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

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

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T-Systems
Let's power higher performance
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)*

Our Health is Monetized
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.

Source: Nordic Health 2030 Vision, CIFS www.CIFS.dk
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](http://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

- 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

Dejlig! We built a roadmap to help
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
5 / 5 ASPIRATION
Philosophy of the Nordic Health 2030

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<th>NEW SOCIAL CONTRACT</th>
<th>NEW DATA MODEL</th>
<th>NEW BUSINESS MODEL</th>
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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.

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.

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!