

Baltic Sea Campus on eHealth



eHealth – interactive, intelligent, innovative

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IEMG
Institut für eHealth und Management
im Gesundheitswesen



- 2016: Host Lecturer **George Washington University**, D.C.



- Since 2015 in **Board for Medical Informatics** within German **Informatics Society**



- Since 2014 **Professor for eHealth & Hospital Management**, Institute for eHealth and Management in Health Care (**IEMG**), Flensburg University of Applied Sciences (Germany);



since 2015 part of the excellence initiative
Baltic Sea Campus on eHealth



➤ ***eHealth to be spelled with an ,i‘ more often!***

;-)

Rewind: wasn't eHealth about ,e'?

❖ eHealth

= electronic healthcare

or

= *use of information & communication technologies (ICT) for health*

(WHO 2017)

[eHealth at WHO. <http://www.who.int/ehealth/en/>. Retrieved: 08-08-2017]

Rewind: wasn't eHealth about ,e'?

❖ 10+ *E*'s (G. Eysenbach, 2001: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1761894/>)

➤ *Do you know or can you guess them?*

1. Efficiency
2. Enhancing quality of care
3. Evidence based
4. Empowerment of consumers and patients
5. Encouragement of new relationship between patient & health pro's
6. Education
7. Enabling information exchange and communication in a standardized way
8. Extending the scope
9. Ethics
10. Equity



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+ Easy-to-use,
+ Entertaining (no-one will
use something boring!)
+ Exciting
+ Existent

Why eHealth with an ,i'?

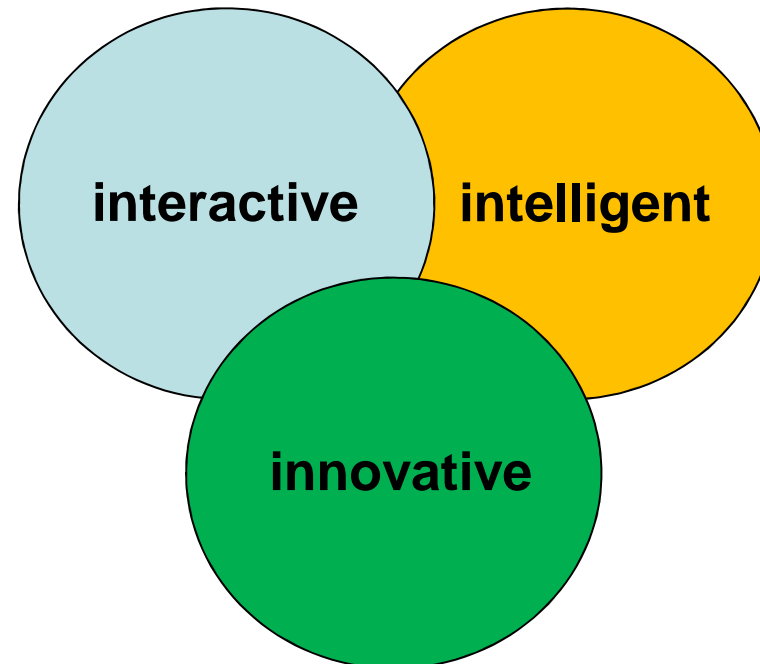
Lessons from success stories: an , *i* ' like in

➤ *iPho...*

➤ *interactive,*

➤ *intelligent,*

➤ *innovative!*



Making eHealth more interactive – in different ways

(1) e.g. *BaltCityPrevention* project

- ❖ **get together public health authorities**
(w/ **providers, users**) for tailored services



(2) enabling **peer support** in health apps effective: <http://bit.ly/2ok8llH>

(3) e.g. <https://lifetime.eu/> *Connected Health* ©

- **exchange of health data**
patient's smartphone <-> provider infrastructure
(w/o internet connection)



Making eHealth more intelligent (1/2) in terms of *smart*, i.e. situation-specific

(1) automated workflow support

- e.g. www.kumihealth.de © maps **patient-specific data** (e.g. on conditions) to **corresponding therapies**
- offers To-Do-lists, suitable communication pathways to clinical staff



(2) like first-aider apps

- based on **localization** of registered users' smartphones

(3) or powered by **data from on-board hardware**

- in individual's watch, phone or other devices
- like cardiovascular or cancer detection via taking ,selfies' from one's eye

Making eHealth more *intelligent* (2/2) by proven algorithms

- like fertility app www.naturalcycles.com ...
 - officially registered as a **medical device (class II-b)**
(evidence-based, of course)

- ... or www.tinnitracks.com
 - helps to filter frequencies from patient's favourite music to calm concerned neurons
 - softens Tinnitus intensity, so fewer persons suffer



(c) tk.de

[Rupp K/ VP Care Management Techniker Health Insurance (2017) Der Patient als Gesundheitsmanager – eine Betrachtung aus Sicht einer Krankenkasse. Presentation 2. FLeGe-Tagung Impulse für das neue Gesundheitswesen: der Patient in der Hauptrolle. Flensburg, 2017-05-31]

Making eHealth more innovative: (1/2) incubators of large healthcare players a trend

- *helios.hub*: accelerator by German **hospital** chain
- *Startupbootcamp Digital Health (e.g. in Berlin)*: **Philips** one partner
- *Accelerator of Merck & Co.*
- *Healthy Hub* by 5 German **public health insurers**



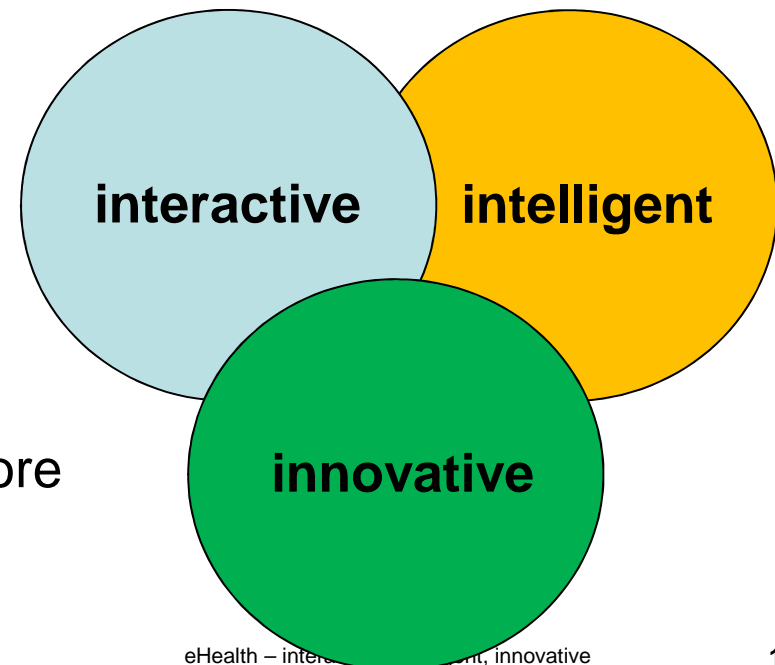
- ❖ novel approach (to industry) to nurture eHealth (also more interactive)

Making eHealth more *innovative* (2/2) by refining business models

- business models need face-lifts
 - today often sponsored, ad-based or selling user data
 - customer **access** via **new channels**, e.g. retailers, or
 - new **reimbursement** ways: directly by insurances, other **authorities**

❖ more **eHealth approaches need** to be...

- Then hopefully we all become more & more healthy (or, in this case, *eHealthi*)!



...for those who want to keep in touch



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www.institut-ehealth.de/en/institut/

Discussion!?!