Business from technology

Research, innovation and deployment problems that need to be solved

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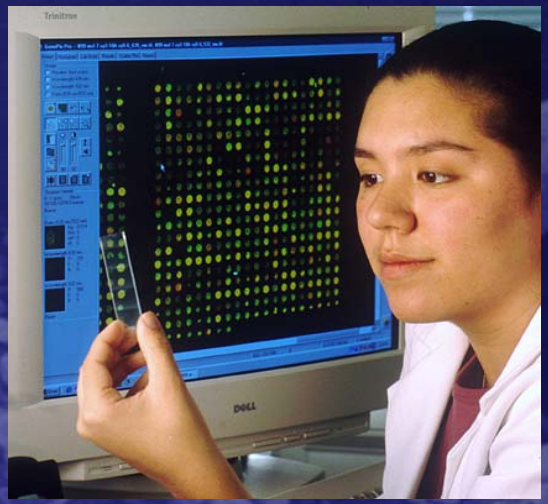
The Future Paradigm:

Transform Medicine from Curative to Preemptive



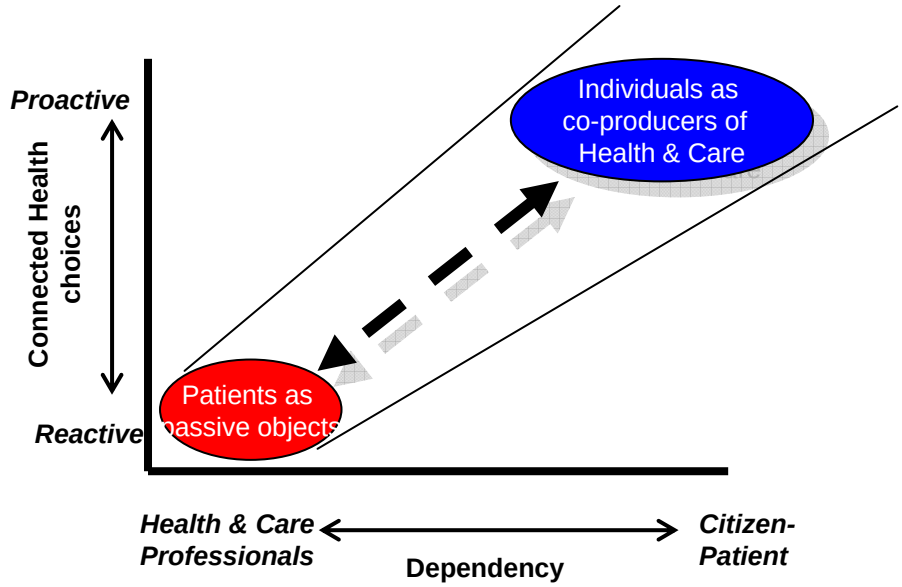
Predictive ⟷ Personalized ⟷ Preemptive

The 4 STI Drivers

Participatory

Objects of care will assume a new role as Co-producers of health and care

Traditional Model		*Co-Producer Model*
Illness	→	Management of health and care
”Outsourced”	→	”Insourced”
Reactive	→	Proactive
Episodic	→	Continuous



Citizens, patients, experts with …

Personal Access in a Role + **Personalized Resources** + **Pervasively 24/7, anyplace**

STI in ICT for Health

Body + Mind

PHS
Tools and services for disease & lifestyle management

VPH
Systems biology, biomarker mining, modelling, Decision support

eHealth
EHR + PHR, Health information infrastructure, Controlled vocabularies

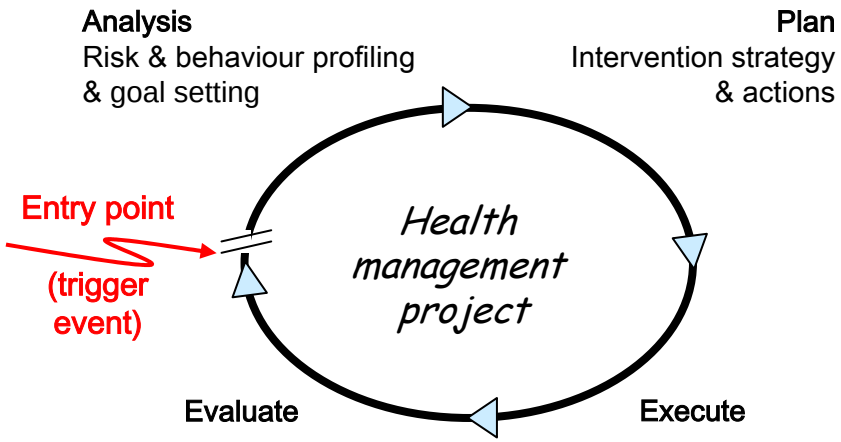
Challenges

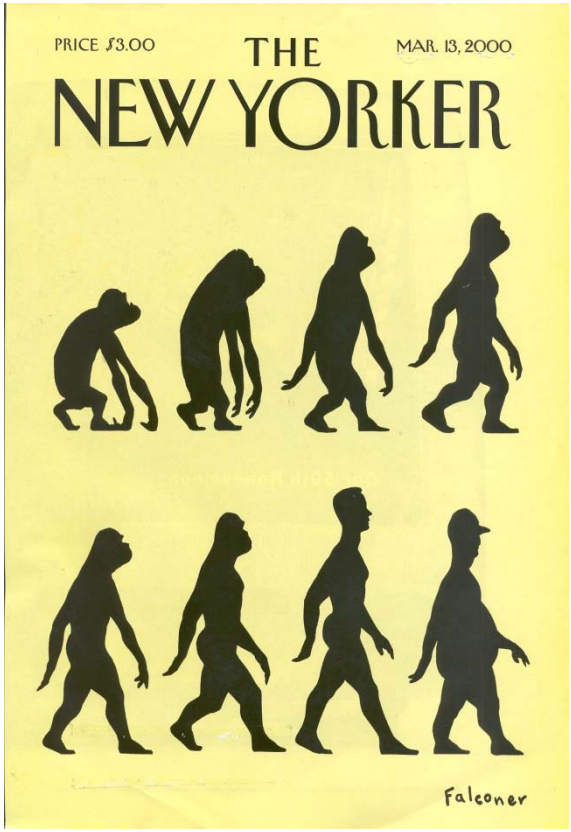
- Creating response ability
- Understanding the complexity
- Semantic interoperability

Examples of unresolved issues
Lifestyle Modification & Sustaining It

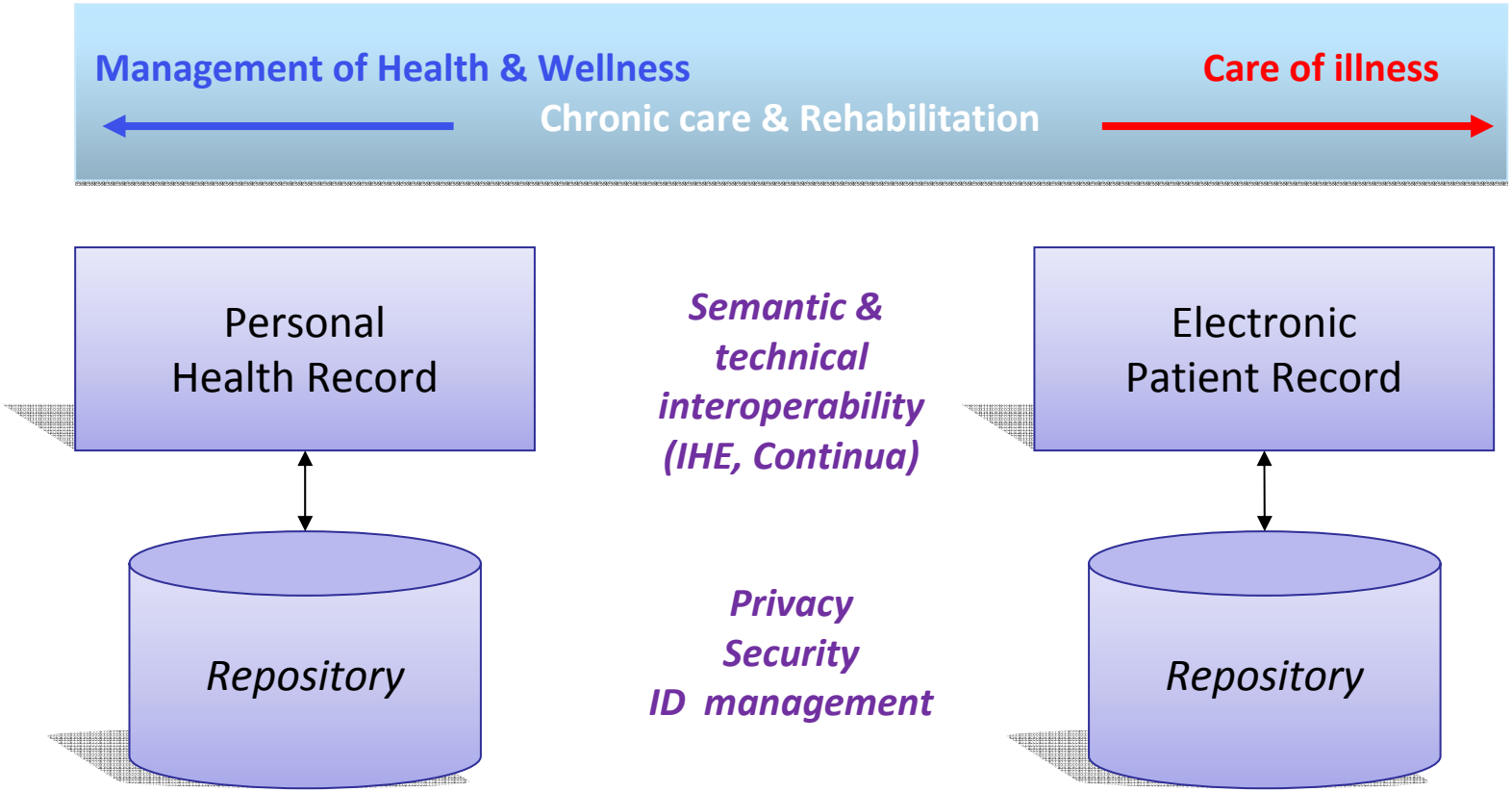
Compliance → Response Ability

- Education, training & tools
- Motivation
- Personalizing – one size fits no one
- Predictably irrational (@ Dan Ariely)
- ”Laziness gene”?



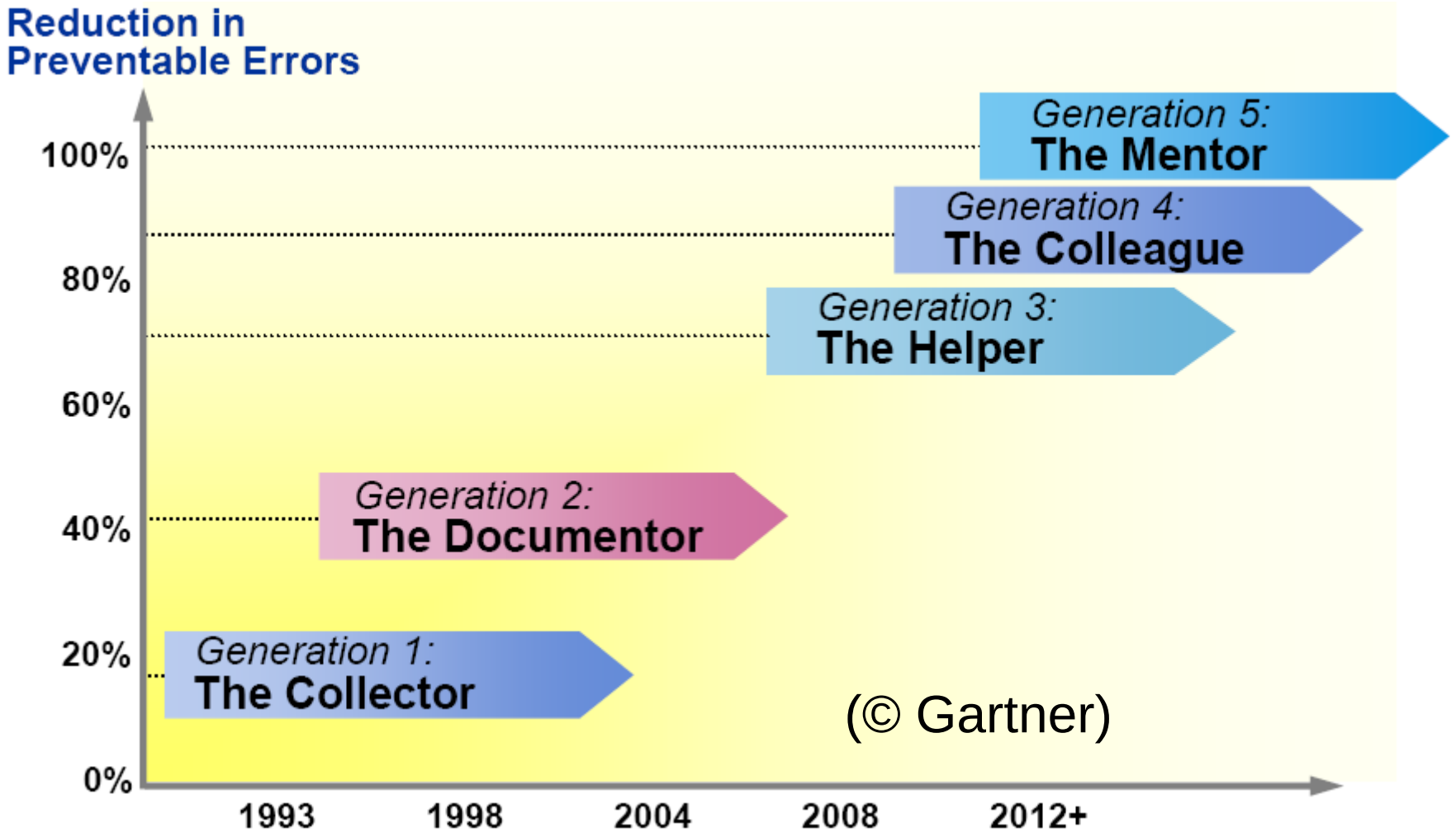


Examples of unresolved issues
Interoperability & Integrating EPR and PHR



Examples of unresolved issues

Demonstrating Value to Users



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Understanding the complexity

Semantic interoperability

But also there are organisational, socio-economic, regulatory, … issues

"Co-Producers" | Value & Experience | Business models | Standards

Education & training | Incentives & Policies | Transparency

Concluding
How to disrupt current practices?

- ”Today, 21st century medical technology is delivered with 19th century organization structures, management practices, and pricing models.”
  (Michael Porter, Harvard Business School)

- ”Don’t be scared to invent the institution that could put you out of business”
  (Clayton Christensen, Harvard Business School)

VTT creates business from technology