6th SWISS eHEALTH SUMMIT 2013
MODEL FOR SUCCESS: ECOSYSTEM
«BAND-AID OR CREATIVE DESTRUCTION»

Jasper Bouwsma
Founder & CEO
Vujàdé Ltd. - Supporting Forward Thinking

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Bern, Switzerland
Vu-jà-dé

Vu-jà-dé is the opposite of déjà vu and gives the impression that something has not yet taken place, or has never been there.

In other words, Vu-jà-dé stands for innovation.
WHAT WE DO
WHO WE ARE
www.vujade.com
SUPPORTING FORWARD THINKING
Jasper Bouwsma is committed to supporting entrepreneurs, start-ups and established companies in bringing their innovation to market successfully.

Through the combination of start-up and corporate activities, Jasper has a unique insight in innovation, the success factors and typical reasons for failure.

Jasper was born and raised in The Netherlands, studied International Business at the University of Maastricht (NL) and University of Fribourg (CH). In addition he took courses in Innovation Strategy and Management at MIT Sloan (Boston, USA) and Stanford Research Institute (Menlo Park, USA).

Since 2009, Jasper is a visiting lecturer at the Center for Entrepreneurial Excellence at the University of St.Gallen.

Until early 2008 he worked for the Swiss national telecommunications provider Swisscom where he initiated and led its incubation activities as Head of Incubation.

He lives with his wife, two daughters, and son outside of Bern, Switzerland.
TODAY’S TOPIC
Electronic health records

Healthcare Information Systems

Health Knowledge Management

Virtual Healthcare Teams

ePrescribing

Telemedicine

Medical Research using Grids

Consumer health information

mHealth

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http://commons.wikimedia.org/wiki/User:Rling
An ecosystem is a community of living organisms (plants, animals and microbes) in conjunction with the nonliving components of their environment (things like air, water and mineral soil), interacting as a system. These biotic and abiotic components are regarded as linked together through nutrient cycles and energy flows. As ecosystems are defined by the network of interactions among organisms, and between organisms and their environment, they can come in any size but usually encompass specific, limited spaces (although some scientists say that the entire planet is an ecosystem).
eHEALTH ECOSYSTEM
(On stage @eHealthSummit 2013)

- Government (BAG)
- Swiss Cantons
- Hospitals
- Health insurances
- Doctors
- Pharmacies
BANDAID
OR
CREATIVE DESTRUCTION
OUR CONTRIBUTION IS A PROVOCATION NOT PERSONAL
CONCLUSION

eHEALTH IS FANTASTIC

HOWEVER

IT IS NOT ENOUGH

IT IS TOO SLOW
AGENDA

1. SHIFT HAPPENS
2. BANDAID
3. CREATIVE DESTRUCTION
SHIFT HAPPENS
OUR LIFE EXPECTATION HAS DOUBLED SINCE 1840 AND IS FURTHER INCREASING BY 5 HOURS - EACH DAY
The debt generation: A third of babies born today will live to 100 (...but still be paying off their student loans at 52)

- Children born this year will have to work until they are 70 and then fund 30 years of retirement
- Student debt will be paid off into their 50s and mortgages paid off when they are 61
- Starting salary of 2012 babies set to increase

By SOPHIE BORLAND
PUBLISHED: 14:56 GMT, 11 November 2012 | UPDATED: 09:10 GMT, 12 November 2012

Babies born this year will work until the age of 70, be saddled with student debt until 52 and get married eight years later than their grandparents, a report says today.

This new generation of babies have been dubbed the ‘new centenarians’ because they have a one in three chance of reaching the age of 100.

The report, from the investment firm Scottish Widows, predicts a dramatically different life for these babies from the one experienced by their parents and grandparents.

It assumes their parents were born in 1963 and their grandparents were born in 1957.

On average, a new centenarian will have their first baby at the age of 31, which is two years later than their parents and five years later than their grandparents, who had their first child at 26.

Long life ahead: A third of babies born today after expected to live until they are 100 thanks to improvements in living standards and medicine

https://www.google.ch/publicdata/explore?ds=d5bncppjof8f9&met_y=sp_dyn_le00_in&hl=en&dl=en&idim=country:CHE:SWE:JPN
WARNING

SOCIAL HEALTH

TSUNAMI

APPROACHING
SWISS POPULATION
AGE DEMOGRAPHICS

Altersstruktur der Bevölkerung

© BFS, Themakart, Neuchâtel 2004 - PAYIE, LaBoDemo, CKG
Quelle: VZ, BFS

© BFS, Themakart, Neuchâtel 2004 - PAYIE, LaBoDemo, CKG
Quelle: VZ, BFS
DEMENTIA
...dementia costs in 2010 exceeded CHF6.7B.

The same study estimates the number of demented people will increase from 107,500 today to 200,000 in 2020 and 300,000 in 2050.

source:
UK to use G8 to target global effort on dementia

Dementia is a devastating disease - not just for sufferers but for their families and friends too. And as more people live longer, it is fast becoming one of the biggest social and healthcare challenges we face.

https://www.gov.uk/government/news/uk-to-use-g8-to-target-global-effort-on-dementia

The total estimated worldwide costs are around £400 billion (US$ 604bn) in 2010 - around 1% of the world’s gross domestic product - and £23bn in the UK. This is likely to increase as the number of people with dementia rises year on year.

UK
2010
700’000
GBP17bn

UK
2040
1’400’000
GBP50bn
Prevalence of diabetes worldwide in 2000 (per 1,000 inhabitants) - world average was 2.8%.
FORECAST
ON TOP OF THAT
SOCIAL HEALTH
FLOOD
APPROACHING
A FLOOD DRIVEN BY TECHNOLOGICAL PROGRESS
Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hyper-text system.

Keywords: Hyper-text, Computer conferencing, Document retrieval, Information management, Project control.
GOOGLE USES SEARCHES FOR “FLU” TO MONITOR FLU EPIDEMICS

Google Flu Trends can estimate the spread of the disease by measuring the frequency of certain search terms. Its findings closely track actual CDC data and can, at times, anticipate the government reports.

Sources: Google, Centers for Disease Control

C.D.C. does not keep data for June through September
You.
You control the Information Age.
Welcome to your world.

Facebook's Mark Zuckerberg

Special Section
BEST
Inventions
2007

The Politics Of Food
Why you need to care about the Farm Bill

Hollywood's Top Guns
Money, Guns & Market Share Take It All

Person of the Year
Mark Zuckerberg
SCHWEIZ: 2’934’700/ MONAT
(38.71% DER BEVÖLKERUNG)
WELTWEIT: 979’648’940/MONAT
(7.2% DER WELTBEVÖLKERUNG)
FACEBOOK BEING AN EFFECTIVE TOOL TO RECRUIT PATIENTS

“... currently we are exploring the use of social media for recruitment, including a Mayo Clinic Fibroid Study Group on Facebook...”
Because of PatientsLikeMe, we are better able to recognize warning signs... [and] keep things in perspective. In short, PatientsLikeMe empowers us.

PatientsLikeMe has provided me with new friends—people who are experiencing the same problems as I am.

I joined because I didn’t want to feel alone anymore. Simply put. And I knew that I could be helpful [by sharing] my experience.

Your experience matters.
At PatientsLikeMe, you’ll find the resources and support you need to improve your own health. Ask questions, get answers, and help make healthcare better for everyone.
Together with Stanford University, IBM developed an MRI with 100x more detail.

3D MEDICAL IMAGING

Photo by: Vujadé Ltd – Jasper Bouwsma
GENOME SEQUENCING

13 YEARS - USD3’000’000’000
TODAY: LESS THAN A WEEK AND SOON FOR LESS THAN USD100.-
23andMe can help you manage risk and make informed decisions...

**Ancestry**
Connect to your past.

**Health**
Access over 200 online health and traits reports, including carrier status, drug response, and disease risk.

**Research**
Participate for the future.

Be your own best advocate.

$299

Add to Cart

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**the 23andMe blog**

**Nov 28**
23andCuriosity
Earlier this month Public Health Genomics published a paper by a team of Swiss researchers that reinforces the growing body of work showing consumers’ positive experiences with personal genetic testing. In this study, the participants were life science
The New York Times

MY MEDICAL CHOICE
(1712 Comments)

http://www.nytimes.com/2013/05/14/opinion/my-medical-choice.html
WHAT CAN SOPHIA GENETICS DO FOR YOU?

Sophia Genetics offers solutions for the secure storage and analysis of patient genome sequence information to enable its effective, confidential application to personalized healthcare.

- **Individuals**: Participate in your health decisions
- **Health professionals**: Offer improved services to your patients
- **Research & development**: Accelerate the interpretation of genomic data
- **Pharmaceutical industry**: Develop tomorrow’s medicines and treatments
eHEALTH IS FANTASTIC

HOWEVER

IS IT ABLE TO FACE A TSUNAMI AND FLOODS?
2007

iPhone
Elektronische Patientendossiers sollen die Qualität und die Sicherheit von medizinischen Behandlungen verbessern.

Jede Person in der Schweiz soll in Zukunft die Möglichkeit erhalten, ihre medizinischen Daten über ein elektronisches Patientendossier medizinischen Fachpersonen zugänglich zu machen. Die Daten stehen so zu jeder Zeit und überall zur Verfügung. Damit können die Patientinnen und Patienten in besserer Qualität, sicherer und effizienter behandelt werden. Der Bundesrat hat heute den entsprechenden Gesetzesentwurf verabschiedet und an das Parlament überwiesen.

POPE FRANCIS AND THE FIRST 'PAPAL SELFIE'
MORE
MOORE
WE LIVE IN A WORLD OF EVER MORE EVER FASTER
IN OTHER WORDS AN EXPONENTIAL WORLD
ACCELERATED INNOVATION
WE ARE INVESTING MORE, MORE QUICKLY
ACCELERATED ADOPTION

SOCIETY IS ADOPTING TECHNOLOGY FASTER AS WELL
In exponential times, if you improve your performance incrementally YOU FALL BEHIND EXPONENTIALLY

Curt Carlson, SRI International CEO
APP ECONOMY
THE LONG TAIL: WHY THE FUTURE OF BUSINESS IS SELLING LESS OF MORE.
EXAMPLE

LONGTAIL IN THE PHARMACEUTICAL INDUSTRY

Blockbuster Drugs

Orphan Drugs
USER
GENERATED
CONTENT
eHEALTH CONTENT 1.0

- Patient Electronic Health Records
- Doctors
- Medical Professionals
- Hospitals
- Pharmacies
CLOUD COMPUTING
eHEALTH IS FANTASTIC

HOWEVER

ARE WE QUICK ENOUGH TO ADAPT TO AND INTEGRATE NEW REALITIES?
WILL THIS BAND-AID STOP THE BLEEDING?
AGENDA

1. SHIFT HAPPENS
2. BANDAID
3. CREATIVE DESTRUCTION
WHAT DOES THAT HAVE TO DO WITH
CREATIVE DESTRUCTION

Darin besteht der Kapitalismus und darin muss auch jedes kapitalistische Gebilde leben.

Joseph Schumpeter, Economist, Austria (1883 - 1950)
WE HAVE THE MORAL OBLIGATION TO DESTRUCT SINCE A DESTRUCTED HEALTHCARE IS UNTHINKABLE
FAILURE IS NOT AN OPTION
SOME SUGGESTIONS
WE SHOULD BE WILLING TO BREAK CERTAIN RULES AND THINK BEYOND THE STATUS QUO
WE ARE ALWAYS STUCK BECAUSE OF MORAL DILEMMAS OR PROTECTING PERSONAL DATA
#2 THE SOLUTION LIES BEYOND THE CURRENT ECOSYSTEM AND SHOULD BE USER (PATIENT) CENTERED
#3 THERE IS NOT A ONE PILL SOLUTION
eHEALTH SHOULD BE LIKE iTUNES
(NOT LIKE A SINGLE APP)
USE APIs TO INTEGRATE
MULTIPLE INFORMATION SOURCES
WE SHOULD REALIZE THAT THE FUTURE REQUIRES NEW BUSINESS MODELS
BUSINESS MODEL GENERATION
FROM DR. ALEXANDER OSTERWALDER
PROBABLY MORE SUCCESSFUL THAN THE
ST. GALLER MANAGEMENT MODEL
Co-Created by
470 Practitioners from 45 Countries
<table>
<thead>
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<th>KEY PARTNERS</th>
<th>KEY ACTIVITIES</th>
<th>VALUE PROPOSITIONS</th>
<th>CUSTOMER RELATIONSHIP</th>
<th>CUSTOMER SEGMENTS</th>
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À PROPOS

Vujàdé Ltd. - Supporting Forward Thinking

À PROPOS

YOU CAN DOWNLOAD THIS PRESENTATION:
WWW.SLIDESHARE.NET/VUJADE
CONCLUSION

eHEALTH IS FANTASTIC

HOWEVER

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IT IS TOO SLOW
In times of change learners inherit the earth; while the learned find themselves beautifully equipped to deal with a world that no longer exists.

Eric Hoffer, (July 25, 1902 - May 21, 1983) American social writer and philosopher