



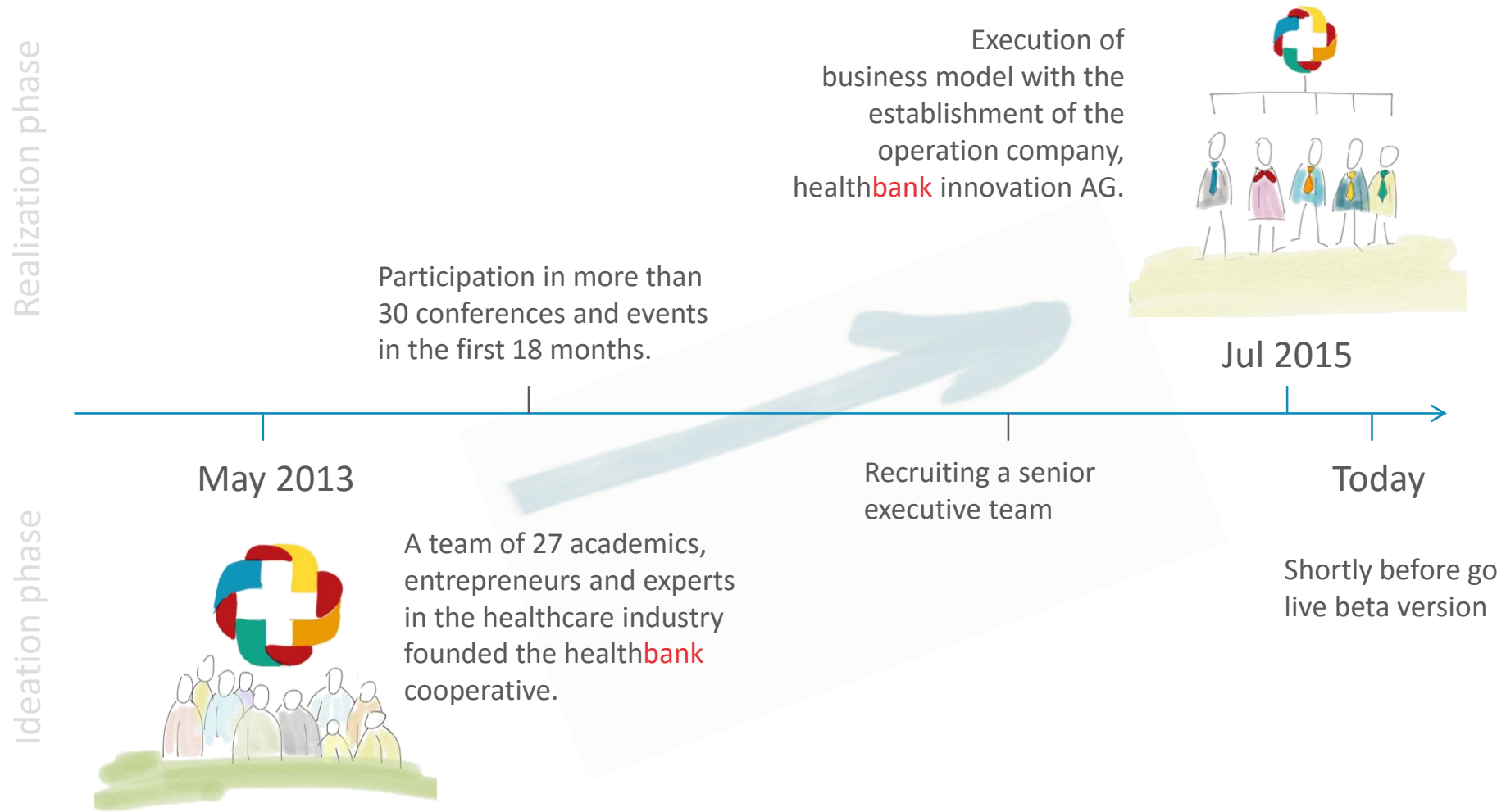
A global **citizen-owned** health data transaction platform

Lunch Session: healthbank approach to eHealth

Reto Schegg, CEO

www.healthbank.coop

development of a unique structure

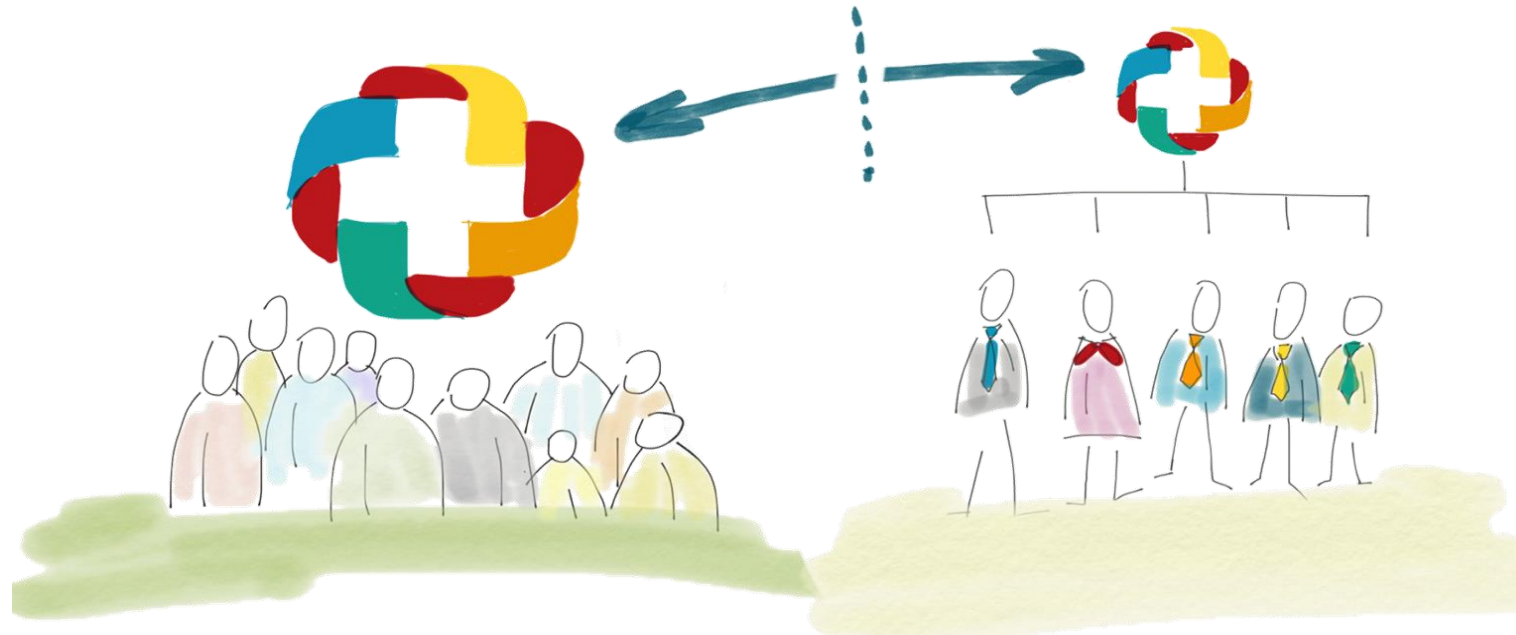


today: two entities = one strong model

healthbank cooperative

+

healthbank innovation AG

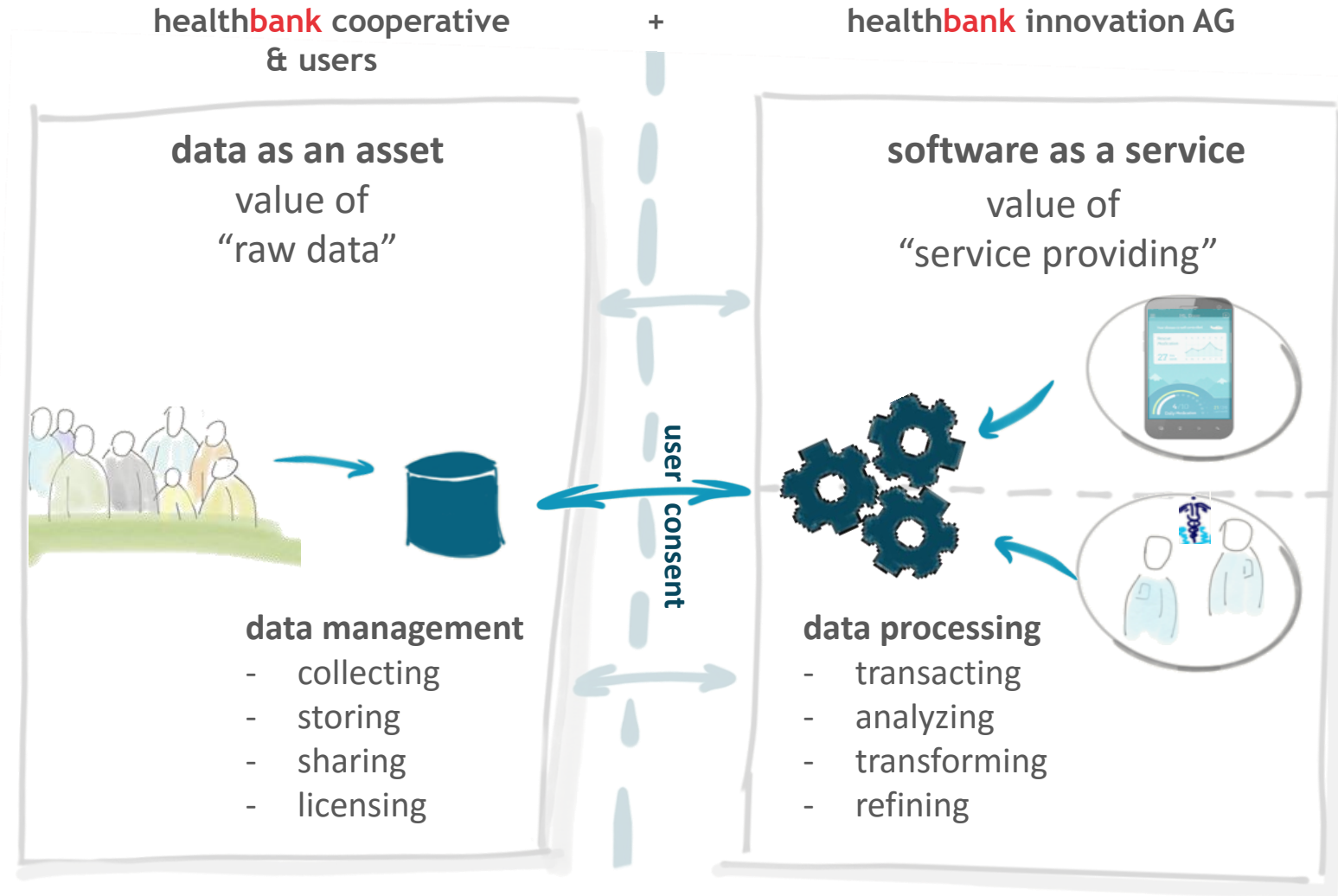


citizen-owned data storage

- independent and safe infrastructure
- granular user consent for data sharing

exchange oriented data processing

- platform management & maintenance
- partner & research co-ordination
- provision of value-added services



healthcare vs. patient-generated data we need to close the gaps!

Today:

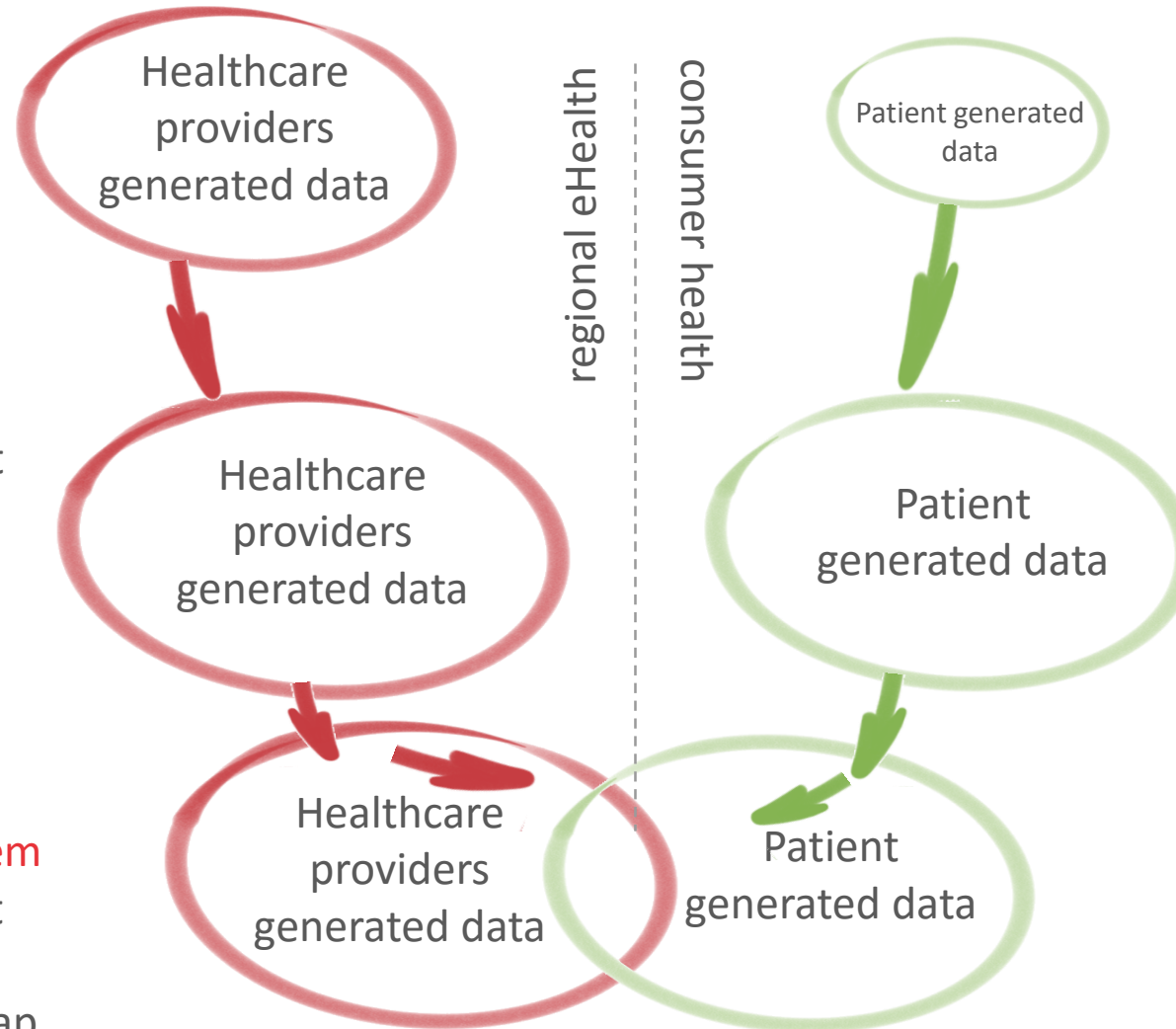
- little patient generated data
- data silos
- no overlap

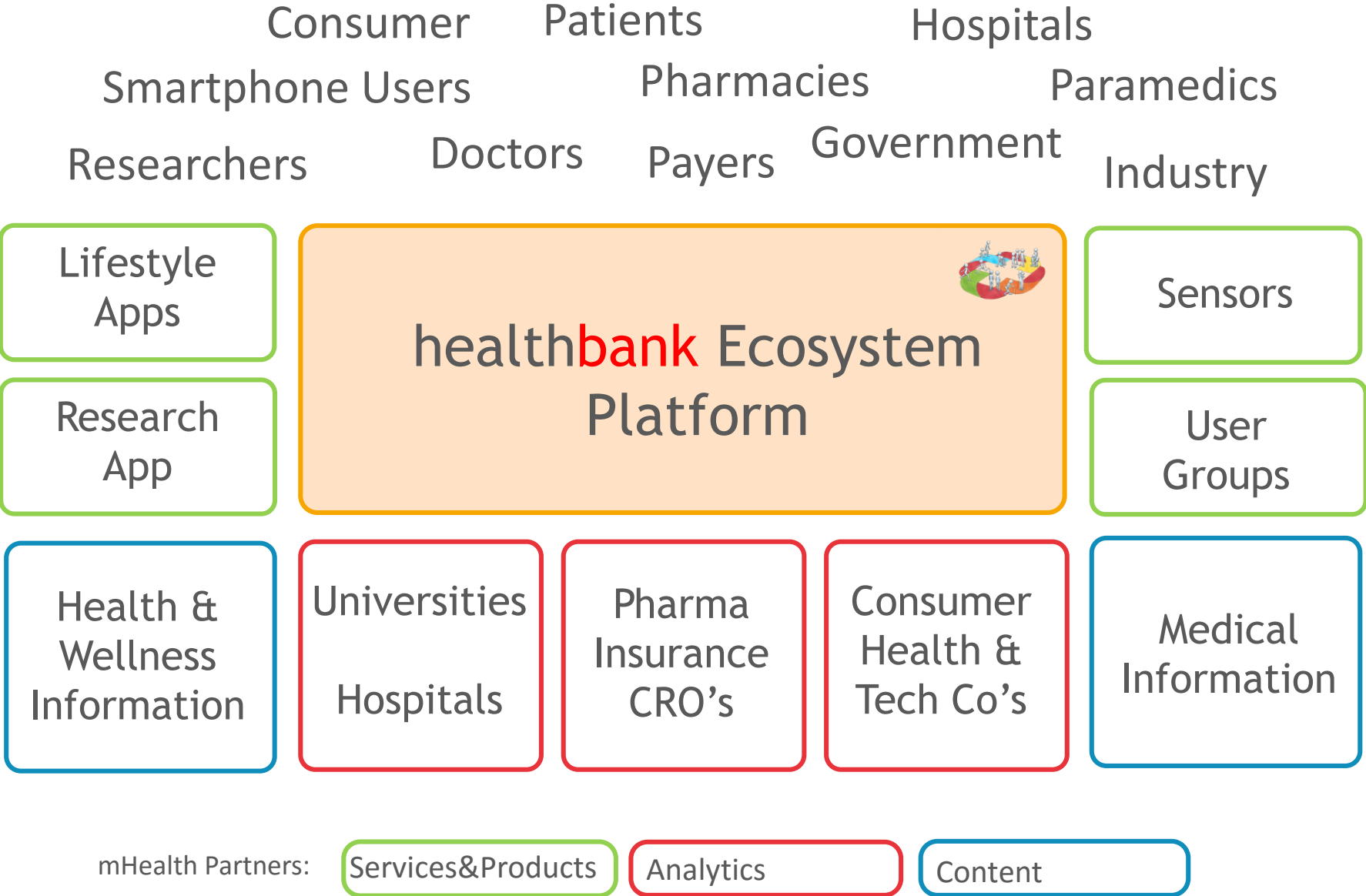
Tomorrow:

- way more patient generated data
- still data silos
- still no overlap

OR:

- an innovation oriented ecosystem
- way more patient generated data
- meaningful overlap

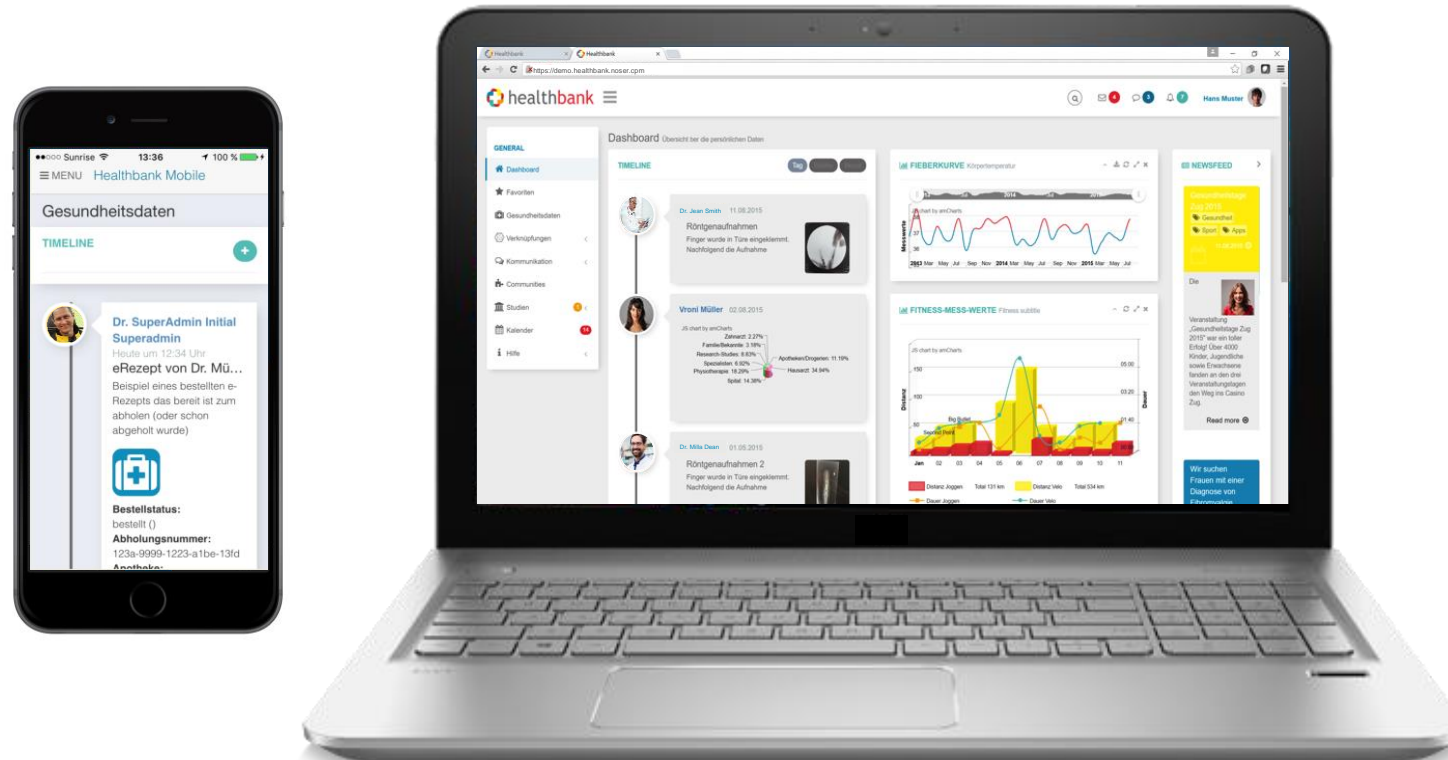




our approach



health**bank** is a **user-centered** health data aggregation and sharing platform. It caters to **collect data** from a variety of sources from the healthcare ecosystem and enables the user or patient to **share them** with people of their choice.



collect data & store in one place

- connect with your favorite health apps and data sources
 - health service providers
 - wearables & lifestyle apps
 - smart medical devices
 - etc.
- keep everything in one place!
 - perfect overview in your own timeline
 - all data in chronological order
- filter your data for convenient use
- benefit from encrypted transfer and safe data storage



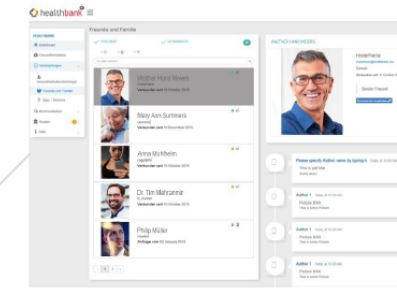
share data with your consent

- decide yourself about your data's safety, security and monetization
- choose from your connected partners (doctors, pharmacies, friends, relatives, researchers etc.), and
- decide who you give access via a granular consent management
- choose to give
 - unlimited access
 - timely restricted access



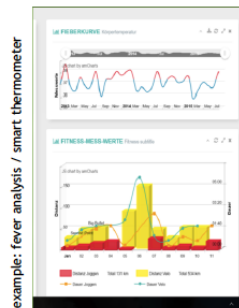
connect with other people

- connect with family & friends and share data whenever you decide
 - build your own health network
 - use message and chat functions
 - participate in communities and groups
- get second opinions and support from friends, likeminded people and professionals



visualize and analyze data

- connect with doctors and stakeholders of your choice
- perform in-depth analysis and visualization
- get second opinion and decision support in real time

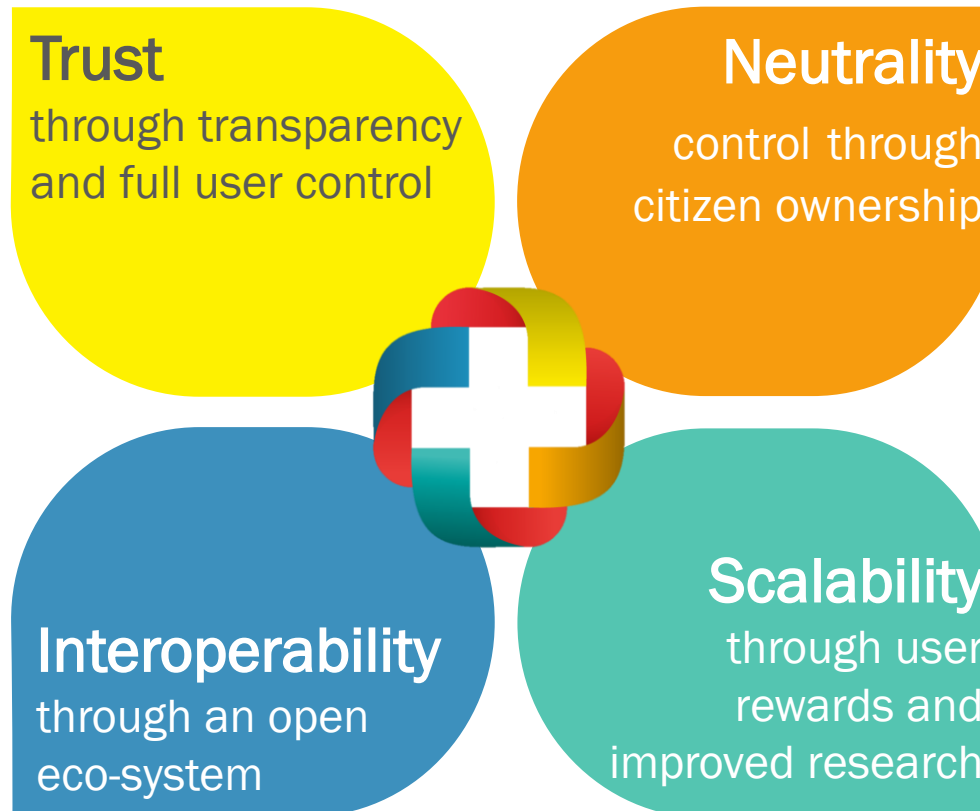


participate in research & get a reward for your data

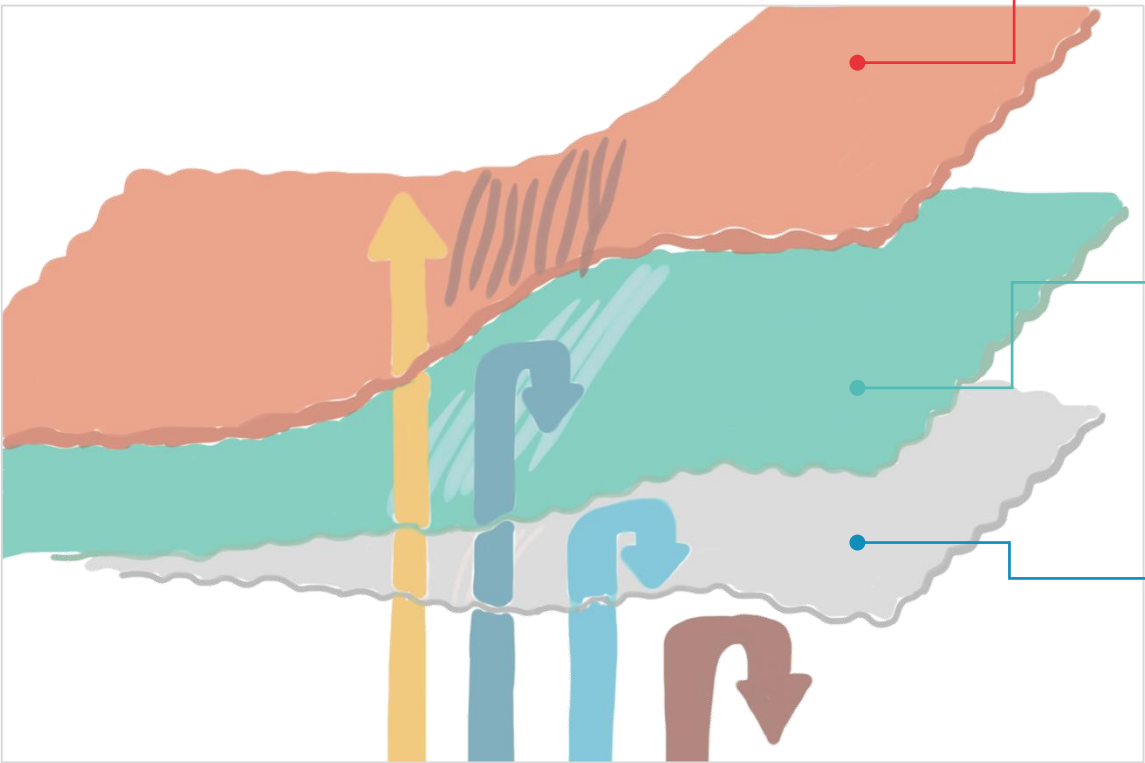
- connect with research groups
- share your data with who you decide
- enrich your health data with
 - questionnaires
 - medication diaries
 - apps
 - electronic medication plan
- receive fair rewards
- enable and help with research on various diseases and their cure



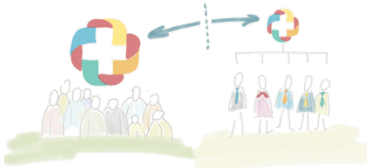
“health**bank** empowers people across the globe to safely store, share and capitalize all their health data on a uniquely neutral and independent platform.”



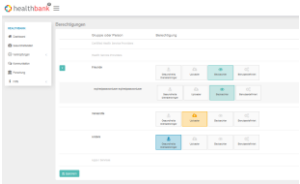
our triple security layer architecture



layer 3
our “organizational firewall”



layer 2
detailed user consent management



layer 1
state of the art security architecture

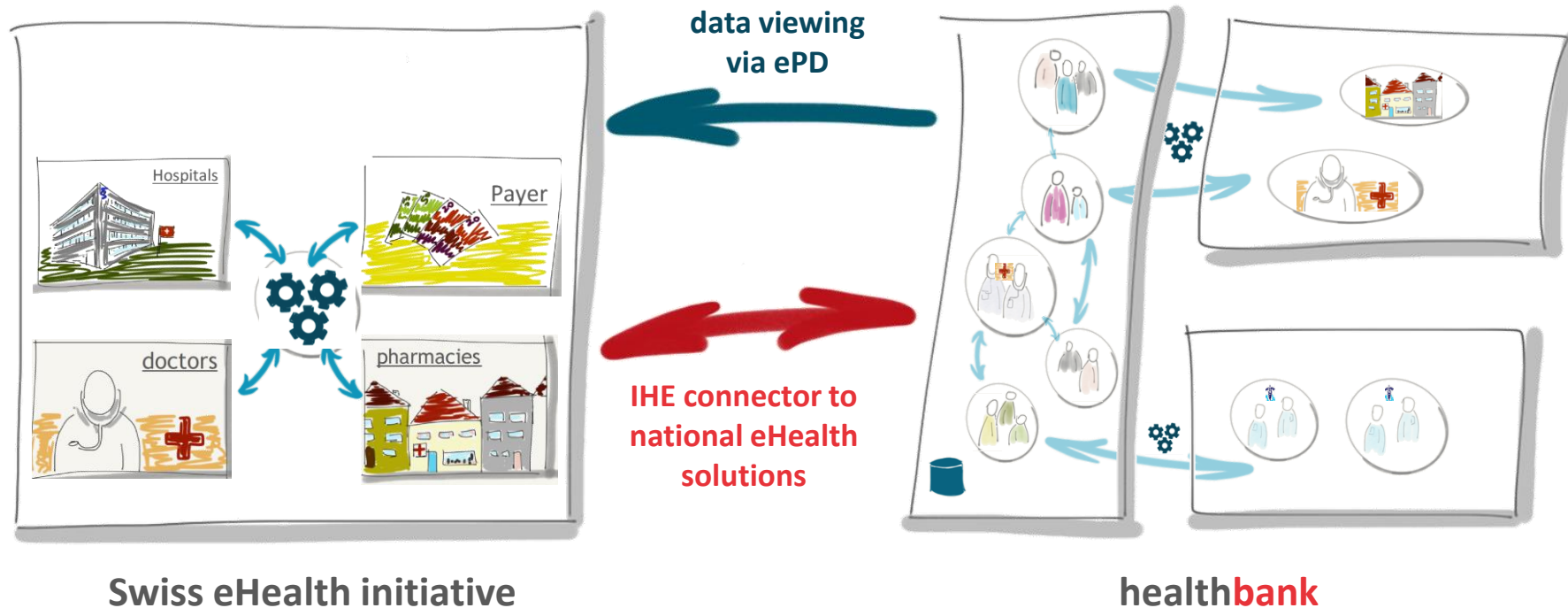


data safety management by triple security layer

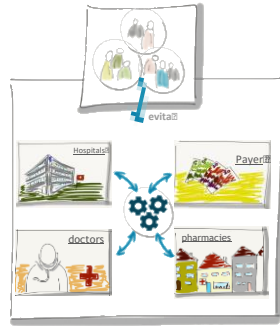
healthbank vs. regional eHealth

healthbank does not want to compete!

We see ourselves as a meaningful and user centered extension to regional eHealth initiatives:



healthbank vs. regional eHealth



Regional eHealth initiative

what is it?

- eHealth transaction platform to optimize the healthcare system patient's data

what's the focus?

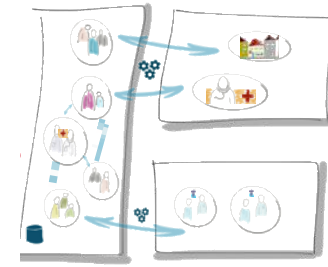
- data exchange between health service providers

patient's role:

- "data read only"

regulation framework:

- all healthcare regulation policies



healthbank

what is it?

- user controlled storage, sharing and transaction platform with all user's health data

what's the focus?

- data exchange between user and health related third parties

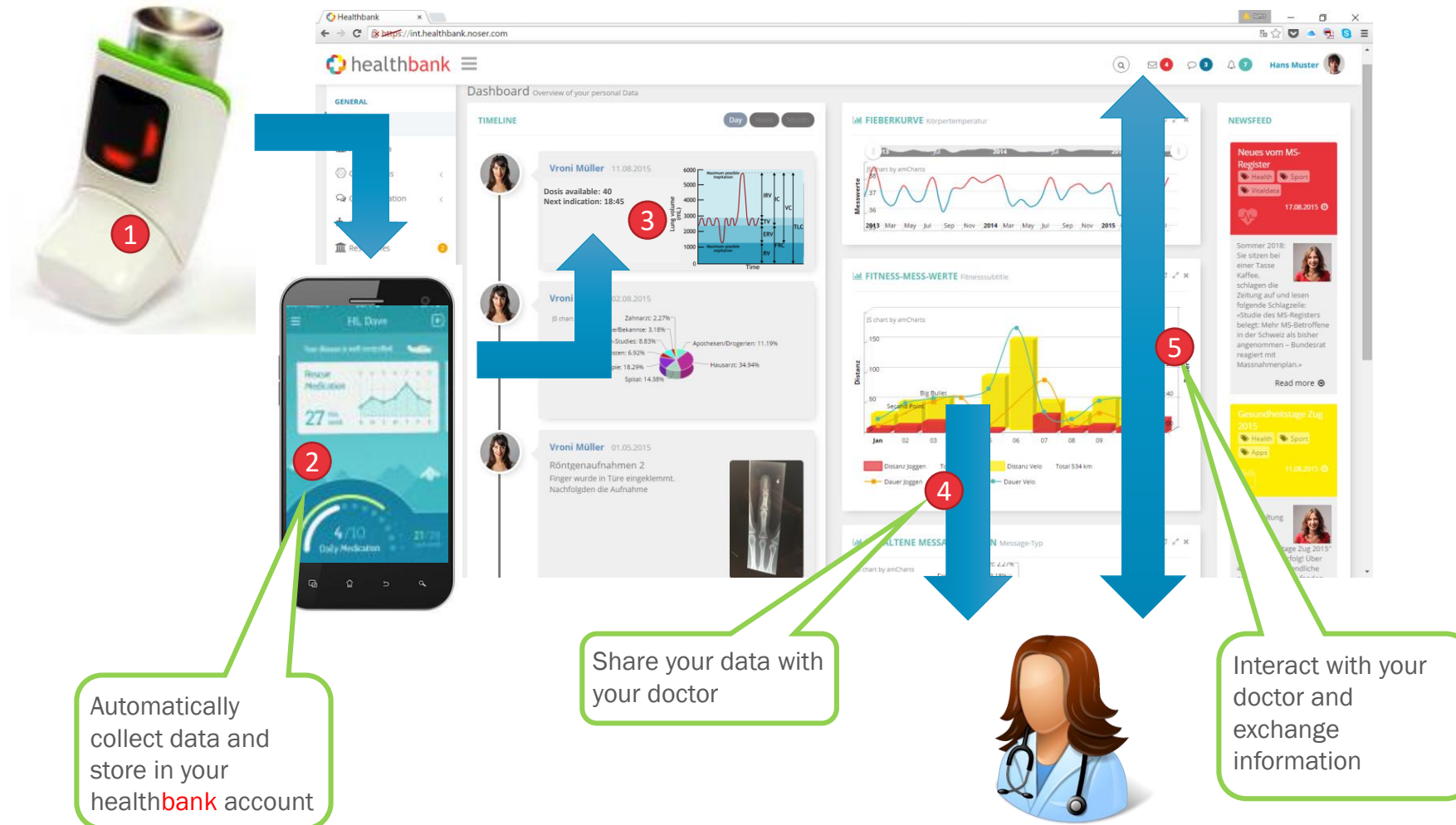
patient's role:

- user owns and controls data

regulation framework:

- data protection mainly

example: a medtech case
powered by health**bank**



Questions? Recognition

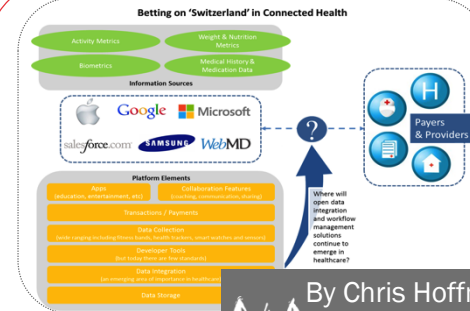


Journal of mHealth –
2014 und 2015



BOOST Program

Participant – 1H2015



By Chris Hoffmann
of
TRIPLE TREE

Early Adopter Article



The
Finnish
Innovation
Fund



Arctic15
Conference,
Helsinki

Invitation to Pitch

TEDx
x = independently
organized TED event



Talk at TEDx

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