

- » BOOST PERFORMANCE
- » REDUCE COST
- » INCREASE AGILITY
- » ENHANCE CRM
- » SHORTEN TIME TO MARKET
- » DRIVE INNOVATION
- » IMPROVE EFFICIENCY
- » INCREASE ADAPTIVITY
- » ENABLE BUSINESS TRANSPARENCY
- » ENSURE REGULATORY COMPLIANCE



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Towards a pHealth market

New services for personalised healthcare management

Blanca Jordán

Valencia, 5th pHealth Workshop, May 23rd 2008

Towards a new vision of health services

Our vision



- » The introduction of ICTs in the Health sector means the improvement and sustainability of offered services.
- » Services become patient-oriented and centred while keeping professionals involved in the day-to-day work: medical doctors, nurses, technicians, etc.
- » Services should integrate clinic and assistance processes, and be flexible, customizable and global.
- » The offered solutions and services should take into account general principles of confidentiality, data protection and all related issues.

Personalized health

What does it mean?

- » To place the citizen at the centre, involved in the management of his/her lifestyle and healthcare
- » To improve the interaction process between patients and medical professionals.
- » To manage central services that help all the involved actors.
- » To facilitate access to treatment information.
- » To facilitate access to personal information of the patient (Electronic Health Record)
- » To create information management systems that are interoperable and allow efficient information exchange.

ALWAYS CONSIDERING THE PARTICULARITIES FOR EACH SITUATION.

A global vision

Creating new personalised services



- » Focusing on the essential.
- » Continuity on assistance.
- » Overcoming distance.
- » Focusing on added value for professionals.
- » Knowledge and Information management.
- » Future here and now.



First steps – Direct applications

For patients

- » Improving accessibility and mobility of disabled people and patients with chronic diseases. Fostering their autonomy and independence.
 - » Tele-assistance, telemedicine applications, alarm management systems.
 - » Preventive medicine.
 - » Mobile phone based applications.
- » Electronic Health Record
 - » Offering the possibility to patients to change and include their own data (personal EHR).

First steps – Direct applications

For professionals



- » Using RFID technologies for different applications
 - » People localization.
 - » Asset management: drug traceability (from purchase to delivery), etc.
- » Identity Management (for medical centers, hospitals, etc.)

Why is this not the present?

Overcoming barriers



- » Patient's acceptance.
- » Professionals' acceptance.
- » Talking different languages – Communication barriers.
- » Interoperability.
- » Standardization.
- » Market fragmentation.
- » Political or regulatory barriers.

Working towards the future

Introducing innovation in the field



- » Use of medical signals and *in silico* models to offer personalized diagnosis and treatment.
- » Combination of genomics with medical applications.
- » Developing new hardware and processes to facilitate diagnosis.
- » Using results coming from RTD projects

Using results coming from RTD Projects

EU funded projects



- » Interesting to be in the technological breach continuously.
- » Interesting to have on board final users (patients, doctors, nurses, etc).
- » Interesting to develop new applications filling the gap between the market itself and the research field.

Conclusions



- » Market trends point to pHealth as the future. Global and personalized solutions are daily an increasing demand from our clients.
- » Barriers should be overcome to take advantage of the current position.
- » Relevant stakeholders should collaborate towards a common understanding and to adopt a common strategy to give
- » It is needed to take advantage of research and innovation results to offer better, cheaper and more adapted solutions to patients and professionals.

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