

Albert DiPiero MD, MPH
Presentation |WSCRC Healthcare Business Launch event
Clinical Services Opportunities in China
October 31, 2018

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[Washington State China Relations Council](#)

[Healthcare Business Directory Launch Event](#)

October 31, 2018

1301 5th Avenue, Seattle , WA 98101

I. Zoom+Care

- A. Zoom is a technology-powered platform providing on-demand complete care for the “millennial” consumer
- B. 29 sites in Portland, 9 in Seattle
- C. Turn the hospital on its head

II. Zoom+Care distinguishing features -

- A. On demand, same-day visits in neighborhoods
- B. Schedule and follow-up via the app
- C. Pioneered the use of extenders (NPs, PAs, NDs)
- D. Digital care integrated into care
- E. Accountability through transparency

III. China - current medical challenges -

- A. Large and aging population
- B. Highly centralized
- C. Healthcare system centered on physicians, hospitals
- D. Attraction to hierarchy, elite physicians, elite hospitals
- E. Attraction to specialists
- F. Physicians low-paid, perception of corruption
- G. Low service quality (by Western Standards)
- H. Current trade and business environment

IV. China - advantages -

- A. Dynamic, highly educated population
- B. Openness to technology
- C. Openness to change
- D. Openness to American brand
- E. Technology

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F. Scientific expertise

V. China - unknowns/barriers:

- A. The clinical services economic model - how real
- B. Private sector opportunity - how real
- C. How open are Chinese to “retail healthcare”

VI. China Opportunity - guarded

- A. Clinical medicine is made for collaboration
- B. Message of “don’t repeat our mistakes” - high cost, low access
- C. Current trade dispute may opens doors
- D. Winning strategy: Great brand + technology + Western service

VII. References:

- A. [Chinese startup aims to be *Amazon of health care*](#)
- B. [China’s Communists Rewrite the Rules for Foreign Businesses](#)
- C. [Amazon Wants to Disrupt Health Care in America. In China, Tech Giants Already Have](#)
- D. [A Danger for Doctors in China: Patients’ Angry Relatives](#)
- E. [China’s Ill, and Wealthy, Look Abroad for Medical Treatment](#)
- F. [Financial Times article by Andrew Ward and Patti Waldmeir](#)
 - 1. 13 % of chinese doctors surveyed had been physically attacked in the past year
 - 2. “Doctors are paid on average one-fifth the amount received by their counterparts in Europe and are required to see up to 150 patients a day”
- G. [Medical services app Ping An Good Doctor raises US\\$500m](#)