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TIC Salut Social

Technology, innovation and digital transformation.

Imagine 2029: Our data, our health,
our care – 20th anniversary of EHTEL

EHTEL 2019 Symposium

Wednesday 4 December

09:00 – 09:30 [S6]

Anniversary Keynote



Session Chair: Marc Lange, EHTEL

Keynote “Our data, our health, our care” – a vision from the Nordics

Jaana Sinipuro, Finnish Innovation Fund Sitra, Helsinki, Finland

Aula 1

CaixaForum Barcelona

Av. Francesc Ferrer i Guàrdia, 6-8,
08038 Barcelona, Spain

EHTEL

Collaborating for Digital Health and Care in Europe

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#EHTEL_BCN



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Our data, our health, our care – a Vision from the Nordics

Jaana Sinipuro, Project Director

04 December 2019

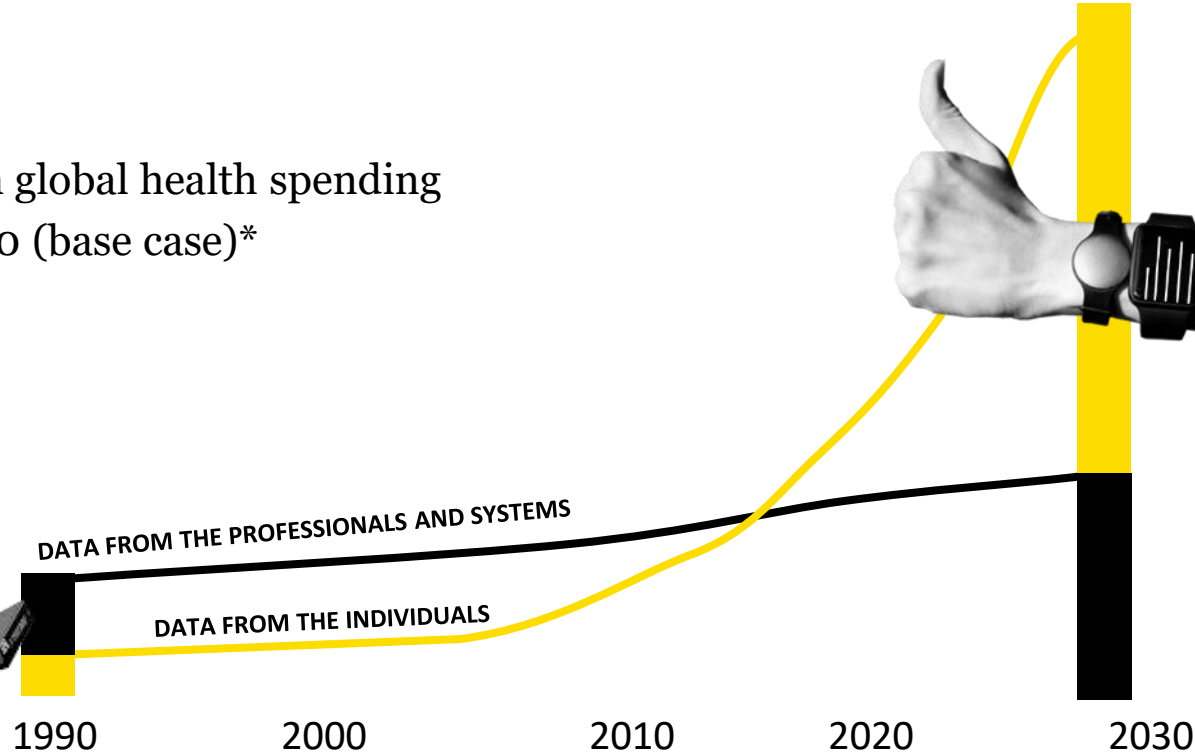
5 key facts about Sitra

1. A gift from Parliament to the 50-year-old Finland.
2. An independent foresight agency: futurologist, researcher, visionary, developer, experimentalist, partner, trainer, networker.
3. Funded by returns on endowment capital and capital investments.
4. Envisages Finland as a successful pioneer in sustainable well-being.
5. Building our future together



It's Going to Get a Lot More Personal

329 % increase in global health spending
from 1995 to 2050 (base case)*



* Source: IHME 2018 <http://www.healthdata.org/>

Our Health is Monetized

Facebook's new Preventive Health tool pushes people to advocate for their health

Now you can check Facebook before your next checkup

By Mary Beth Griggs | Oct 28, 2019, 4:03pm EDT

f t SHARE

Google reveals 'Project Nightingale' after being accused of secretly gathering personal health records

The company says it's all above board

By Mary Beth Griggs | Updated Nov 11, 2019, 11:40pm EST

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Pharmaceuticals sector [+ Add to myFT](#)

Novartis and Microsoft join forces to develop drugs using AI

Five-year agreement is one of the most expensive tie-ups between big pharma and big tech

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PRESS RELEASE
November 14, 2019

Apple launches three innovative studies today in the new Research app

f t

The Apple Heart and Movement, Women's Health and Hearing Studies Now Open for Enrollment

Ascension and Google working together on healthcare transformation

November 11, 2019 03:08 PM Eastern Standard Time

ST. LOUIS--(BUSINESS WIRE)--Ascension, one of the nation's leading non-profit health systems, is working with Google to optimize the health and wellness of individuals and communities, and deliver a comprehensive portfolio of digital capabilities that enhance the experience of Ascension consumers, patients and clinical providers across the continuum of care.

"Ascension is a leader at increasing patient access to care across all regions and backgrounds, particularly those in disadvantaged communities. We're proud to partner with them on their digital transformation"

Tweet this

"As the healthcare environment continues to rapidly evolve, we must transform to better meet the needs and expectations of those we serve as well as our own caregivers and healthcare providers. Doing that will require the programmatic integration of new care models delivered through the digital platforms, applications and services that are part of the everyday experience of those we serve," said Eduardo Conrado, Executive Vice President, Strategy and Innovations, Ascension.

Ascension will improve the experience of patients and consumers, as well as providers and associates, and advance its Mission of providing compassionate, personalized care to all, especially people living in poverty and those most vulnerable, through new capabilities that

include:

Merck, Tencent to develop digital healthcare platforms for China

01/25/2019 | 06:20am EST

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EHTEL
Collaborating for Digital Health and Care in Europe

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The Future of Health

PREVENTION AND EARLY DETECTION

Getting care as early as possible or avoiding the need for care altogether

DATA SHARING AND GOVERNANCE

Understanding as much as possible about each person's circumstances and needs

PERSON AND PATIENT EMPOWERMENT

Allowing each person to take full control of their own wellness and care

CONNECTING HEALTH DATA ACROSS EUROPE

Advancing Europe as a leader in health data and data-driven solutions.

GENOMICS

Ethical use of genome-based diagnosis and treatment solutions

TECH AND AI

Enabling technologies and health interventions to work together

PERSONALISED CARE

Ensuring individuals and the system as a whole can get the most out of new technologies.

A recent study of NHS staff

- 81 % supported the analysis of anonymised data to enable quicker diagnosis and more effective treatment for patients
- 12 % would be comfortable with a multinational big tech company carrying out such analysis
- 87 % agreeing that the government should ensure that the NHS and UK taxpayers benefited from gains
- 73 % would recommend their patients use data-driven technology
- 36 % said their patients made use of existing digital services

Source www.digitalhealth.net 26 November 2019 based on a YouGov poll of 1,027 healthcare professionals

EUROPE'S BIGGEST OPPORTUNITY - MAINTAINING TRUST

“Some say China has
all the data, and the
U.S. has all the
money.

But in Europe we
have purpose.”

Margrethe Vestager



MYDATA DECLARATION SET GROUND FOR HUMAN-CENTRIC DATA GOVERNANCE

The New European Data Economy to Lead the Way

Dejlig! We built a roadmap to help

Regulators to protect privacy while
enabling businesses to grow
European data business

European corporate social
responsibility to include data
sustainability

EU citizens to become data savvy,
understand their rights and prefer
fair data services



Project IHAN®

Defining the principles and guidelines as well as the *necessary components for the fair data economy*

Piloting *new concepts* based on personal data in collaboration with pioneering businesses across corporate, industrial and national borders

Developing an *easy way for individuals to identify reliable services* that use their data in a fair way

Shares MyData Declaration principles, but sees that focus should be in data sharing incentives for Service Providers.

MyData.org

The core idea of MyData is that individuals should have agency to control of their own data.

The MyData approach aims at strengthening digital human rights while opening new opportunities for businesses to develop innovative new services based on personal data and mutual trust.

MyData declaration

1. Formal -> Actionable rights
2. Data protection -> Empowerment
3. Closed -> Open ecosystems

Source: mydata.org



THE NORDIC HEALTH 2030 MOVEMENT

**You are the key to
preventive health**

**Data can enable
preventive health
for you and the
system**

**You as the
primary point of
care**



Source: Nordic Health 2030 Vision,
CIFS www.CIFS.dk

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5 / 5 ASPIRATION

Philosophy of the Nordic Health 2030

NEW SOCIAL CONTRACT

We must inspire and inform a grassroots movement around the self-cultivation of preventive health to secure the long-term prosperity of the Nordic population. We must encourage the individual to become their own point of care. We must reward the sustainable self-carer proportionately for their efforts, while still providing the necessary support to those who need it.

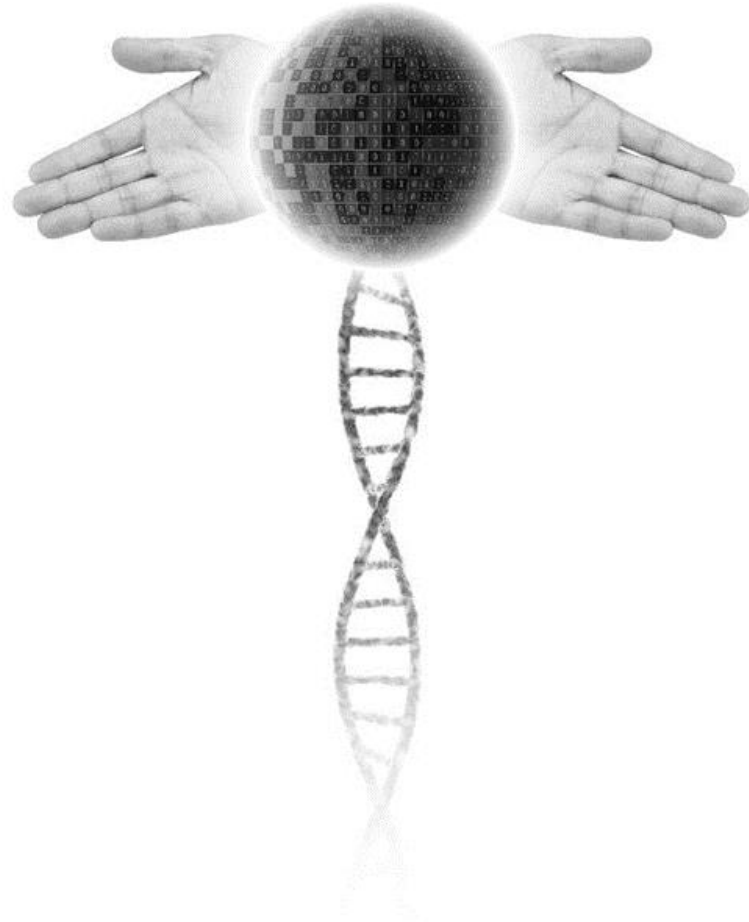
NEW DATA MODEL

We must establish data infrastructures that accelerate the self-cultivation of preventive health to secure the long-term prosperity of the Nordic population. We must encourage data flows centred on the individual as the point of care. We must reward the sustainable self-carer and stakeholder proportionately for their joint participation in data streams, while still respecting the confidentiality of health data.

NEW BUSINESS MODEL

We must repurpose and redesign the provision of preventive health services to secure the long-term prosperity of the Nordic population. We must encourage systems that enable individuals as points-of-care. We must reward the sustainable stakeholder proportionately for their provision of preventive health services, while still incentivising those who provide high-quality sick care.

**What
symbolises
medicine
in the
digital
age?**



@jsinipuro

Thank you!