



# **Digitalisation of health systems with the novel personal data management solutions as a part of digital coaching services**

ERRIN Health Brokerage event

21-22 June 2016

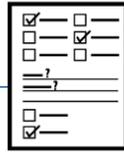
# Who we are

- Region: The city of Oulu, Finland
- Organisation: OuluHealth ecosystem ([www.ouluhealth.fi](http://www.ouluhealth.fi)) led by Northern Ostrobothnia hospital district. Ecosystem consists partners from academia (UO), research institutes (VTT) healthcare providers (University Hospital) and industry (SME).
- We have in place the systematic operational model and co-creative digital and innovation platforms (OuluHealthlabs) are speeding up the healthcare innovation uptake and agile business development.
- The region is leading two remarkable national innovation and research programs focusing on the innovation platform development (INKA Innovative cities, Future health) and integration of personal data in the work flows of future health care



# Is healthcare ignoring the power of the personal data?

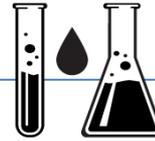
## MEDICAL HISTORY



### Filling the Form

- Health history based on customer's memory
- Health self-assessment

## LAB TESTS



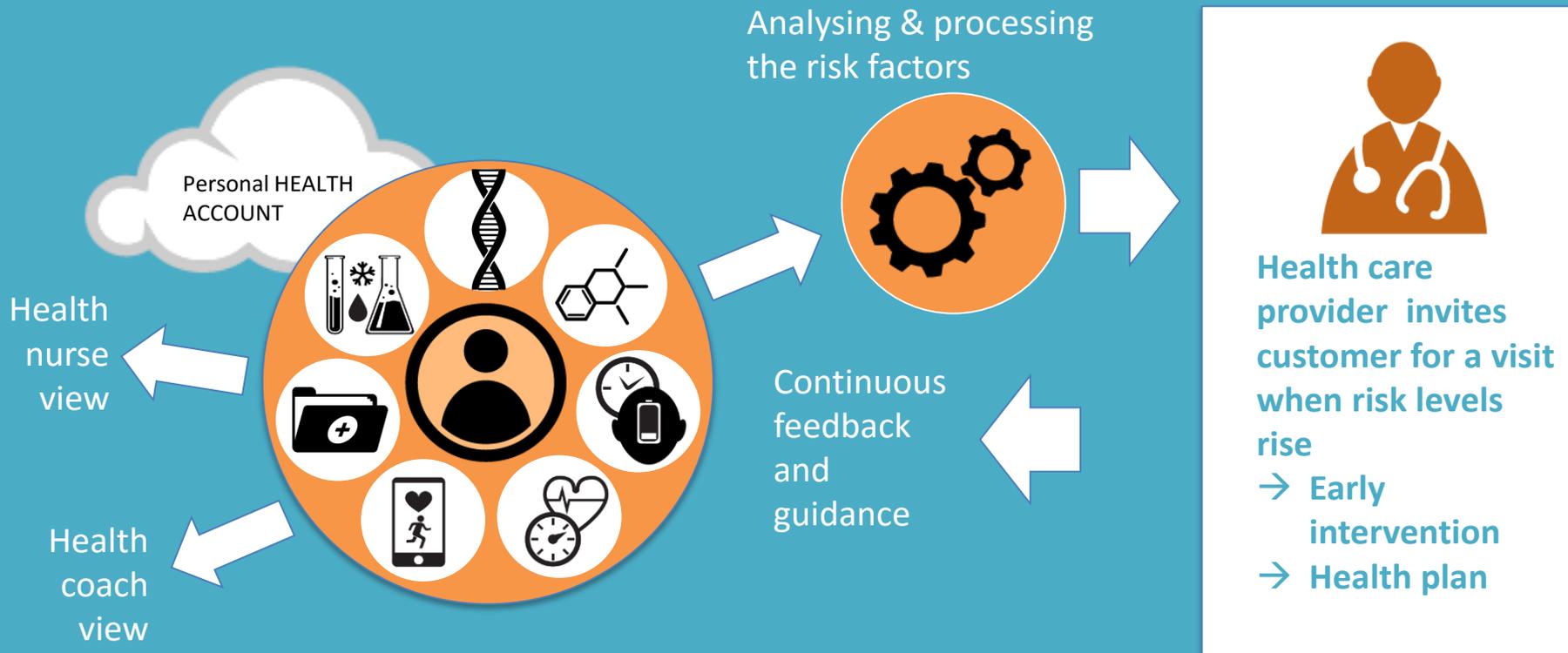
- Blood samples
- Possible other tests based on the known medical history

## DOCTOR'S APPOINTMENT



- Face-to-face
- Laboratory results
- Physical health

# Future of personalized health & care?



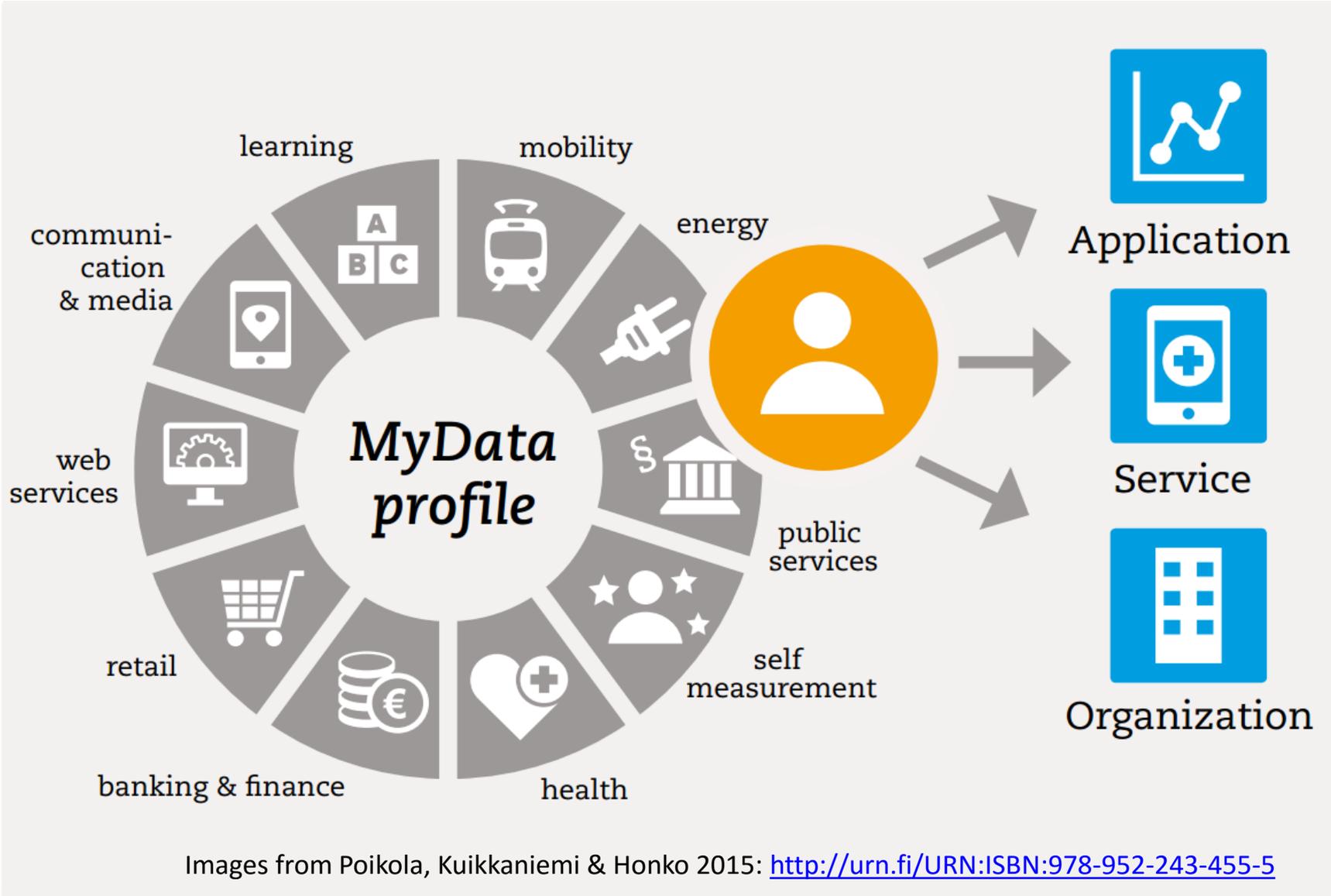
# Our expertise

- We, as leaders of Digital Health Revolution project consortium ([www.digitalhealthrevolution.fi](http://www.digitalhealthrevolution.fi)) in Finland, have participated in building a nationally remarkable healthcare digitalization and re-orientation strategy.
- The MyData principles have been considered in national strategies, namely ICT2015 (by Ministry of Employment and the Economy) and Secondary Use of Own Health Related Data (by Ministry of Social Affairs and Health). In addition, MyData principles have been successfully included in one of the spearheads (Digitalization of public services) of the Finnish Government Programme 2015.
- We are in a process to create human centric MyData service ecosystem which will have broad benefits to the society such as parallel development of digital rights, innovation and business growth. By improving MyData consciousness among policy makers, businesses and health care providers, we are taking the first steps towards societal change.
  - Director Maritta Perälä-Heape, Director of Centre for Health and Technology; management of R&D&I at OuluHealth ecosystem, leader of Digital Health Revolution project
  - Professor Minna Pikkarainen, Research of service and business development of Mydata based service solutions, University of Oulu and VTT

# Description of the idea:

- The idea to be placed to the Digitalisation of health systems thematic group (e-health, big data, data security, open data)
- Our solution is to exploit MyData principles (see next slide for details) in the development of personalized digital services for well-being and care of people as they age (PM 15) and for promoting mental health and wellbeing in the young (PM7).
- Our aim is, at the European level, speed up the digitalization of health systems with personal adaptive health coaching solutions and speed up the remarkable technology development in personal data management and promote the development of personalized service design, open business models and ecosystem building in healthcare sector
- Challenge: Currently issues on data portability, easy access to data and issues related to security, privacy, consumer consent and data sharing are hindering the implementation of personalized connected health solutions.

# MyData – a model for human-centered personal data management and processing



# What our idea is?

- In Finland, we are forerunners in the development of MyData approach, which is supporting companies to transform from traditional business to open business environment, and for the public health care system to develop novel MyData based services for prevention and disease management.
- We study novel decision making systems that rely strongly on personal data providing individuals accurate feedback and digitally aided (virtually) coaching based on varied personal health related data sources from medical history to real time behavioral data.
- We will link our expertise in several EU projects which are looking for personal, adaptive and virtual coaching approaches, and having holistic view on data usage as a part of future health solutions.

# Whom we are looking for

- We are looking for project consortiums which are willing to adapt MyData principles in the future personalized digital solutions. We provide methods and expertise to design such Mydata based services and to look for new business models based on open business environment.
- Type of organization: Health care providers with data integration and data platforms, as well as, the piloting ideas; Research institutes and universities, SMEs
- Expertise: health care processes at EU level, health economics, impact analysis, big data analytics in health care, EU regulation on the data sharing issues between countries
- SMEs: working with personal data management and storage, big data analytics and with digital identity and security