

## Health Tech & You Returns For Second Year

- **Design Museum, AXA PPP healthcare and 2020 health provoke debate and examine progress in the area of health tech with awards and online showcase in 2016**
- **New survey undertaken by YouGov looks at attitudes to the developing health tech landscape**

AXA PPP Health Tech & You - a joint initiative led by AXA PPP healthcare with think tank 2020health and the Design Museum - launched its second year today as entries opened for the 2016 Health Tech & You Awards and the results of a new 'State of the Nation' survey on attitudes to health tech were announced at an event at Campus London, a Google space.

AXA PPP Health Tech & You aims to recognise, celebrate and showcase the best in personal health technology innovations and present them in an engaging and accessible way to give the public an insight into this rapidly evolving field. The initiative takes the form of a series of events taking place across the UK and a set of seven Health Tech & You Awards, each recognising a different achievement in the sector.

The 'State of the Nation' health tech report, commissioned by the AXA PPP Health Tech & You founding partners and undertaken by YouGov, surveyed of 2,045 adults and 546 14-17 year olds. Key findings include:<sup>1</sup>

- A quarter (24 per cent) of 18-24 year olds already own and use fitness related smartphone apps.
- 43 per cent of 18-24 year olds are happy to store their full medical information on a mobile phone app so it could be accessed by a healthcare professional if needed, compared with 36 per cent of those aged 25-34. Nearly half (48 per cent) of those aged 55 and over would be willing to have their full medical details stored on a microchip in a bracelet or necklace. This compares with just 36 per cent of those aged 25-34 and 18 to 24 respectively.

- Over a third (38 per cent) of 18-24 year olds are comfortable with the idea of having a robot carer during a short term illness. 37 per cent are comfortable with a robot carer during a long-term illness such as cystic fibrosis.
- 19 per cent of adults believed that the majority of future health tech will be designed in the USA. Japan also came out as 19 per cent, with the UK at 8 per cent
- 41 per cent are under the impression that China manufacture the majority of health tech, with 5 per cent seeing the UK the leader of manufacturing health technology

The seven AXA PPP Health Tech & You Award categories are:

- The Breakout Award
- The One to Watch Award
- The Champion Award
- The Problem/ Solution Award
- The Health and Care Award
- The Innovator Award
- The Independent Living Award

Each of the categories has its own judging and entry approach. Entries are now open. The shortlisted category finalists will be announced on 1 March 2016 with a Health Tech & You awards ceremony taking place on 25 April 2016.

**-Ends-**

For further information about the Design Museum please contact:

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For further information on the State of the Nation Survey or the AXA PPP Health Tech & You initiative please contact:

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Visit the AXA PPP Health Tech & You website [www.HealthTechandYou.com](http://www.HealthTechandYou.com)

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## Notes to Editors

### About the research

#### Adult Survey

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,045 adults. Fieldwork was undertaken between 21 – 22 September, 2015. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

#### Young People's Survey

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 546 young people aged between 14 and 17 years old. Fieldwork was undertaken between 25 September - 1 October 2015. The survey was carried out online. The figures have been weighted and are representative of all GB people aged 14 to 17 years old.

#### About AXA PPP Health Tech & You Awards 2016

There are seven categories for the Health Tech & You Awards 2016. Each has a distinct focus from identifying health tech that can support specific needs in society, having the most positive impact for health care providers and identifying individual champions, innovators and organisations that are leading the health technology revolution for the benefit of consumers. Each of the seven categories has their own judging and entry approach.

- **Breakout Award** - focusing on finding a piece of health technology that's successfully embedded itself and made a difference to people's everyday lives over the past year.
- **One To Watch Award** - looking for tech innovations not yet in the spotlight but have the potential to significantly impact on people's lives in the future.
- **Champion Award** - will celebrate the individual or organisation who has most championed the uptake and adoption of health tech.
- **Problem/Solution Award** – offering the opportunity for those who have an innovative concept or answer to a health need to further develop their concept, and bring it into the spotlight.
- **Health and Care Award** - aiming to highlight the consumer health tech solution that has had the most positive impact for health care providers
- **Innovator Award** - looking for visionaries that have developed some of the most ground-breaking health tech products or services in the past year.
- **Independent Living Award** - looking for a health tech innovation or solution that supports quality of life management.

The shortlisted category finalists will be announced on 1 March, 2016 with a Health Tech & You awards ceremony taking place on 25 April, 2016.

Entries to the AXA PPP Health Tech & You Awards are now open. More information about the Awards and upcoming events throughout the year, can be found on our website at [www.healthtechandyou.com](http://www.healthtechandyou.com)

#### About the Design Museum

The Design Museum is building the world's leading museum devoted to architecture and design. The museum opened in 1989 and its work encompasses all elements of design, including fashion, product and graphic design. The museum has hosted exhibitions showcasing some of the most important pioneers of design including, Paul Smith, Zaha Hadid, Jonathan Ive and Dieter Rams. The Design Museum plans to relocate from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider

range of exhibitions, showcase its world class collection and extend its learning programme. For more information, please visit the multi-award-winning: [designmuseum.org](http://designmuseum.org)

### **About AXA PPP healthcare**

AXA PPP healthcare has been helping people to access healthcare services since 1940. Today it forms the UK healthcare arm of AXA and provides cover for medical and dental care for individuals and employers, and employee wellbeing, counselling, occupational health and rehabilitation services through its specialist Health Services division. AXA PPP healthcare has been providing healthcare cover to individuals and employers outside of the UK for over 40 years and in 2009 established a dedicated business unit, AXA PPP International, consolidating and bringing a greater focus to the growth and development of its international business. Today, AXA PPP International serves members in more than 80 countries around the globe. For more information please visit: [axapphealthcare.co.uk](http://axapphealthcare.co.uk)

### **About 2020health**

2020health is an independent, social enterprise think tank with a mission to 'Make Health Personal', Giving people the information, understanding and confidence to take a meaningful role in their health and wellbeing, and creating the conditions for a healthy society. 2020health has been leading on health technology innovation for some years, with publications covering NHS IT, telehealth, use of technology by the US Veteran's Health Administration and personal electronic healthcare records. 2020health research publications have covered alcohol, employment, the economy, school health and wellbeing, pricing of medicines, biotechnology, NHS reform and fraud. 2020health believes public involvement in healthcare is essential for driving forward the changes required. Team members are regular commentators in the media. More information can be found at [2020health.org](http://2020health.org) and via [@2020health](https://twitter.com/2020health)

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<sup>1</sup> AXA PPP Health Tech & You State of the Nation Survey. YouGov October 2015