

**Delivering patient value throughout the
health care system.**

**Promises and challenges of digital health
and personalized medicine**

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European Commission***

Fact

We have many challenges

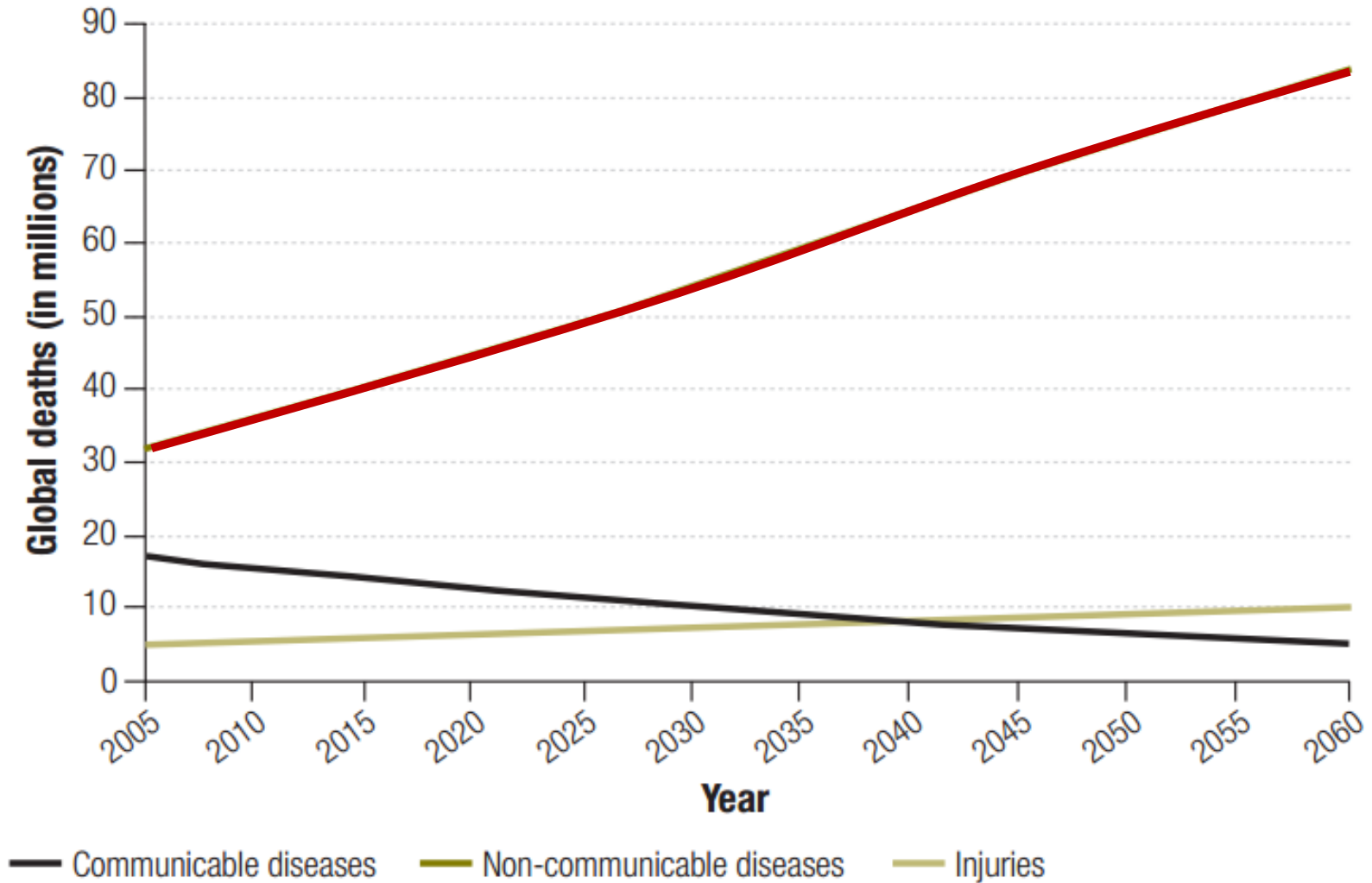
70s



2018



Chronic diseases

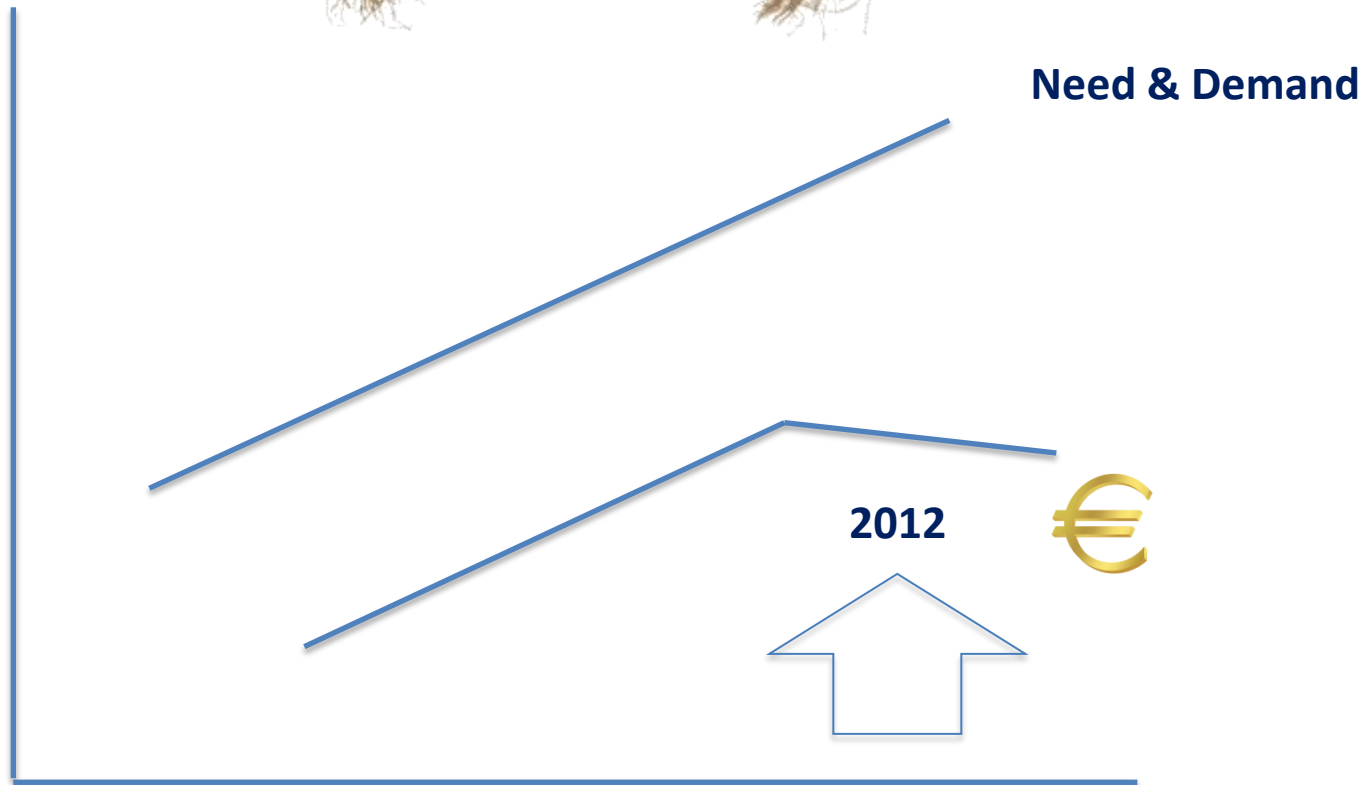
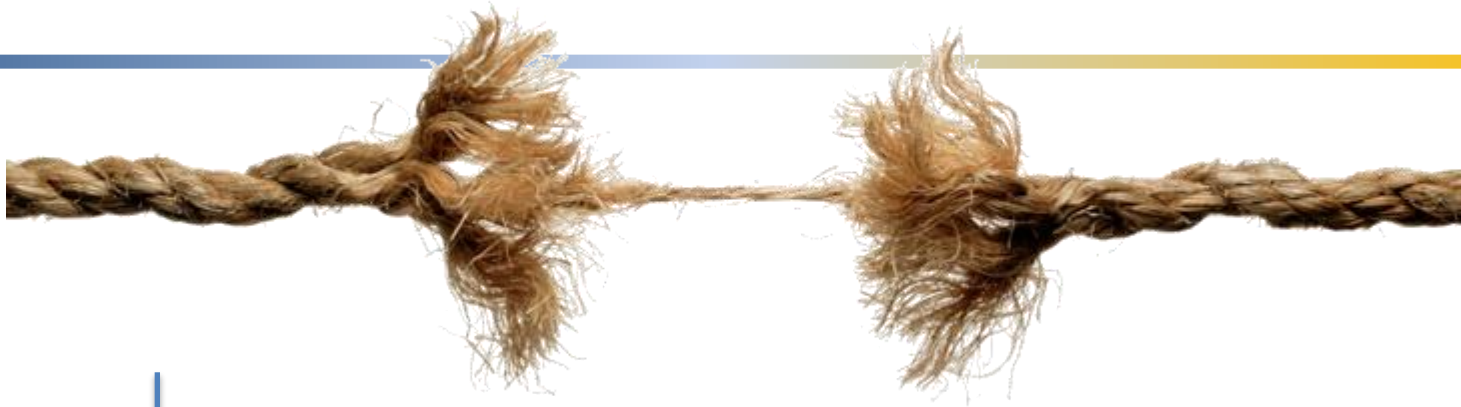


Only in the last eight years

- The worst financial crisis since 1928
- Global recession
- An unprecedented Eurozone Sovereign Debt Crisis
- Outbreak of War in the Middle East and North Africa
- Civil war in Syria
- A major migration crisis in Europe
- War between Russia and Ukraine
- Brexit
- The surge of cyber-terrorism (US Elections)
- Nuclear tension in North Korea
- “Secession” of Catalonia
- The election of the first populist government in a founding member of the European Union
- The start of the first world trade war

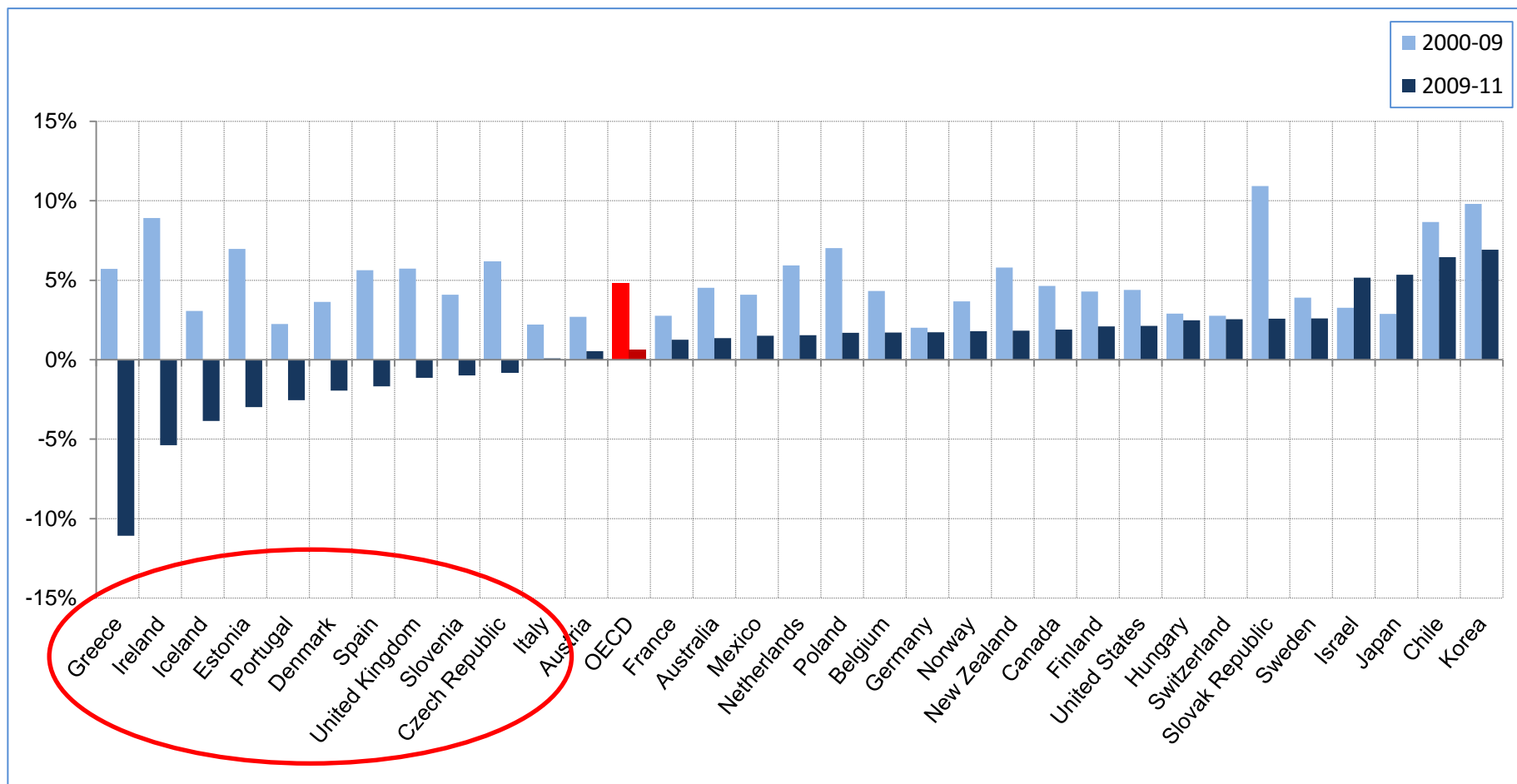
Does this mean something for health and health care?

Scarcity of resources





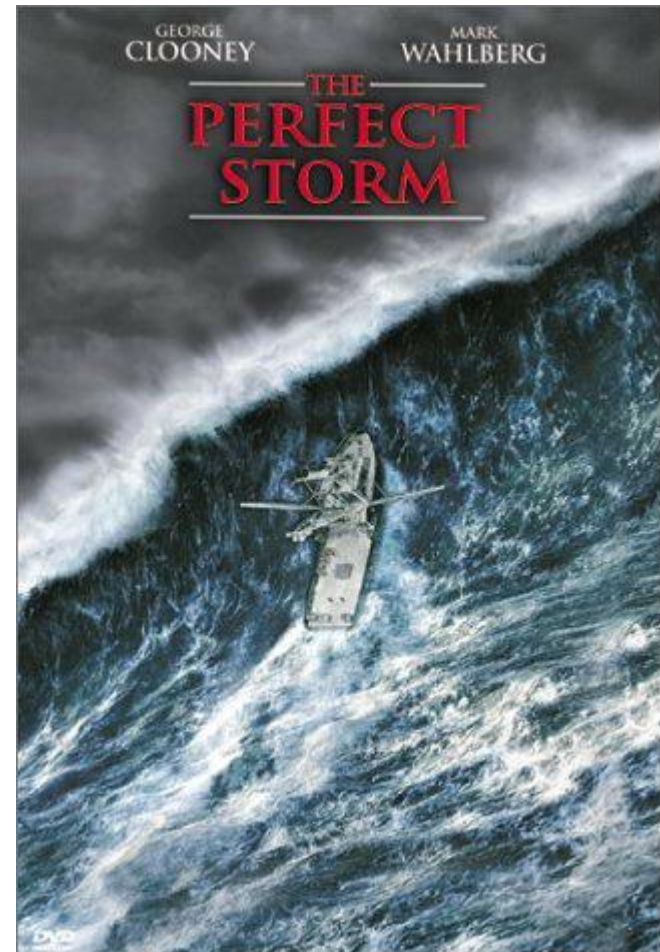
Health expenditures



If we believe that this can be managed as business as usual
we could easily find ourselves
in a perfect storm



A "**perfect storm**" is an expression that describes an event where a rare combination of circumstances will aggravate a situation drastically.



Health Systems already evolved.

There is a need for another wind of change

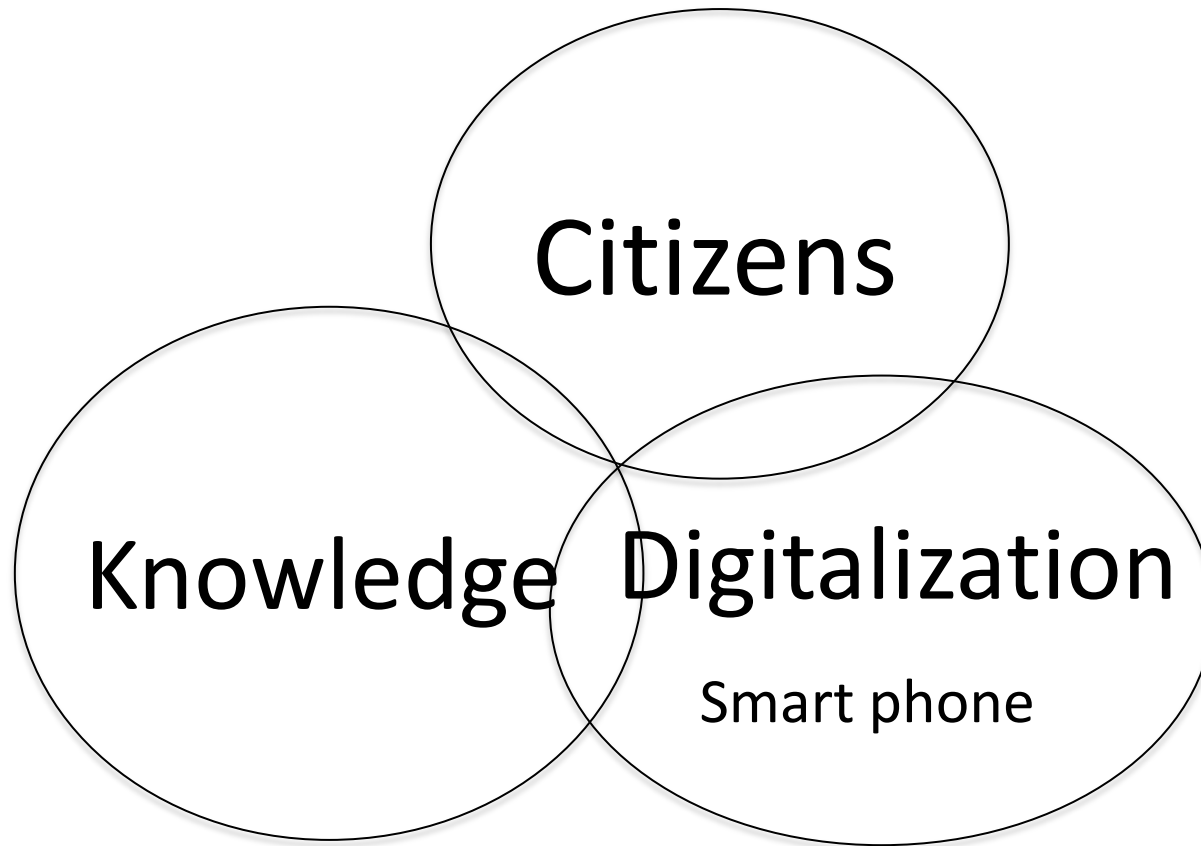
20 th CENTURY HEALTHCARE	21 ST CENTURY HEALTHCARE
Doctor centred	Patient centred
Patient as passive complier	Patient as co-producer
Hospital	System
Bureaucracy	Network
Driven by finance	Driven by knowledge
High carbon	Low carbon
Focussed on effectiveness	Focussed on value and waste
Challenges met by growth	Challenges met by transformation

Gray M., Ricciardi W., Better value health care, 2014

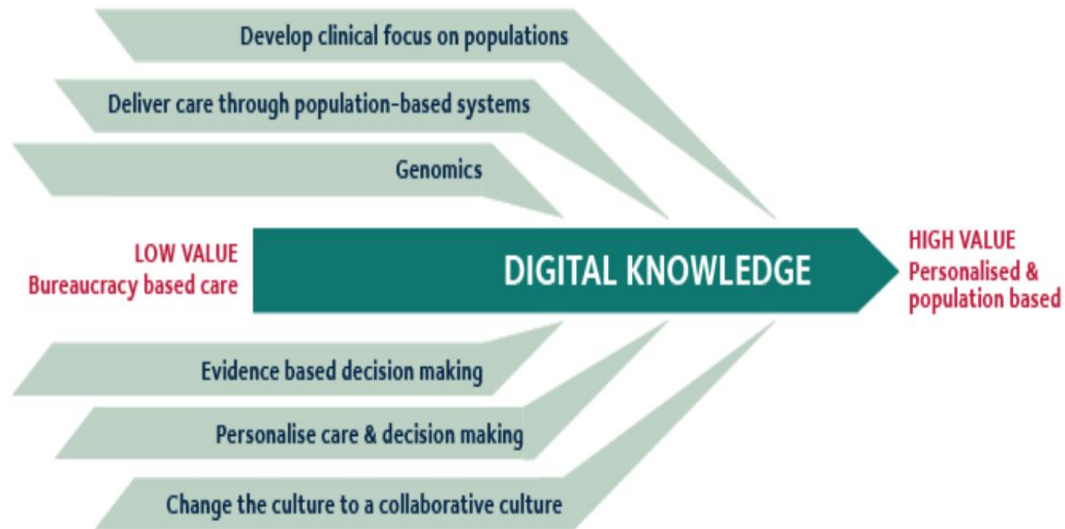


Rēvolution

We are now in a healthcare revolution




Interventions to deliver **triple value healthcare**



© University of Oxford

Sir Muir Gray, Walter Ricciardi, Triple value health care, 2016

A complex challenge

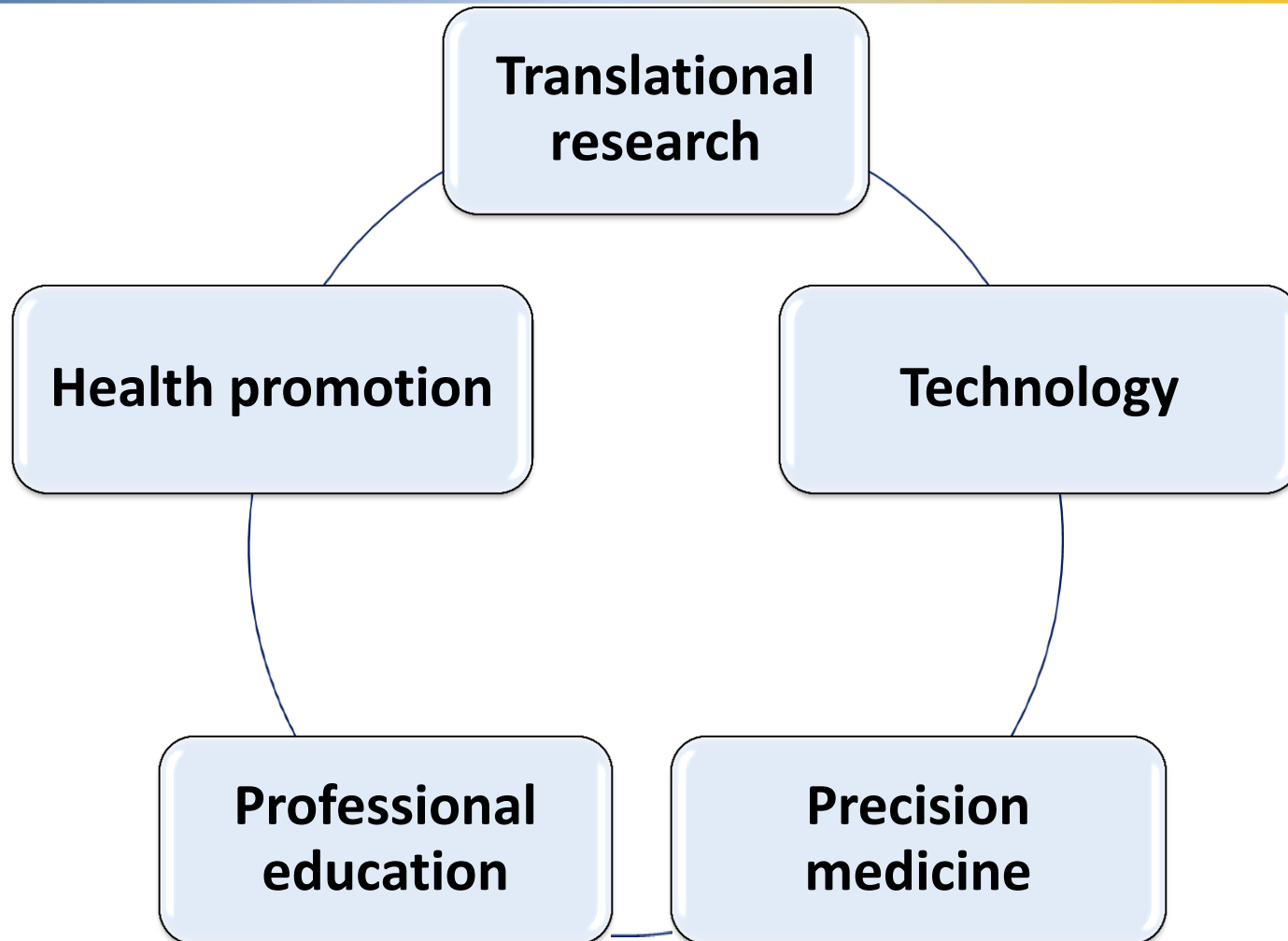


Our organisations have to incorporate innovations as a condition to offer **sustainable and efficient solutions**

In an era in which resources often do not increase in step with increasing need and demand, when they increase at all, it is essential **to promote only innovations that present high value.**



5 strategic areas for innovations



Promises

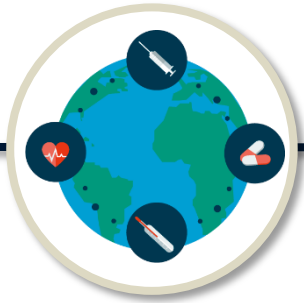
Digital Transformation of Health and Care



Concrete actions



**Safely incorporate
new technologies
to health care**



**Build up a digital
and sustainable
health-care system**



**Improve
clinical practice**



**Protect health care
and benefit patients**



**Preserve
patients' privacy**

We need to promote solutions that ensure both progress and privacy



Cyber Security



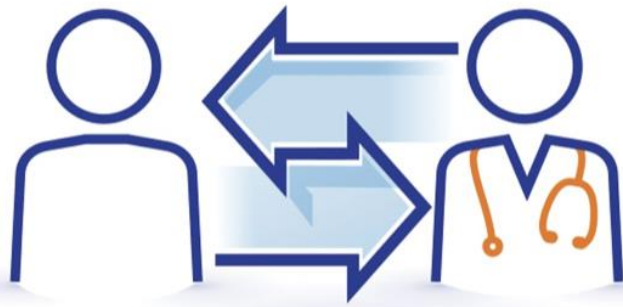
Interoperability



Evidence and Evaluation



Policy Environments



Clinical and Consumer
Engagement

GLOBAL DIGI PARTNERSHIP

GDHP Governance

Interoperability of digital solutions: the technological challenge



The cultural challenge



Involving every stakeholder group is necessary to meet patients' needs

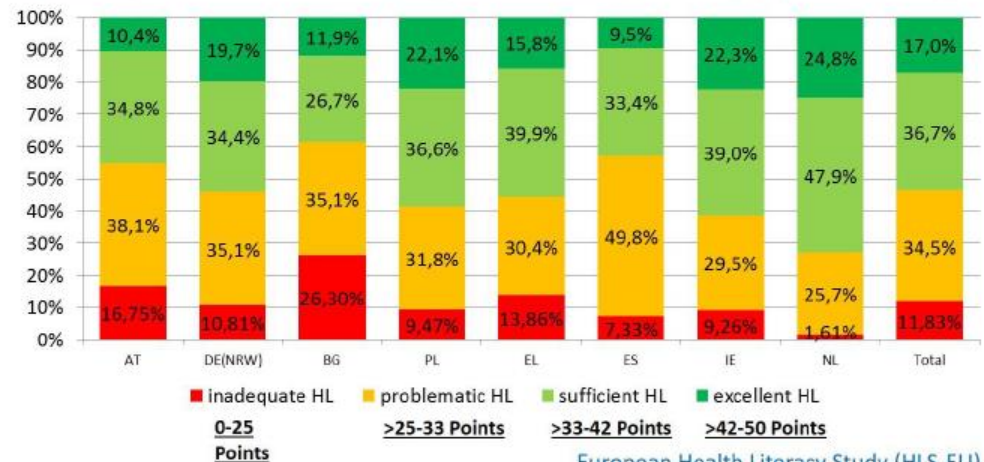
Are citizens ready ?

Health literacy implications of DH

Today's paradox: people are asked to take more responsibility for their health – but we must make choices in an ever-more complex context

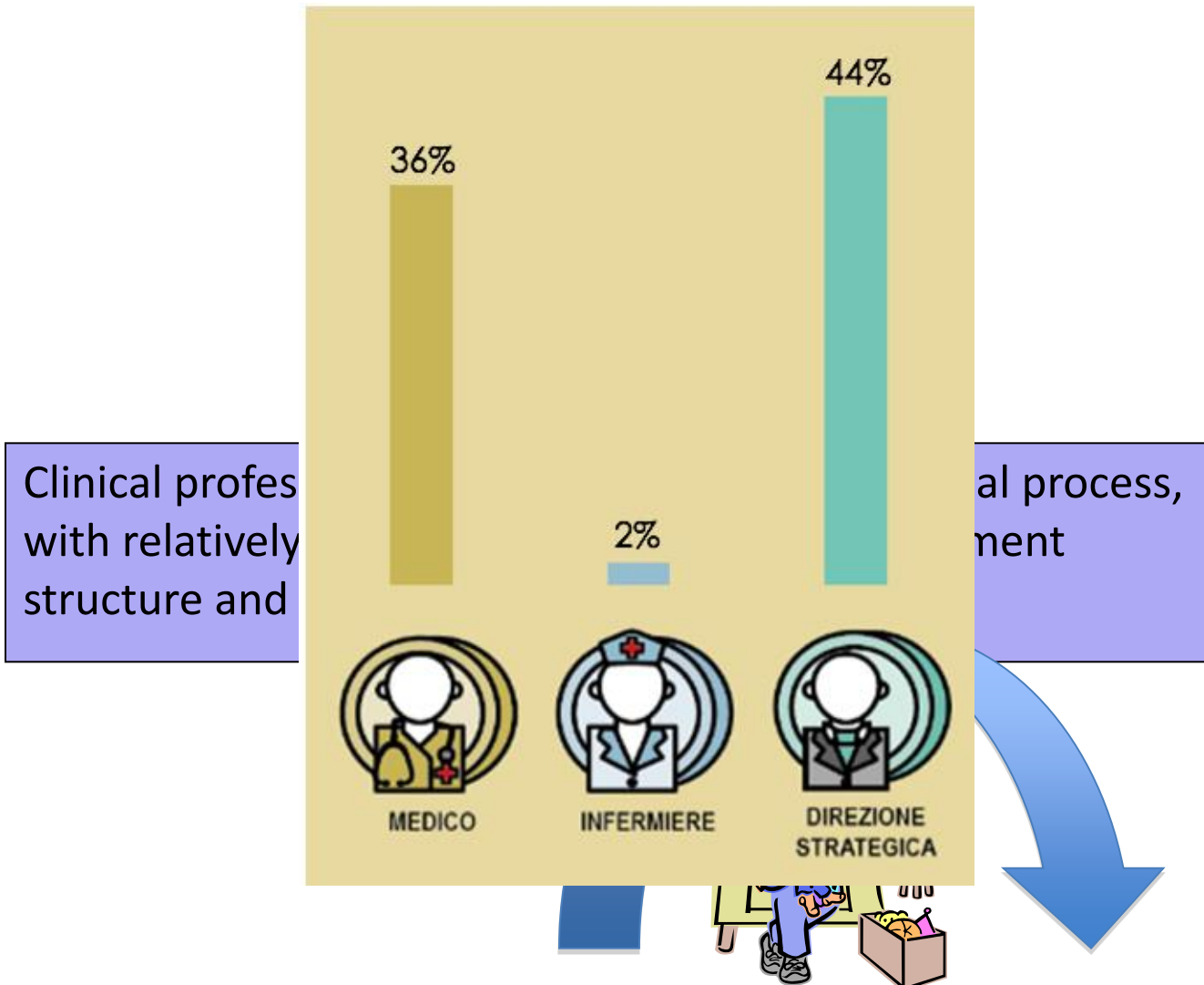
- DH will only achieve its true potential if patients understand their options!

HLS-EU survey: around half of Europeans have inadequate health literacy



Are Doctors ready?

The Professional Bureaucracy



Are health systems ready ?

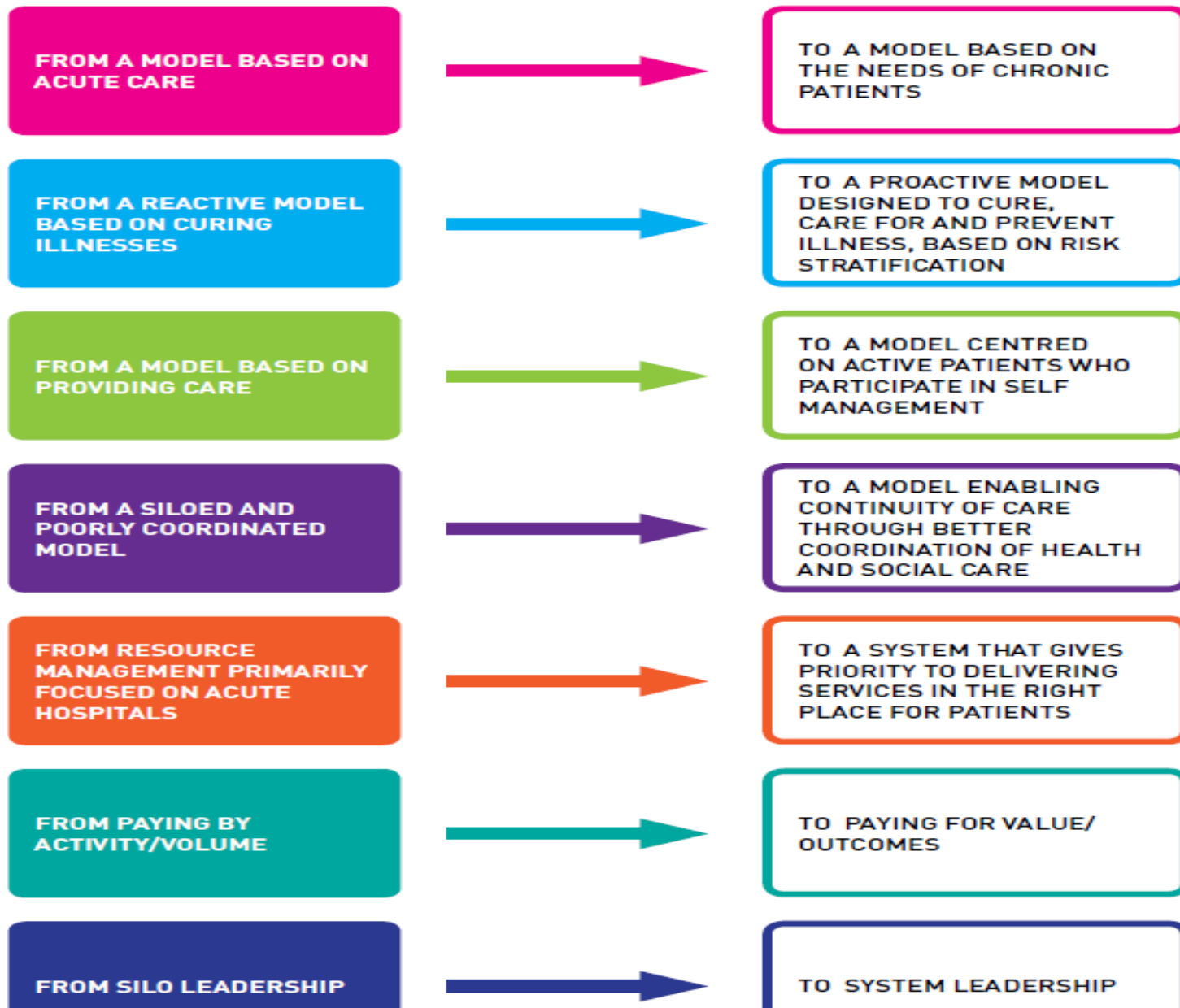
Health systems as translators of innovation

All biomedical innovations to come (and those already here) - for both prevention and treatment – from basic science to clinical science, need to be “**translated**” to our citizens, who represent the ultimate beneficiaries of our work.

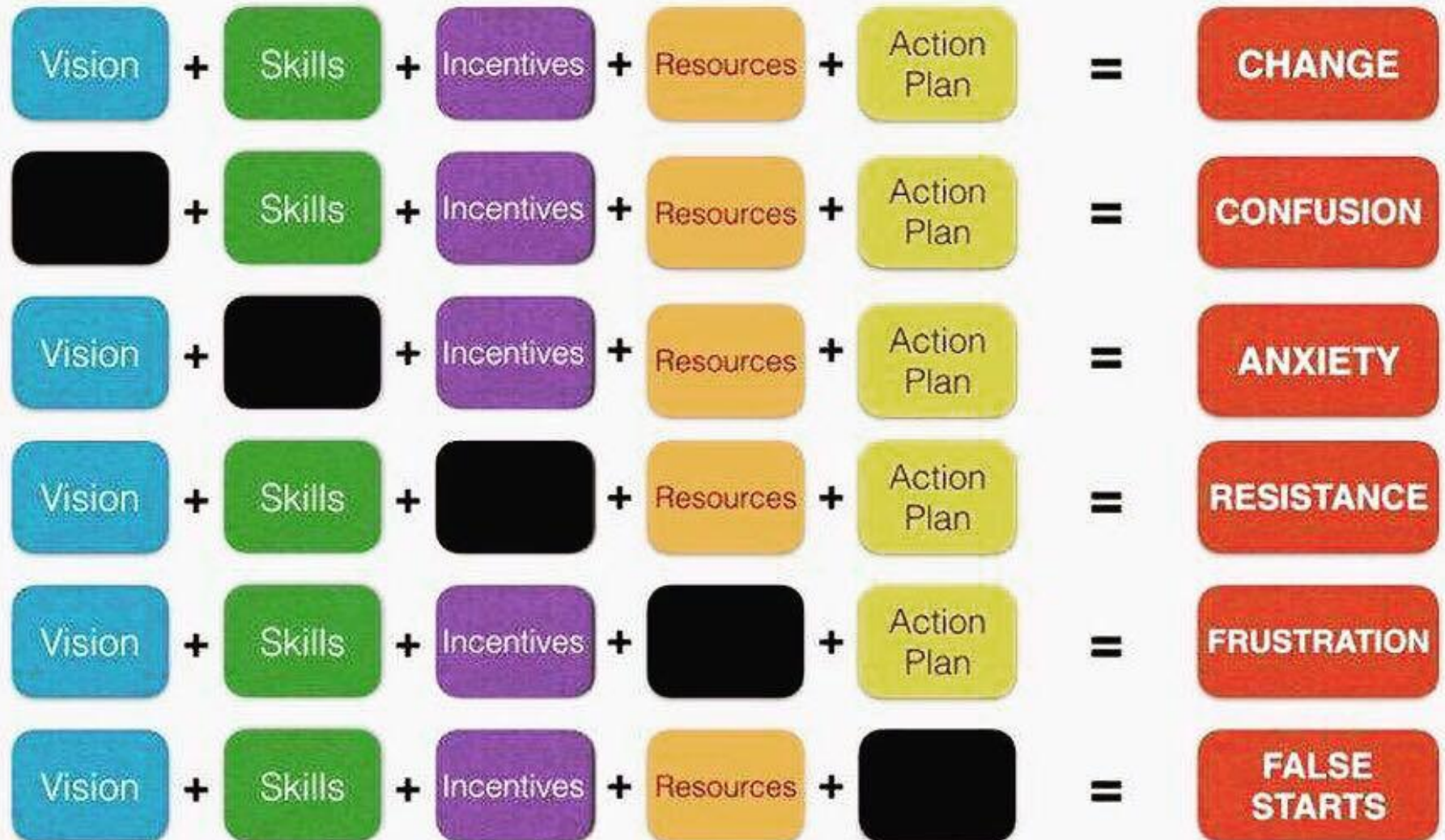
The “translators” are... our **health systems**.

From disease oriented care to person and population oriented health

Fig 24 – Transformation



Managing Complex Change



Thanks for your attention