



# Continua Health Alliance:

## Enabling Personal Connected Health Around the World

**Continua Health Alliance**, a non-profit multi-stakeholder group, is the only organization convening global technology industry standards to develop end-to-end, plug-and-play connectivity for personal connected health. Continua is dedicated to the development of Design Guidelines and Test Tools to expedite the deployment of personal connected health devices and systems that will dramatically improve health management, clinical outcomes and quality of life. At the same time, Continua Design Guidelines are proven to decrease time to market and reduce development costs.

### 1. Continua publishes Design Guidelines for end-to-end, plug-and-play connectivity in personal connected health, based on global industry standards for interoperability:

Continua is actively engaged in partnerships with 13 international standards bodies -- including IEEE, ISO, HL7, IHE, and W3C -- currently represented in the Design Guidelines. Certification according to Continua's Guidelines signifies compliance with global industry standards, facilitates data security, and is proven to decrease time to market and reduce development costs. According to a recent report from PricewaterhouseCoopers, Continua Guidelines result in the following:

- **Lower design costs:** saves between \$40,000 to \$80,000 in development costs per device
- **Faster to market:** decreases integration time from three months to just three weeks
- **Increased efficiency:** quicker, less expensive integration to EMR or HIE platforms

**2. Continua is creating a global market for personal connected health:** Continua is working with a number of countries and national health ministries around the world to support the development and implementation of groundbreaking national connected health initiatives. Continua's Design Guidelines are also on track to becoming a global standard for personal connected health devices and systems within the International Telecommunications Union (ITU) in early 2014.

- The Alliance is developing Continua Connects showcase events to demonstrate the value of adopting Continua Guidelines for national governments, and introduce members to government buyers.
- Continua is working with a number of countries around the globe to support the development and implementation of groundbreaking national connected health initiatives:
  - **Denmark:** published the world's first public tenders requiring Continua compliance
  - **Abu Dhabi:** developing a Continua standards-based mobile platform for population-level disease management
  - **Singapore Ministry of Health Holdings:** requiring Continua Certification for all personal health devices and services offered within its National Health Platform
  - **UK:** Worcestershire County Council, along with three National Health Services (NHS) Clinical Commissioning Groups, have issued the first tender for the *3millionlives* campaign in England, requiring all personal health devices implement specifications based on Continua Design Guidelines and comply with IEEE 11073. *3millionlives* is an NHS program whose objective is to improve the lives of people with social or long-term care needs through the use of telehealth and telecare.
  - **Other National Government Initiatives:** including the US Department of Veterans Affairs (VA), US Department of Defense (DOD) and the US National Institutes of Health (NIH); and Health Ministries in **the Netherlands and Spain**
- The Alliance is the voice for personal connected health technologies with employers, payers, regulatory bodies, government agencies and care providers. Continua's policy initiatives influence advocacy, legislative and regulatory agencies on the state, regional and national government levels. For example, Continua has held public forums with the US Food and Drug Administration (FDA), and maintains an active voice in affecting new and changing legislation in both the US and EU. The Alliance is frequently invited to provide input to think-tanks, analysts, standards bodies, and industry groups with an interest in standards or connected health.

**3. Continua's Certification Guarantee:** Certifying a device with Continua guarantees that mandatory and optional functions implemented in a device will work with any other peer device that implements Continua requirements, and have backward and future compatibility with any Continua Certified product. The integration of multiple global standards into Continua's Design Guidelines means that your Certified product will have application in many markets – without further implementation. It also means guaranteed access to tools and resources throughout the process, including: the Continua Enabling Software Library (CESL), tools for rapid prototyping, testing and simulation, Continua Certification Experts, pre-market interoperability testing, Technical Operations Leads and brand support for your Certified product.

#### **4. Continua's test and certification support programs reduce development and integration time and costs to get to market faster!**

- Continua's Enabling Software Library (CESL and mCESL) and TM Lite automated Test Tool allow Continua members to **download free device code and to simulate devices and gateways**. CESL also provides simulators for device types that demonstrate all of Continua's end-to-end connections, interfaces, and functionality. This helps expedite time-to-market for Continua members and increase the robustness of commercial offerings.
- Continua Guidelines, CESL and Test Tool development represents over \$2 million worth of software development created by Continua to enable complete end-to-end functionality, and is free to members.
- Continua's Certification Program Tools include an extensive range of device coverage of end-to-end functionality.
- Continua's Certified Test Labs are located in the United States, United Kingdom, Spain, China, Korea and Taiwan. Continua Certified products display a recognizable logo that signifies interoperability according to industry standards.

**5. Continua Health Alliance is your connection to leading technology developers, innovators and healthcare organizations:** Continua can make the right introductions to the right people within the right companies and organizations. Network with Continua's more than 220 member companies and liaison organizations representing technology, medical device and healthcare industry leaders, and service providers from across the globe. Share best practices, ask questions, and make connections within the highly dynamic, focused, and market-driven Continua community.

- **Major presence at international venues:** Continua speakers represent membership on key issues; participate in product demonstrations at Interoperability Showcases; and partner with member companies to secure prime exhibit space
- **Unique member events and resources:** Continua Plugfests and Summits are held worldwide; the online Product Showcase highlights member products and services; Continua Connects events link members with government buyers, vendors, and other developers to demonstrate end-to-end connectivity; Continua's members-only website and materials feature notices of trials, pilots, and significant Requests for Proposals (RFPs), as well as highlight devices and services in a Certified Product Showcase
- **Unparalleled networking opportunities:** Continua members, representing large multi-national industry leaders and nimble start-ups, have the opportunity to interact and collaborate at Alliance events and via Working Group activities; Continua also facilitates business introductions and matchmaking for members as well as hosts external workshops designed to train and engage the industry



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