Digital healthcare providing opportunities for citizens

Conference on cross-border healthcare Directive
24 October 2016

CARMEN LAPLAZA SANTOS
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DG Communications Networks, Content and Technology
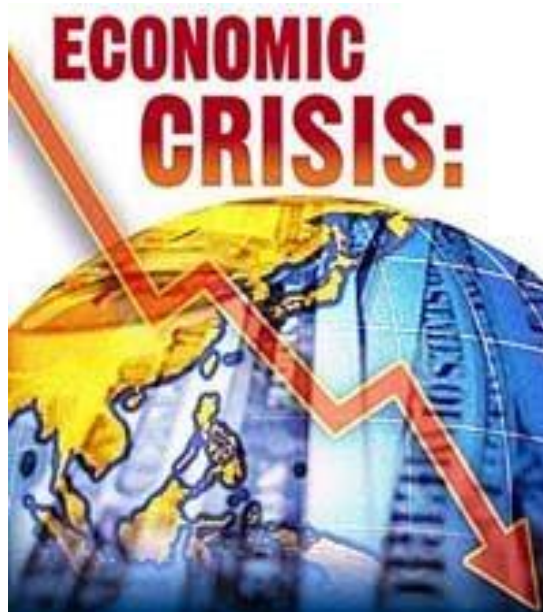**European Commission**

HORIZON 2020

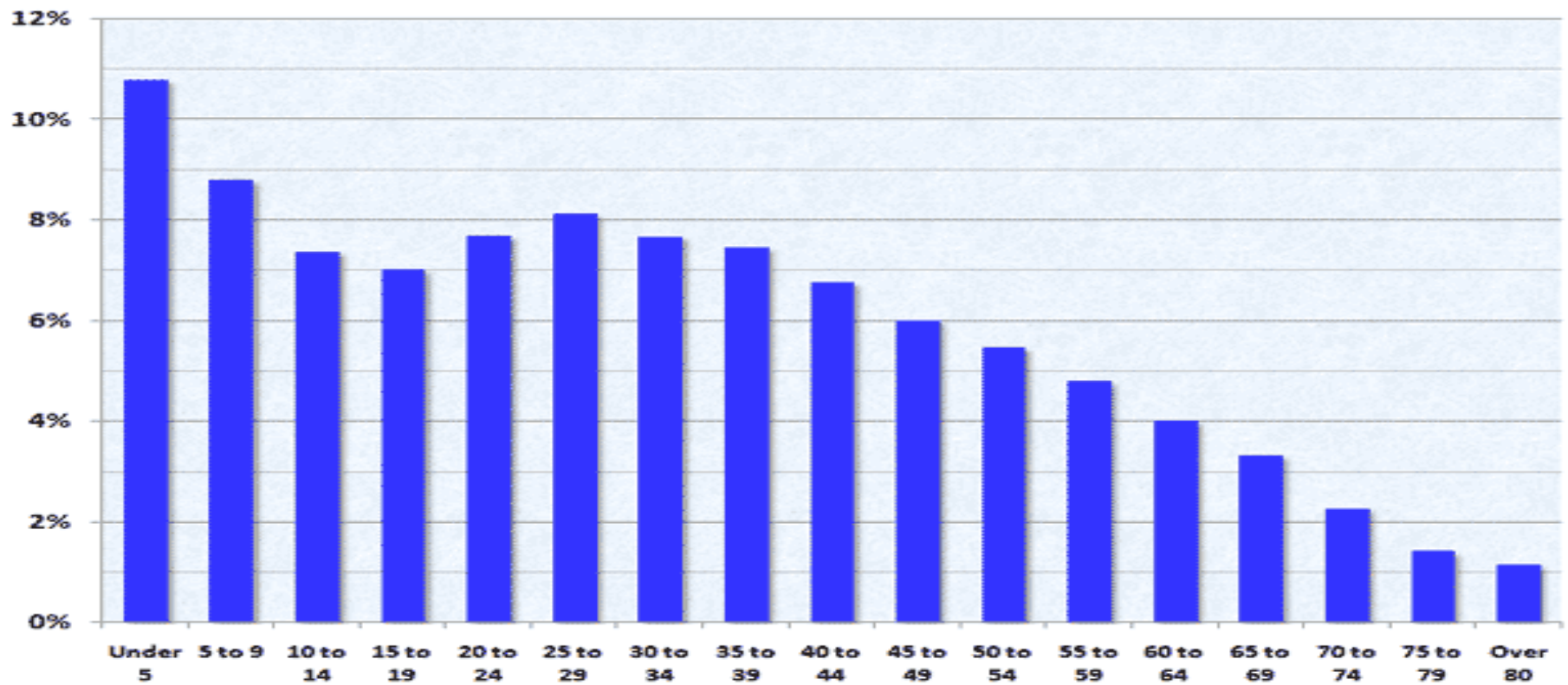# Challenging times

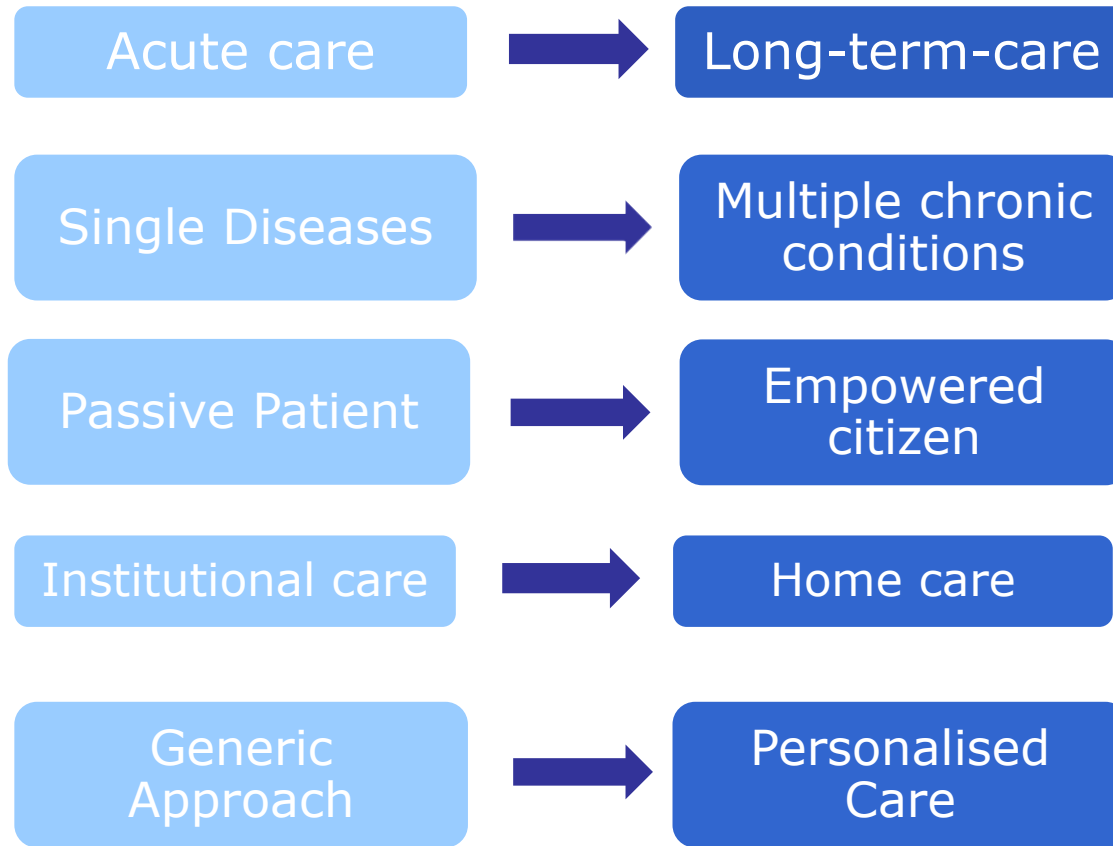AGEING POPULATION

LACK OF RESOURCES

INCREASED DEMAND
FOR
HIGH QUALITY
OF CARE

Demographic imbalance

Need for changes in Healthcare
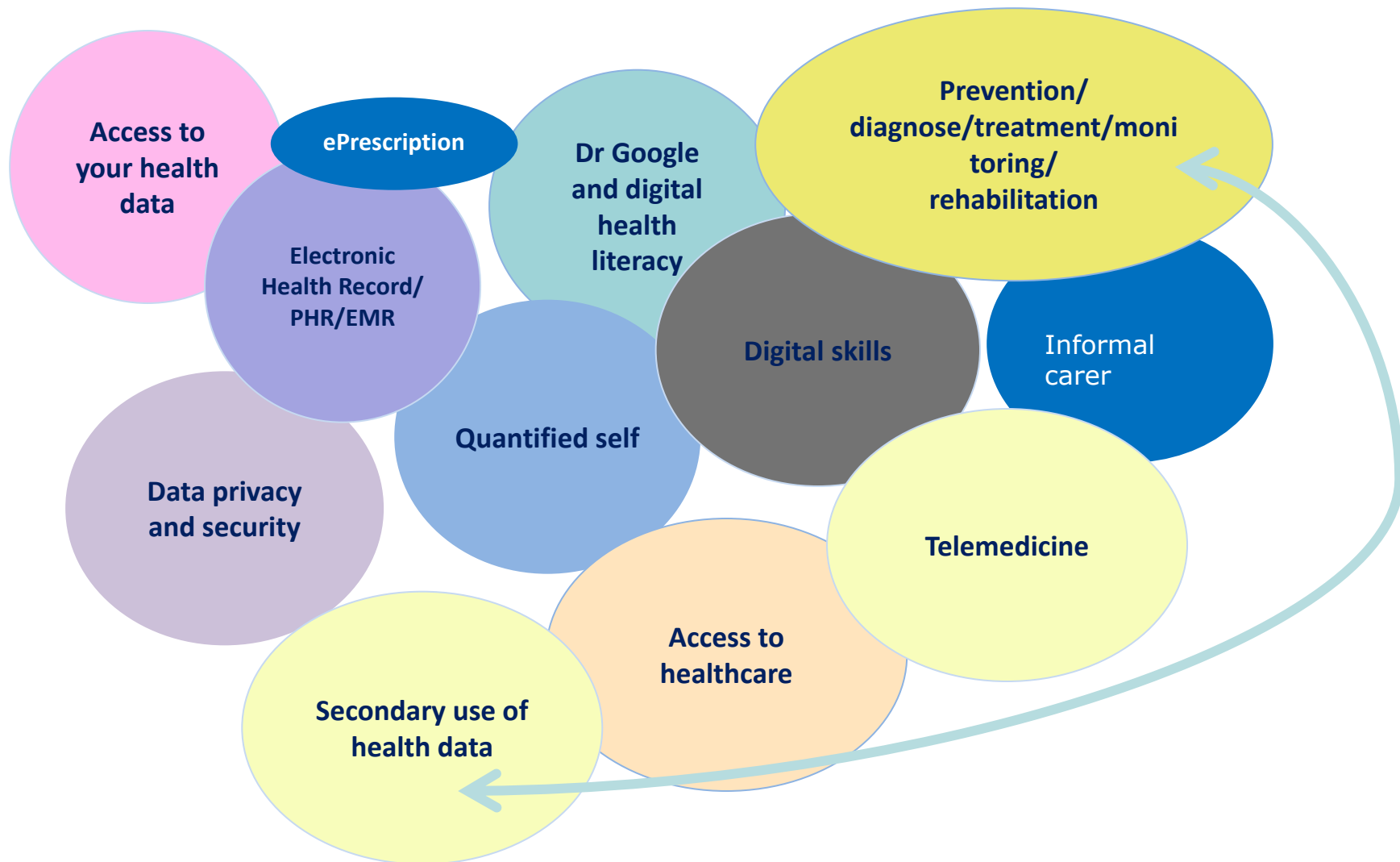
Acute care	➡ Long-term-care
Single Diseases	➡ Multiple chronic conditions
Passive Patient	➡ Empowered citizen
Institutional care	➡ Home care
Generic Approach	➡ Personalised Care

Digitisation

Integrated care

Long-Term Care Homes

Hospital

Home Care services/Nurses

Specialists

Community, Social Services, Informal carers

Allied Health Professionals

Primary Care Practitioners

European Commission
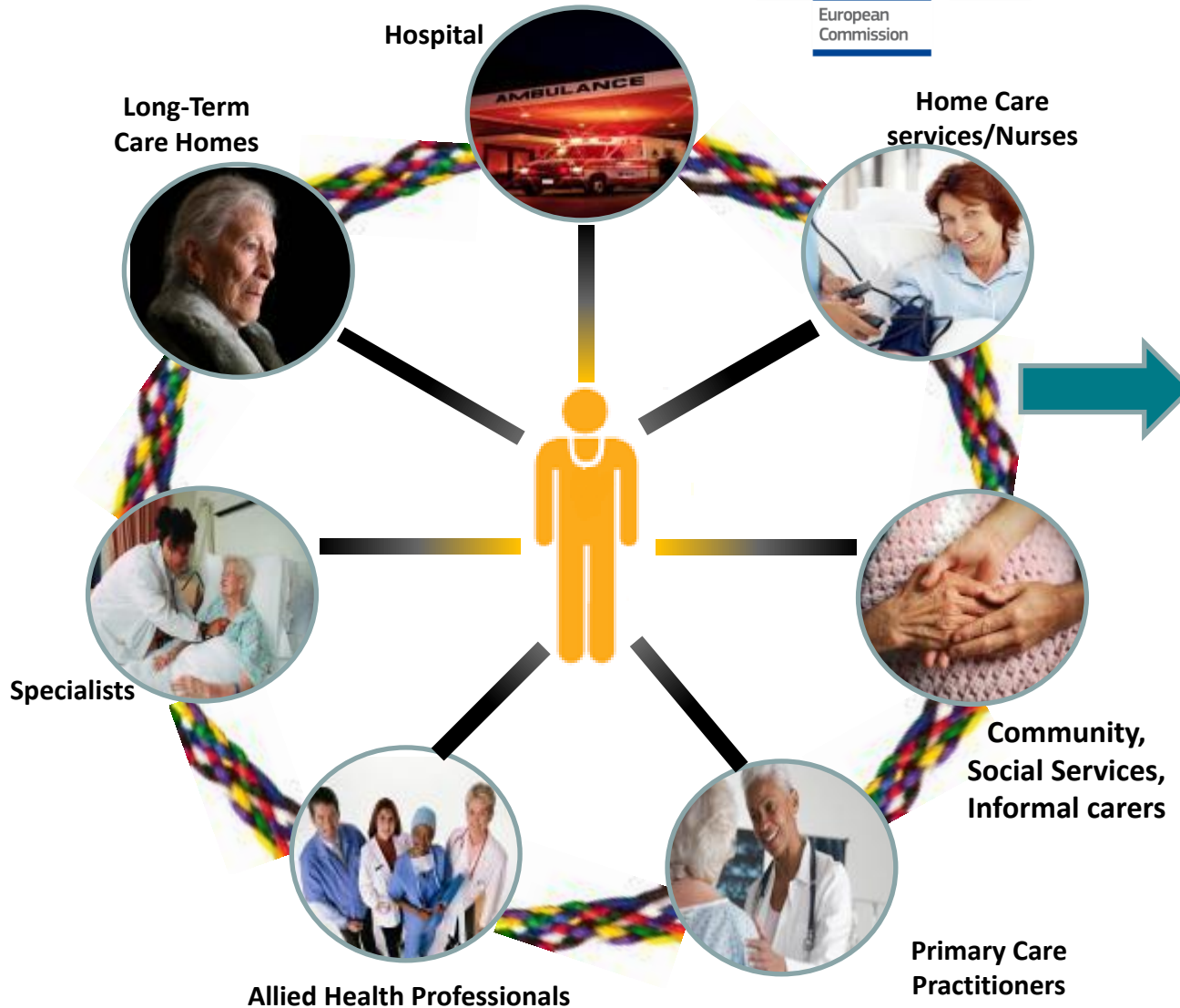
- ◆ Common principles for coordinated care plans so all complex patients will have the same experience

- ◆ Help for patients and families to navigate the health system

- ◆ Listening to and involving the patients, families and caregivers in all stages of the care process

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Chronic Disease Management

Radboud University Nijmegen Medical Centre, ParkinsonNet:

Improving **Parkinson** care though regional networks of primary and secondary care around hospitals, physiotherapists working according to evidence-based guidelines.

- An improvement in the quality of care for those patients
- 50% reduction in hip fractures and a reduction in hospitalization
- A substantial cost reduction (**€20 million annually** in NL)

Puglia, Italy:

Telecardiology programme to support patients affected by **cardiovascular diseases** both in case of acute events and management of chronic conditions.

- Over 550.000 ECG performed
- significant reduction of avoidable death
- 60% underwent appropriate treatment and no hospitalization unless urgent (only 11%)

Robot Hector

- scans environment and patients body (falls / blood pressure)

- provides entertainment +
Memory and cognitive training

- reminders for tasks (medicine)

- communication with doctors or family

Horizon 2020

Under Horizon SC 1: Health, demographic change and well-being

Focus on competitiveness

Research
- Health & Wellbeing solutions (user-centric approach)
- Long-term focus: VPH (virtual physiological human)

Innovation
- User-driven innovation
- Law incubators
- PCP/PPI

7.2 Billion €
2014-2020

Health Data

The basics of digital health is the health data

- Key to the innovation and reform of the healthcare
- Still many restrictions to its sharing
- Health data are **Sensitive** data
- Essential to ensure a right balance between **data protection rights**, and the **need to support public health and research**

→ *Free Flow of Data Initiative*

DSM Roadmap

2015

2016

Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses

A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**

Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes

Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet

Legislative proposals to reform the current **telecoms rules** and the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**

Establishment of a **Cybersecurity contractual Public-Private Partnership**

### Maximising the growth potential of the Digital Economy

Adoption of a **Priority ICT Standards Plan** and extending the European Interoperability Framework for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

European Commission

- **Digitising European Industry**
  - Advancing the Internet of Things

- **European Cloud Initiative**
  - High-Performance Computing
  - Quantum Technologies

- **Priorities for ICT Standardisation**

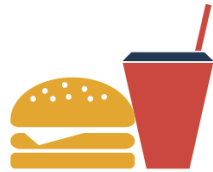- **E-Government Action Plan**

European Cloud Initiative

European
Commission
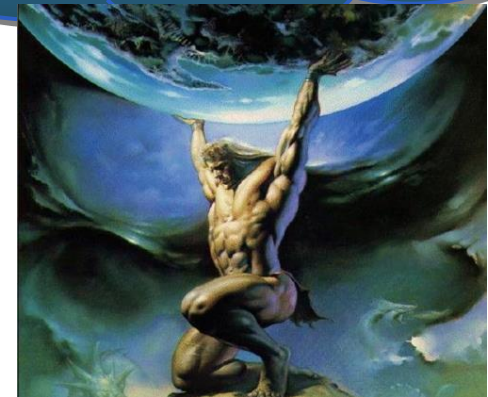
mHealth

Triple win

Key challenges

health monitoring

lifestyle

daily activity

lack of knowledge among mHealth manufacturers about the legal framework

data protection & trust

with this data, your doctor will make a better diagnosis & give the best treatment

patients can take control of their health: accessing their records or getting reminders about their medication

lack of interoperability between healthcare systems in the EU

safety of mHealth apps

THANK YOU!

ec.europa.eu/digital-single-market/en/ehealth-and-ageing

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