distribution
- How many opportunities will be created by 7.7 billion outpatient clinics?!
Doctors brand rise quickly, the internet provide key support

Manage the old patients offline → Get online word of mouth

Get accurate patients offline → Affect new patients online
Online high-quality services help doctor brand grow rapidly

Time period: 2016/4/13 2016/6/12, the number of patients report increased from 16 to 1442
• Hospital brand transfer to the doctor brand
• The doctor brand will be internet based completely
• Hospitals and doctors will form a new type of collaborative relationship
• Online practice will be a new practice for doctors
• Online clinics will be the main form of independent practice
3 New diagnosis and treatment mode and diagnosis and treatment concept transfer mode

- The form of medical experts clinic changed: primary level + Remote Expert Clinic of Superior expert
- Surgical patient source changed: the precise change of personal brand attractiveness
- The concept of diagnosis and treatment transfer to the majority of primary doctors directly, accurately, efficiently and frequently through the internet.
The open Internet medical platform is formed

Haodf

APP
500,000 patients / day

WEB
3.2 million patients / day

WeChat service number/applet of WeChat
7 million patients

Haodf online combination

Doctors of large grade 3A hospital

Public large grade 3A hospital

Patients go to the hospital to see a doctor

Haodf Extension of primary hospital primary medical combination

Requirement

Service

Huge group of patients

Covering more than 3,000 hospitals
The number of patients report: 12,000/day

Primary hospital/doctor
Covering more than 2,000 doctors, the number of patient report: 3,000/day

Businesses and communities
(Just started)

Cooperative hospital
County/prefecture-level hospital
Covering more than 3,000 hospitals

Doctor Workstation

Baidu
Sina
Sogou
360

search engine

web portals

community

Maternal and child
Special disease

….

Haodf extension of primary hospital primary medical combination

Village doctor

Township health center

Community hospital

Tertiary hospital

Tertiary hospital

Primary hospital

Primary hospital

Private clinic

Private hospital

Community hospital

Haodf

儿科
血液
脊柱
ICU

………………

普通内科
手外
全科
COPD

China Medical Center

Zhejiang First Hospital

Peking Union Medical College Hospital

West China Hospital

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THANKS