



NZHIT is leading a comprehensive study into the current state and future opportunity for Health Technology to contribute to a productive, sustainable and inclusive New Zealand.

The study will be contained in a report to be used to help unify the NZHIT member's voice, identify opportunities for the future and related challenges to resolve, direct investment, develop policy and raise the profile of HealthTech in New Zealand and internationally.

New Zealand HealthTech Opportunities Report

We must achieve:

- *A positive, united & collaborative call to action that is opportunities focussed & identifies key challenges preventing or slowing progress (turning talk into action)*
- *Define a clear direction of travel (vision) for at least the next 5 years, focus our combined efforts as a strong, relevant & influential body - have a clear message of how we'll play our part to contribute to achieving full digital tech enablement*
- *A national & international plan for growth that benefits NZ – national health outcomes benefitting from a stronger export sector*





More than ever, now is the time for this report to be completed, calls to action highlighted and ongoing collaborative work carried out to resolve the key challenges that will open up the opportunities available to achieve full enablement of digital technology to create world class health and wellbeing for all New Zealanders.

COVID-19, H&D System Review Report, DHB Assets Management Programme Report, Health Insights Report 2020 all support the need for full enablement – this is industry’s time to support the sector and play its part in making this happen.

New Zealand HealthTech Opportunities Report

An industry-supported report that:

- *Unifies our voice to advance our vision for all New Zealanders to benefit from world class health and wellbeing services that are fully enabled by digital technologies*
- *Identifies opportunities for digital tech to fully enable health, disability & social services*
- *Highlights the barriers to achieving full enablement*
- *Points the way to resolving these & the opportunities this creates*
- *Being proactive about the future*



INTRODUCTION

HealthTech is providing opportunities to improve health outcomes and enable the transformation of the healthcare sector. New innovations can improve health outcomes, increase productivity gains, detect and prevent illnesses and create a more inclusive health and disability sector.

To better understand the potential opportunity for New Zealand, and to help raise awareness and understanding of our current strengths, NZHIT is coordinating a national study with the support of government, academic and industry partners.

OBJECTIVES

1	Purpose: RAISE AWARENESS
<p>A key purpose of this project is to raise awareness of the potential of HealthTech to help provide better health outcomes and to grow the economy.</p> <p>Globally, HealthTech is a broad range of rapidly developing technologies, yet understanding of their potential in and for New Zealand is still relatively limited.</p> <p>By undertaking a collaborative research project with the government, HealthTech firms and the health sector we have an opportunity to raise the profile of HealthTech and its potential for New Zealand.</p>	

2	Purpose: SHOWCASE THE MARKET
<p>The project will also provide a comprehensive view of the New Zealand HealthTech market opportunities & identify any barriers.</p> <p>The research will be designed to provide a comprehensive stocktake of HealthTech initiatives throughout New Zealand.</p> <p>Through the research the project will case study leading HealthTech examples, providing a showcase of world leading HealthTech already developed here in New Zealand.</p> <p>Calls to action will be identified for the sector to work on over the next 3-5 years.</p>	

3	Purpose: SUPPORT POLICY
<p>The project has been designed to identify opportunities and barriers and support decision making across the sector and government to support and enable policy development.</p> <p>It is expected that the research will identify opportunities and barriers. The project will be designed to be a collaboration between the HealthTech sector, the government and the primary sector.</p> <p>The report will discuss how HealthTech relates to various government goals in order to help with future policy development.</p>	

METHODOLOGY

The research study and subsequent report will draw from the processes used to successfully deliver similar studies into AI, IoT, the Digital Sector and Interactive Media.

We will consult with HealthTech firms, government agencies, universities, researchers and healthcare providers, NGOs and related agencies during the development of the report.

The study will analyse the current market to identify strengths and opportunities. The study will also include an assessment of the global trends and opportunities looking to match New Zealand strengths to growth opportunities.

RESEARCH REPORT DRAFT CONTENTS

The primary output will be a detailed, high quality research report, produced collaboratively with the primary partners, that can be used to showcase New Zealand HealthTech as well as support policy decision making. Limited print copies will be produced however an online version will be created for free download.

The proposed draft contents are:

Introduction: HealthTech in New Zealand

- HealthTech – what is it and why is it important

Part One: The HealthTech Landscape

- The growing importance of HealthTech
- Global HealthTech trends & policies
- The New Zealand HealthTech landscape & case studies

Part Two: The Economic Opportunity

- Economic benefits of HealthTech for our health sector
- Global market opportunities for NZ HealthTech – export growth

Part Three: The Well-being Opportunity

- Better health and wellness outcomes
- Social benefits of HealthTech
- The Four Capitals of the Living Standards Framework

Conclusion: Unleashing Aotearoa's HealthTech

- Driving positive health and wellness outcomes
- Growing our healthcare sector's returns
- Growing our exports
- Recommendations

PROMOTIONS & POLICY WORK

This research will be packaged and promoted to raise awareness about HealthTech throughout related sectors, the government, the media and the general public.

The Document

- subject to an appropriate level of funding the research will be published in an attractive and easy to consume layout including a page thanking the project supporters and include their logo.
- the report will be sent to critical decision makers - Ministers, health sector leaders & policy makers.
- all project partners and supporters will receive a hard copy.
- the report will be made freely available online and infographics will be published and distributed.

Supporting Policy Work

- sessions with relevant agencies will be conducted during the development of the report, and again once draft findings have been collated.
- the project partners will work with key agencies to develop Ministerial briefings of the key outcomes.

Promotional Activities

- A launch event for the full report will be held in Wellington. All project supporters and various government and industry stakeholders will be invited to attend along with mainstream media.
- a media agency will be used to generate public exposure to the key messages from the research through national mainstream media.

Options to Support this Initiative

1 PREMIUM PROJECT PARTNER **PLATINUM** \$25,000

We are seeking a collaborative Premium Project Partner from the industry to work with NZHIT, NZTech and the government to provide active input and perspective during the project.

As the Premium Project Partner you will have advance access to the research results, can be involved in the editing process alongside key government agencies and will have recognition as the Premium Project Partner in all materials and at all events.

As Premium Project Partner you will also be able to contribute one of the forewords of the report, provide at least one case study and you will have premium logo placement in all material. Your CEO will be invited to say a few words and introduce the Minister at the launch. You receive 10 hardcopy reports.

2 PROJECT PARTNER **GOLD** \$12,500

The research has the potential to be adapted during the scoping phase to ensure it covers specific requirements to meet the needs of our partners.

As a Gold Project Partner we will work with you, where possible, to include specific content that supports your business needs. For example, research to include regional data, case studies that showcase activity in specific markets, highlights of research programmes, information relevant to investors or international talent.

Gold Partners can suggest case studies, work with us on specific content and will be recognised in all report material as a key supporter of the sector. You will also be provided with a hard copy of the report.

3 PROJECT PARTNER **SILVER** \$5,500

This research can only be carried out with the support of the entire ecosystem so we are also seeking a contribution from organisations that wish to support this critical initiative to ensure it is done well and that the results are well publicised.

As a Silver Project Partner you can share information about your organisation which will be referenced in the report. You can also feed into the scoping phase with any proposed ideas for content in the study.

Silver Partners will be recognised in all report material as a key supporter of the sector, will receive a hard copy of the research and an invitation to the launch.

4 PROJECT SUPPORTER **BRONZE** \$1,000

This research can only be carried out with the support of the entire ecosystem so we are also seeking a contribution from organisations that wish to support this critical initiative to ensure it is done well and that the results are well publicised.

As a Project Supporter you will receive brand recognition in the report and online, a hard copy of the research and an opportunity to attend the launch event.

Partner Options Available

National Premium Project Partners



Gold Partners



Silver Partners



Partner Options Available

Bronze Supporters



Sector & Industry Supporters



Local & Central Govt Partners



Agreement

On behalf of the following organisation I confirm our sponsorship of the New Zealand HealthTech Opportunities Report as follows:

Organisation			
Name			
Position			
Email			
Phone			
Partnership Type	Platinum	Gold	Silver Bronze
Partnership Cost			
Signature			
Date		PO Number	

Terms & Conditions

- Price excludes GST
- Sponsorship of the research does not transfer any rights to the research
- Refer to the NZ HealthTech Opportunities Report PPT for full details

Please print, complete, sign, scan and return via email to: scott@nzhit.nz

Deliverables

- A printed report for distribution to Ministers, government agencies & sponsors.
- A downloadable version of the report including a page highlighting report partners.
- Subject to funding availability, research data will also be published via Figure.NZ and made publicly available.
- A highly publicised Launch Event
- Ongoing profile raising, advocacy & working groups to complete any action steps arising
- Plus:
 1. Premium Project Partner – input into the scope of the research. Advance access to research results. Ability to write the foreword content for overall report. Ability to recommend case studies for inclusion. Recognition as a premium project partner in all material and at all events. 10 hardcopy reports.
 2. Gold Project Partner – input into the scope within the bounds of the overall study. Potential case study. Recognition as a major partner in all material and at all events. Hard copy of report.
 3. Silver Project Partner – opportunity to recommend a case study. Recognition as a major partner in all material and at all events. Hard copy of report.
 4. Bronze Project Supporter - Recognition as a project supporter on a project supporter page in the report. Hardcopy of the report.

Project Partners



New Zealand Health IT (NZHIT) is a not-for-profit, incorporated society, that is the peak body for the New Zealand digital health industry sector.

Our members represent the majority of digital health companies and organisations operating in New Zealand as well as a broad cross-section of healthcare providers, consultancies, legal, insurance, banking, government, regional agencies and international companies with an interest in New Zealand's health and disability sector.

This strong network brings together custodianship of nearly 100% of this country's health related data and we work collaboratively across the health sector to position digital health technologies as a key enabler of quality health, social care and wellbeing services.

Our members make a significant contribution to, and investment in, the development and implementation of innovative digital health solutions to support and enable the future direction of health delivery, both in New Zealand and internationally.

NZHIT's vision is for all New Zealanders to benefit from world class health and wellbeing services that are fully enabled by digital technologies.

NZHIT has previously produced sector related reports such as:

[The New Zealand Vision for Interoperability, 2016](#)

[Overview of the software applications landscape across NZ's health system, 2019](#)

Copies can be viewed and downloaded by clicking on the above titles



NZTech is the voice of the New Zealand tech ecosystem and the representative body for 22 tech communities, over 1000 organisations who employ more than 10% of the country's workforce.

A not-for-profit association funded by organisations that care about the impact of technology on New Zealand, NZTech works to help bring them together to make a positive impact on the New Zealand economy and society.

Our goal is to stimulate an environment where technology provides important social and economic benefits throughout New Zealand.

NZTech has supported similar research projects with other Tech Alliance associations including AI Forum, IoT Alliance, Game Developers and the Digital Skills Forum.

An example research report can be found at:

https://nztech.org.nz/wp-content/uploads/sites/8/2019/08/Interactive-Aotearoa-Report-2019_email.pdf

