



Australia

Potential business figures on healthcare in 5 years: According to the Australian Institute of Health and Welfare (AIHW), total expenditure on health goods and services in 2016-17 was ~€111.3 billion. Based on the average annual growth rate of 4.62% over the past decade, the total expenditure on health goods and services is expected to grow at a similar rate over the next five years.

Typical buyer of health services: Public and private (either for-profit or not-for-profit) operators. In 2016-17, local governments accounted for ~68.7% of total health expenditure, whilst non-government sources (individuals, private health insurance etc.) accounted for ~31.3% of total health expenditure. In 2016-17, there were 695 public hospitals and some public-private partnership hospitals. Non-profit and for-profit aged care providers represent another potential category of health service buyers.

Governmental or legislative climate to support new services/innovations on health: The 2017 Digital Health Strategy outlines seven key strategic priorities related to digital health. Furthermore, all Australians will receive a 'My Health Record' (electronic medical record) by the end of 2018, unless they choose to 'opt-out'. The 2018-19 Federal Budget also demonstrates government support for new health services and innovation, with ~€0.8 billion funding committed to the Government Department of Health 'Medical Research Future Fund' (MRFF).

Typical buying and/or acceptance process in the country for new solutions:

The Federal Government decides the major funding for healthcare. Eight (8) state and territory governments are responsible for the delivery and procurement of healthcare services. The state/territory health departments generally manage the procurement of new solutions for public hospitals. The private healthcare operators (e.g. Healthscope) manage the procurement of new solutions in the private healthcare sector.

Opportunities for Finland: Aged Care, Digital Health & Health Tech Preventative Care, Precision Medicine, Telehealth, Health Monitoring Devices/Wearables, Operating Equipment and Technologies.

Regulation & Reimbursement environment: Medicare is a publicly funded universal healthcare system, and the primary funder of healthcare for citizens and permanent residents. Residents with higher incomes are encouraged to purchase private health insurance policies that cover both hospital and other healthcare treatments.

Trends & Strategy:

The ageing population requires initiatives and technologies that support elderly Australians to live at home independently for longer are receiving increased funding.

Quick Facts about Australia

Population: 23.5 million

Life expectancy : 78.7 yrs

GDP (PPP): \$1,248 Trillion, Per Capita 50,400\$

Languages: English 73%, Mandarin 2.5%, Arabic 1.4%

Physicians density: 3.6 / 1000 pop.

Digitalization Maturity: 11th

DEI Index: 3.55 / Stall Out

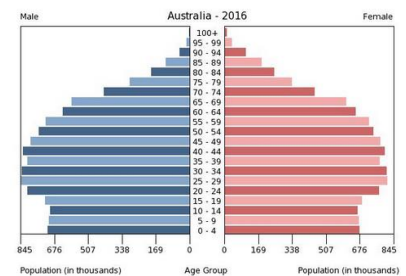
Health expenditure: 9.4% (GDP)

Urbanization rate: 86 %

Hospital bed density: 3.8 /1000

Median Age: 37.2 years

Population growth rate: 1.01%



Source: World Fact Book

National challenges : Ischaemic heart diseases, Alzheimer diseases, Strokes

Link to opportunities:

<https://bit.ly/2z0yutE>

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