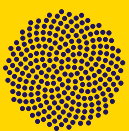


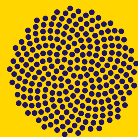
# Ireland Where Digital Health Thrives



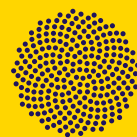
An Ibec Campaign



**Irish Medtech**  
Association  
Ibec



**biopharmachem**  
Ireland  
Ibec



**Technology**  
Ireland  
Ibec

# Creating a sustainable health system

**Martin Curley, Director of Digital Transformation and Open Innovation at the Health Service Executive (HSE), discusses why there is an urgent need for digital transformation in Irish healthcare.**



“Without the introduction of digital, our healthcare system won’t be sustainable,” says Martin Curley, who has an extensive background in digital strategy, having worked with Intel Corporation and Mastercard prior to working with the HSE. “And Covid-19 has actually accelerated the demand to move to digital.”

Martin shares an example of a solution the HSE introduced as a result of the pandemic, “It was a remote management solution for patients with Covid-19. Instead of patients with mild to moderate symptoms being hospitalised, we were able to monitor them at home using an app and a Bluetooth-enabled pulse oximeter, which measures a person’s blood oxygen levels.”

Martin says they reached a peak of over one thousand patients being monitored through the solution and this meant the healthcare system had the capacity for sicker patients. “It also meant that the patients at home had the opportunity for a better quality of life and at least the same care as they would have received in hospital.”

## Leading with ambition

Martin, who became Chief Information Officer (CIO) at the HSE after his roles at Intel and Mastercard, says he joined the HSE after seeing “real opportunity to apply digital technology, to deliver better patient outcomes and do things more cost-efficiently”.

He says, “I could see that healthcare in Ireland was almost a decade behind other industries.”

Today, he is Director of Digital Transformation and Open Innovation at the HSE, with the aim of helping to enable the digital transformation of Ireland’s health service.

“We have an ambitious plan to become a European digital health leader within five years,” he explains. “And we have a strategy in place called ‘Stay Left, Shift Left’.”

‘Stay Left, Shift Left’ is based on partnering with innovative companies, universities and individuals to utilise the power of digital applications, data and technology, in order to improve quality of life and quality of care, while reducing the cost of care.

“The concept of ‘Stay Left’ is to use technology to keep people well in their homes, and allow people with chronic conditions to manage themselves in the best way possible at home.

“‘Shift left’ is about finding technologies that help people move as quickly as possible from the acute setting to a community setting and finally, to a home setting.”

Martin stresses the Irish health system urgently needs these types of interventions, “Interventions that either give a 10x improvement in capability, or a 10x cost reduction. And we are finding that digital solutions do either of these aims or even both of them together.”

“

The concept of ‘Stay Left’ is to use technology to keep people well in their homes, and allow people with chronic conditions to manage themselves in the best way possible at home.

”

## Driving change

Martin, who wrote a book called ‘Open Innovation 2.0’, says partnership and collaboration are important in driving this change to digital.

“My book is about how to use digital technology to drive a structural change in an industry. And that’s what we’re trying to accomplish in the HSE. We’re partnering with so many companies, academics and policymakers, as well as large and small pharma and technology companies, who are all aligned around this common shared vision of ‘Stay Left, Shift Left’.

“By working together, we can achieve far more.”

Martin continues, “Ireland is small enough that we can effect change on a national basis, but we’re also big enough to be credible internationally. If Ireland is able to transform its health system in a structural way, the rest of the world will see how credible the country is and the capability we have.

“The only way we can have a sustainable health system will be to use technology to improve quality of care and quality of life. Digital really is the best medicine for our health care system.”





📍 **Ibec Head Office**

84/86 Lower Baggot Street,  
Dublin 2.  
T: + 353 1 605 1500  
E: [membership@lbec.ie](mailto:membership@lbec.ie)  
[www.lbec.ie/membership](http://www.lbec.ie/membership)

📍 **Galway**

Ross House,  
Victoria Place,  
Galway.  
T: + 353 91 561109  
E: [galway@lbec.ie](mailto:galway@lbec.ie)  
[www.lbec.ie/west](http://www.lbec.ie/west)

📍 **Cork**

Knockrea House,  
Douglas Road,  
Cork.  
T: + 353 21 4295511  
E: [cork@lbec.ie](mailto:cork@lbec.ie)  
[www.lbec.ie/cork](http://www.lbec.ie/cork)

📍 **Limerick**

Gardner House Bank Place,  
Charlotte Quay,  
Limerick.  
T: + 353 61 410411  
E: [midwest@lbec.ie](mailto:midwest@lbec.ie)  
[www.lbec.ie/midwest](http://www.lbec.ie/midwest)

📍 **Donegal**

3rd Floor,  
Pier One Quay Street,  
Donegal Town, Donegal.  
T: + 353 74 9722474  
E: [northwest@lbec.ie](mailto:northwest@lbec.ie)  
[www.lbec.ie/northwest](http://www.lbec.ie/northwest)

📍 **Waterford**

Waterford Business Park  
Cork Road  
Waterford  
T: + 353 51 331260  
E: [southeast@lbec.ie](mailto:southeast@lbec.ie)  
[www.lbec.ie/southeast](http://www.lbec.ie/southeast)

📍 **Brussels**

Avenue de Cortenbergh, 89,  
Box 2,  
B-1000 Brussels,  
Belgium.  
T: + 32 (0)2 512.33.33  
E: [europe@lbec.ie](mailto:europe@lbec.ie)  
[www.lbec.ie/europe](http://www.lbec.ie/europe)