



eHealth
week

11 - 13 MAY 2015
RIGA, LATVIA

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meHEALTH



HEALTH DOMAIN IS OPENING UP

Külle Tärnov, Estonian Connected Health Cluster

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Külle Tärnov

ESTONIAN CONNECTED HEALTH CLUSTER

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ESTONIAN CONNECTED HEALTH CLUSTER

COMPANIES

STARTUPS

HEALTH IT

BIOTECH

MEDTECH

PUBLIC SECTOR

STRATEGIES

REGULATIONS

PUBLIC FINANCING

R & D

UNIVERSITIES

TECHNOLOGY CENTRES

USER GROUPS

HOSPITALS , GPs

CLINICS, LABORATORIES

BIG PHARMA

SPORTSMEN, SPAS

QUANTIFIED SELF



ESTONIAN CONNECTED HEALTH CLUSTER

**Wellness
&
Fitness**

**Healthy
Ageing**

**Prevention
&
Diagnostics**

**Fun & Social
Quality**

**Treatment
&
Rehabilitation**



ESTONIAN CONNECTED HEALTH CLUSTER

**New
Innovative
Products**

**Export
Growth**

**Real
Collaboration**



ESTONIAN CONNECTED HEALTH CLUSTER

Connecting health and medical data

Opening health domain to the private sector

New e-health services that matter

Accelerating precision medicine



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EU2015 LV



Ministry of Health
Republic of Latvia

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EUROPEAN TECHNOLOGICAL



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HEALTH DOMAIN OPENING UP

WHY?

- increased need for health services
- public budget cannot pay it all
- people and companies have started to pay
- patient free movement inside EU
- digital single market inside EU
- financial and socialisation sector have paved the way

HEALTH DOMAIN OPENING UP

WHAT AND HOW?

- public sector investment plans public
- open market for private sector
- new paying customers and business models
- empowerment of patient
- privacy securely solved in the context of smooth data exchange
- making Europe a homogeneous home market for e- and m-health, telehealth



THANK YOU

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