A smarter, patient-centric future

Verizon's vision for the healthcare, medical and pharmaceutical sector in ANZ

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Improving the quality of care with advanced technologies

Building the partnerships and solutions that will put patients first.

Healthcare technology is transforming fast, as providers in Asia Pacific (APAC) and Association of Southeast Asian Nations (ASEAN) work to keep up with the rising demand for accessible, efficient, and patient-led solutions. Taking their cue from consumer sectors such as retail, entertainment and hospitality, people now expect services that centre around their needs.

In response, we are witnessing the rapid growth of telemedicine, adoption of artificial intelligence (AI) for diagnostics, the expansion of IoT in health monitoring, and increasing investments in digital health infrastructure. Governments and private stakeholders are building new partnerships to make healthcare more accessible, keep data secure, and retarget innovation to focus on specific patient outcomes.

Traditionally slow to adopt emerging technologies, this dynamic landscape demonstrates the commitment of the region to a healthier future, enabled by smart, connected solutions.

APAC MedTech market is projected to grow by 50% between 2020 and 2028.[1]

Asia-Pacific will be the fastest-growing region in healthcare spending, accounting for more than 20% of global spending by 2030.[2]

The growing role of AI

Patients are increasingly open to the role of AI in supporting faster, streamlined healthcare experiences – with the power to broaden access to some services and speed up care. More than half of surveyed patients reported they are comfortable with AI-powered healthcare for preventive and wellness care as well as less severe physical conditions. There are limits though. For more severe or urgent physical conditions, 70% of patients would rather receive care from a person, without any AI involvement.[3]

Spending surges with integrated care

APAC is experiencing the fastest growth of any region when it comes to healthcare. Patients are prioritizing their wellbeing, with nearly 50%—and 58% of Gen Z—willing to invest more for better, more efficient experiences and results.[4] As patients seek out the best care outside their immediate location, telehealth is becoming a cornerstone of this evolution.

At the same time, integrated care is emerging as the gold standard. 91% of patients favour a single touchpoint to manage their health, indicating the rapid convergence of digital health with primary care.[5]

Challenges of today

APAC insights 2024:

By 2027, 50% of the healthcare industry in APAC is expected to use generative AI (GenAI) to address data and workflow fragmentation across care.[6] Intelligent technologies have a significant role to play, to improve diagnosis, support patient safety and scale care capabilities to new places.

Supporting the patient experience

It's imperative that healthcare providers hit the right balance, to make customers feel heard and care feel personalized. Online and offline interactions must be considered and planned during the patient care journey, to ensure seamless handover between the two. Tools and processes have to change, to improve integration between digital and physical experiences, and ensure essential workflows are connected.

Future-proofing technology infrastructure

As the omnichannel healthcare ecosystem evolves, organizations must digitize legacy processes and integrate front-end interfaces to stay competitive. The adoption of these advanced technologies—whether AI, telemedicine, or robotics—does present challenges. The diverse, fragmented nature of healthcare systems requires a concerted effort to consolidate and invest in simpler, modern alternatives. Safeguarding data, while ensuring usability of personal data from sources like wearables and digital health tools, is critical to ensuring trust and sustainability in healthcare innovation.

Enabling innovative cross-collaboration

Companies are adopting a wide range of strategies to try and shore up operational resilience, including new mergers and acquisitions. Many are shedding their non-essential business units, so they can focus on building more specialised healthcare platforms. There is also a heightened interest in research and development, as businesses seek to acquire expertise to help unlock innovative treatments and form new patient experiences.[7]

- 59% of patients were comfortable with AI-backed decision support in preventive and wellness care. 52% were comfortable with AI playing a significant role in supporting decisions regarding less severe physical conditions.[8]

- Roughly 70% of patients in India, Indonesia, and China affirm trust in digital health and tech companies to manage their healthcare needs. Offline providers still hold an approximate 40% trust advantage over digital players in Australia, Singapore, Malaysia, and the Philippines.[9]

- Healthcare-related claims costs are rising, with an expected 12% year-on-year increase in Asia-Pacific geography.[10]

Industry benchmarks: how do you compare?

In 2024, healthcare across APAC is changing. Evolving demographics, accelerated digital innovation, surging expectations, and minimal legacy infrastructure are driving adoption of patient-centric digital health. Providers are redefining care delivery, fostering innovation, and meeting the growing demand for personalized healthcare.

Future predictions:

- By 2028, personalized health data platforms will support 50% of covered patients in advanced economies.[11]

- By 2028, 60% of the healthcare industry in Asia/Pacific will prioritize tech partnerships that champion "Techquity" to cut the digital divide.[12]

- By 2029, hospital investments in sustainability and modernization will increase by 50%, to reduce costs and enhance organizational resiliency.[13]

GenAI trends:

- By 2025, GenAI is predicted to free up 10% of clinicians' time, saving an estimated US$100 billion annually in Asia/Pacific excluding Japan(APEJ).[14]

- By the end of 2027, 60% of Asia/Pacific healthcare organizations are expected to double GenAI investments to scale personalized patient experiences, improve collaboration and foster equity.[15]

- By 2027, 50% of the healthcare industry in Asia/Pacific is expected to use GenAI to address data and workflow fragmentation across care settings.[16]

Verizon: we'll build a solution for you

Fast and reliable network connectivity is critical to giving healthcare workers the information they need to deliver quality patient care. Verizon has the solutions to ensure data gets to its intended destination – quickly and securely.

How we do it
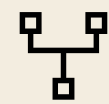
Network connectivity

Verizon's advanced network technologies, such as software-defined wide-area networking (SD-WAN), multi-access edge computing (MEC) and private 5G, can give organisations the Enterprise Intelligence to optimise network traffic. Prioritising the transfer of business-critical data can give clinicians and healthcare administrators the data they need in near real time to make potentially life-saving decisions.

AI-driven solutions

AI can help predict demand for healthcare services and even a patient's potential risk for developing future complications. Looking forward, AI-based solutions can improve patient care and diagnosis without the need for extra headcount. As a result, healthcare organisations can keep costs low or reinvest the budget into other initiatives that improve patient wellbeing.

Voice over Internet Protocol (VoIP) and cloud-based phone systems

By shifting voice and multimedia transmission through the cloud and over the internet, healthcare organisations can address modern healthcare challenges, such as the growing reliance on telehealth and patient engagement. Dependable, long-distance communication can decentralise care, reduce costs and simplify complex patient communications.

How we do it

Data & analytics

Healthcare is awash with data. The challenge is to convert it into meaningful insights that enhance decision making and achieve strategic goals. Verizon's data management, business intelligence dashboards, SD-WAN, MEC and 5G solutions can store data, identify trends and create an ecosystem where information can flow and create value.

Managed services

Health is a high-change environment. As organisations in the sector digitise and transform, a custom-built solution can quickly become obsolete. A managed services provider can take on the burden of keeping pace with technological advancement and strengthen infrastructure over time to improve patient care and operational efficiency.

How it all comes together

Mobile Health

Challenge

An occupational health company needed fast, dependable connectivity to deliver large-scale, on-site medical services during the COVID-19 pandemic and beyond.

Solution

Verizon provided critical network and technology infrastructure support, allowing Mobile Health to evolve its service offering.

Results

- **Enabled the setup of a respirator fitting site in just 36 hours**, with the operation functioning 24/7 to serve thousands of healthcare workers during the height of the pandemic

- **Facilitated business expansion** by allowing Mobile Health to pivot its new service offering into the nursing home sector

- **Supported delivery of high-quality patient care** by enabling innovation in the occupational health space during a period of high demand

How it all comes together

Ambrosia Treatment Centre and the Neuroscience Research Institute

Challenge

An addiction recovery, mental health treatment and research centre operator needed a single solution to maintain connectivity with remote teams.

Solution

Verizon's Contact Centre Hub, a multi-channel solution allowing healthcare workers to engage with patients virtually from any device, anywhere, anytime.

Results

- **Improved contact centre productivity** by enabling teams to work remotely during the pandemic

- **Connected patients with the right health worker** using advanced features such as interactive voice response (IVR) routing, allowing customers to interact with pre-recorded audio

- **Provided easier access to analytics and reporting** through integration with Salesforce

- **Ensured continuity of care** by maintaining connectivity for remote teams, even during emergencies

A strong local presence

Verizon has built a strong presence in APAC. We have security operations centres in Canberra and throughout the region, and sovereign data centres. We also operate a centre of excellence in the Philippines, our Computer Security Incident Response Team (CSIRT). More importantly, we have a dedicated team based in Australia.

Talk to the Verizon team about security and networking solutions designed in line with leading national and international standards, including:

ANZ

- The ASD Essential 8
- Information Security Manual (ANZ)
- IRAP certification for protected data
- Verizon Threat Research Advisory Centre (VTRAC)
- Certified Information Systems Security Professional (CISSP)
- Certified Information Security Manager (CISM)
- Cybersecurity and Infrastructure Security Agency (CISA)
- Certified in Risk and Information Systems Control (CRISC)
- Certified in Cloud Security Knowledge (CSK)

Global

- ISO 27001
- ISO 27002
- Payment Card Industry Data Security Standard (PCI DSS)
- National Institute of Standards and Technology Cybersecurity Framework (CSF)
- National Institute of Standards and Technology SP 800-53
- CSA Cloud Controls Matrix
- Cybersecurity Capability Maturity Model
- Control Objectives for Information Technologies (COBIT)

Our global strength

When you choose Verizon, you'll not only benefit from dedicated local resources, but our global capabilities too. This combined strength gives you unrivalled connectivity and protection from cyber threats.

150+
countries

9
security operation centres (SOCs) globally

2,400+
certifications and training for security team members each year

34 trillion
raw logs processed each year to protect our customers and minimise threats

We are also a globally recognised:

- Gartner Magic Quadrant Leader (Network Services and Managed IoT Connectivity Services and Managed Security Services)

- Omdia Global IT Security Services Leader

- Unified communications as a service (UCaaS) leader for enterprise

Next steps

Let's take our partnership to the next level with an executive briefing.

Verizon can help you progress towards your smart future – no matter where you are on your journey.

We can also organise one of our Connected Future Workshops to help you define your future vision. By following a tried and tested framework, we can help you:

· Learn what industry leaders are implementing

· Walk through your transformation agenda

· Brainstorm opportunities

· Create a roadmap

· Decide on next steps

Contact us:

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6. IDC Forecasts $100 Billion Healthcare Savings in Asia/Pacific with GenAI by 2025
7. Healthcare and Life Sciences in Asia Pacific: 2024 sets to see rising investment and innovation | Newsroom | Baker McKenzie
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15. IDC Forecasts $100 Billion Healthcare Savings in Asia/Pacific with GenAI by 2025
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