



**eHealth**  
week

11 - 13 MAY 2015  
RIGA, LATVIA

ORGANISED BY

Ministry of Health  
of the Republic of Latvia



## DATA: HELPING ADDRESS HEALTHCARE CHALLENGES FROM A CROSS-SECTORIAL PERSPECTIVE

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# AmCham EU's Healthcare Committee

The Healthcare Committee of AmCham EU is a unique cross-functional body covering nearly the whole health industry. We contribute to ongoing legislative and policy discussions by providing EU policy makers, institutions and other relevant stakeholders with the perspective of US companies that operate in Europe. We believe that health is an important driver for wealth and economic growth; we therefore support the EU health agenda towards affordable, sustainable and innovative health systems. We aim to be a reliable policy partner to the EU institutions and to help ensure that new healthcare-related legislations and policies add value to, and benefit, the entire healthcare ecosystem.

## Key priorities for 2015:

- Sustainable health systems require an outcomes-based approach
- Support for resilient and future-proof health technologies
- The healthcare ecosystem needs predictability and a level playing field in the Single Market

## Represented Sectors



Pharmaceuticals



eHealth and mHealth



Medical Devices



Consumer Goods



Food



Transport



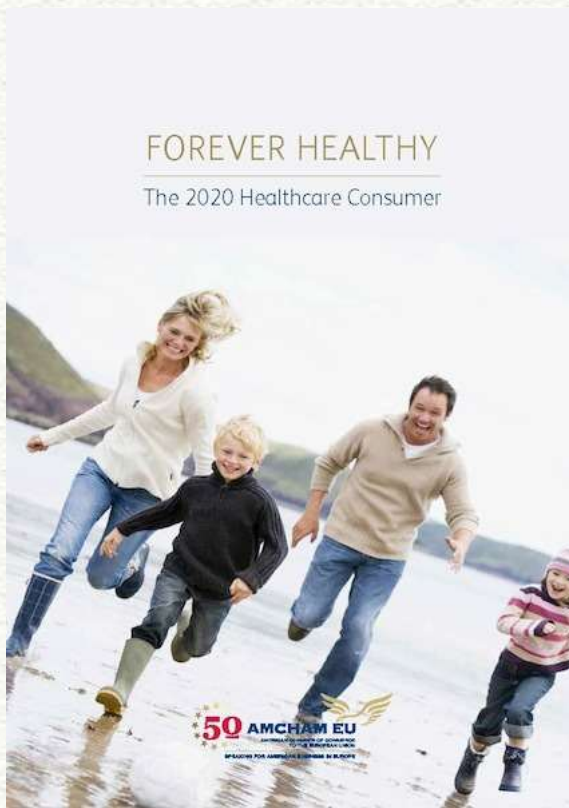
Consultancies & Lawyers

## Topics

- **Competitiveness:** How smart regulation reduces red tape, incentivises innovation (P&R policies) and contributes to growth and job creation
- **Society:** The impact of healthier people on society and the economy (productivity)
- **Health systems:** How innovation contributes to more efficient and sustainable health systems

## Tools

- **Position papers:** Communication on effective, accessible and resilient health systems; implementation of the public procurement package; Regulation on medical devices; mHealth consultation; Staff Working Document on the pharmaceutical sector
- **Publications:** *Forever Healthy* (2014); *The EU Single Market* (2013); *Investment in Healthcare* (2011)



## A new healthcare system paradigm is needed

—As 2020 approaches, healthcare will become more decentralised – less care will be delivered in hospitals and more will be delivered on an outpatient basis or even at home.

—Developing technology, including eHealth and mHealth, needs to be prioritised to support this change. ...

—The concept of healthcare innovation will change. No longer will the focus be on blockbuster medicines but rather on improving the delivery of highly personalised care. [p. 4]

—Our experts suggested that availability of data will not be enough. That data will need to be interpreted so that consumers can use it, therefore health literacy will play a crucial role in 2020. When consumers are better informed and aware, there is a greater chance that many illnesses can be prevented. [p. 18]



*Biomarkers*

*Medical imaging*

*Electronic health records (EHRs)*

*Large disease  
databases*

**Comprehensive health data,  
collected at the point of care and  
throughout the healthcare cycle**

*Clinical research tools  
and processes*

*Telemonitoring*

*Life Sciences and  
healthcare research*

*Human genome decoding*

*Biobanks*



**State-of-the-art prevention, diagnosis,  
treatment and rehabilitation**



# Breaking down the silos

But we start from siloed legal requirements:

‘Member States shall prohibit the processing of ... data concerning health’ ... unless ... (Art. 8, Directive 95/46/EC)

- Health and social care systems remain fragmented and inefficient in coping with growing challenges.
- Current infrastructures have gradually evolved to offer specialised support for individual medical problems, but this growth in fragmentation has not been matched by data sharing.
- Information collected and analysed within ‘islands of specialisation’ is not available across service providers.
- Citizens have to integrate the services themselves, acting as the communicator of their care needs and medical histories.
- Unable to cope, citizens become users of unscheduled and more costly care services.



# ‘Data processing’ is not ‘privacy intrusion’

- Risks to privacy should be understood and evaluated in light of the advances of healthcare innovation and benefits to society.
- Privacy protection and innovation should go hand in hand.



# Information sharing is the key to integrated care

- ✓ Practitioners need a full picture of their patients, with information from multiple sources being presented in a timely and usable way.
- ✓ ‘[R]ight for individuals to have access to their personal data concerning their health, for example the data in their medical records containing such information as diagnosis, examination results, assessments by treating physicians and any treatment or interventions provided’ (Recital 122, draft GDPR).
- Knitting together a range of well-functioning yet fragmented IT systems.
- Privacy and legal aspects of data sharing – local market specificities relating to data privacy laws don’t help data exchange.
- Standards are key to secure four crucial aspects of integrated care: interoperability, patient safety, security and privacy.

# Our recommendations

- One law applicable to all Member States – laws governing the processing of health data should be harmonised to the fullest extent possible.
- Striking the right balance between protecting personal data and enabling innovation in technology and business models.
- Promoting the adoption of EU-wide standards and specifications for interoperable products and services, allowing information to be pushed and pulled seamlessly and securely between systems.
- De-identification as a technical measure mitigating privacy risks, notably with regard to big data, analytics, research and any further use of anonymised data.
- Enable citizens' access to their health data – health data is not only necessary for integrated care but to facilitate citizens' health literacy, inclusion and empowerment.





# THANK YOU

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