

# ROME




## EUROPEAN TELEMEDICINE CONFERENCE

7-8 OCTOBER 2014 | ROME, ITALY

TELEMEDICINE AND EHEALTH:  
OVERCOMING ETHICAL, LEGAL AND  
SECURITY CHALLENGUES

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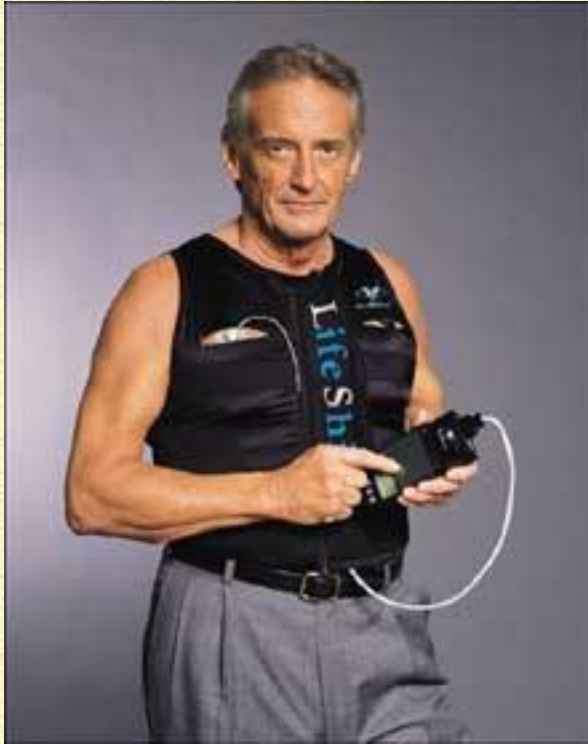


# Outline

- Wearables for Health
- Social Media and activated patients
- European Integration



# Wearables & Gadgets – Mass Market



2005 – ca. 3000 Euros  
Lifeshirt - vivometrics ©



2014 – 100 euros  
[www.gowtrainer.com](http://www.gowtrainer.com)



# Wearables & Big Brother

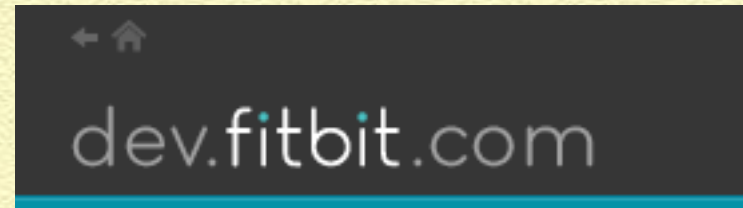


<http://www.trbimg.com/img-1377115421/turbine/hc-hartford-hospital-tries-google-glass-201308-009/480>



<http://www.androidmarket.cz/wp-content/uploads/2014/06/no-google-glass-allowed-sign-k-0361.png>

# Wearables – Where is the data?



## API Terms of Service

These Terms of Service were last updated on February 10, 2012



Products ▾

STORE

*Fitbit Privacy Policy*



# Hacking wearables and beyond

## MailOnline

### **Hacker found dead just days before he was due to demonstrate how to kill someone fitted with a pacemaker at conference**

- Barnaby Jack had said he could kill a person from 30 feet by using the hack
- Gained infamy after demonstrating how to hack cash machines

By David Gardner

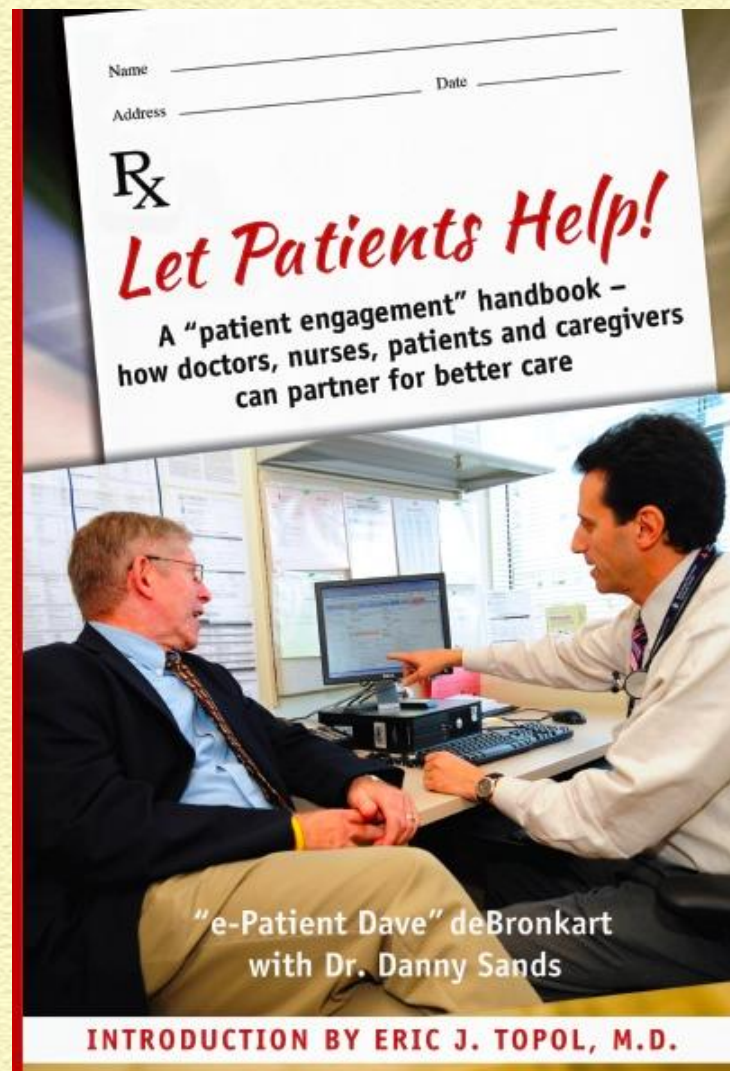
PUBLISHED: 15:03 GMT, 26 July 2013 | UPDATED: 07:43 GMT, 28 July 2013



# ePatients

- Equipped
- Enabled
- Empowered
- Engaged

Term coined by Tom Fergurson





# ePatients – but also to the wrong direction

- Equipped
- Enabled
- Empowered
- Engaged



Term coined by Tom Fergurson



# Social Media and Health Disparities?



<http://seniortechinsider.com/wp-content/uploads/sites/5/2014/06/th1.jpeg>



<http://www.trbimg.com/img-5269cf7e/turbine/148160283-jpg-20131024/600/600x399>



# Common Markets/Rules?

- Medical Device Legislation/Privacy law slightly different implementation in each country.
- Healthcare systems changes between regions and states.
- Continuous healthcare reforms



<http://www.project-syndicate.org/default/library/f109a8f418a8f55c2730222a2c7ca10c.landscape.jpg>



# Discussion

- How can we tackle the booming market of personal digital health?
- Is the European legislation adapted to the speed of changes?
- How will be the new role of the patients?
- Is technology increasing health disparities?



# THANKS!!

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