6th SWISS eHEALTH SUMMIT 2013

MODEL FOR SUCCESS: ECOSYSTEM

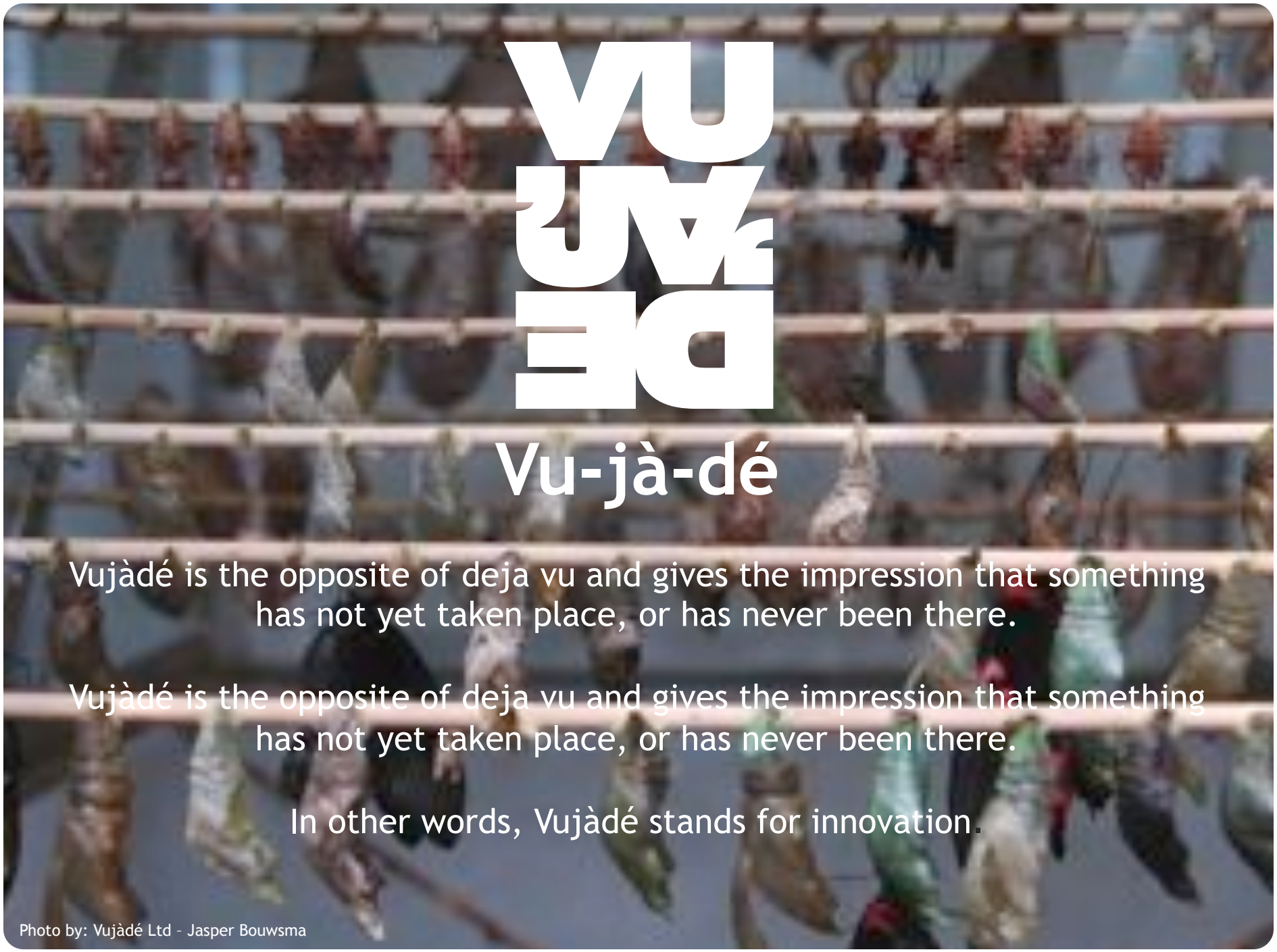
«*BAND-AID OR CREATIVE DESTRUCTION*»

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

2013.09.03
Bern, Switzerland

@bouwsma
@vujadeltd

Photo by: Vujàdé Ltd – Jasper Bouwsma



Vu-jà-dé

Vujàdé is the opposite of deja vu and gives the impression that something has not yet taken place, or has never been there.

Vujàdé is the opposite of deja vu and gives the impression that something has not yet taken place, or has never been there.

In other words, Vujàdé stands for innovation.

Photo by: Vujàdé Ltd – Jasper Bouwsma

VUJADE
WHAT WE DO
WHO WE ARE
twitter
f
fr
S.
www.vujade.com
Photo by: Vujàdé Ltd. – Jasper Bouwsma

VU
DE
SUPPORTING
FORWARD
THINKING
Photo by: Vujàdé Ltd – Jasper Bouwsma

Jasper Bouwsma

Founder & CEO Vujàdé Ltd.

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.

Photo by: Vujàdé Ltd – Jasper Bouwsma

TODAY'S TOPIC

SUPPORTING FORWARD THINKING

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eHEALTH

Electronic health records

Healthcare Information Systems

Health Knowledge Management

Telemedicine

ePrescribing

Virtual Healthcare Teams

Medical Research using Grids

Consumer health information

mHealth

SUPPORTING FORWARD THINKING

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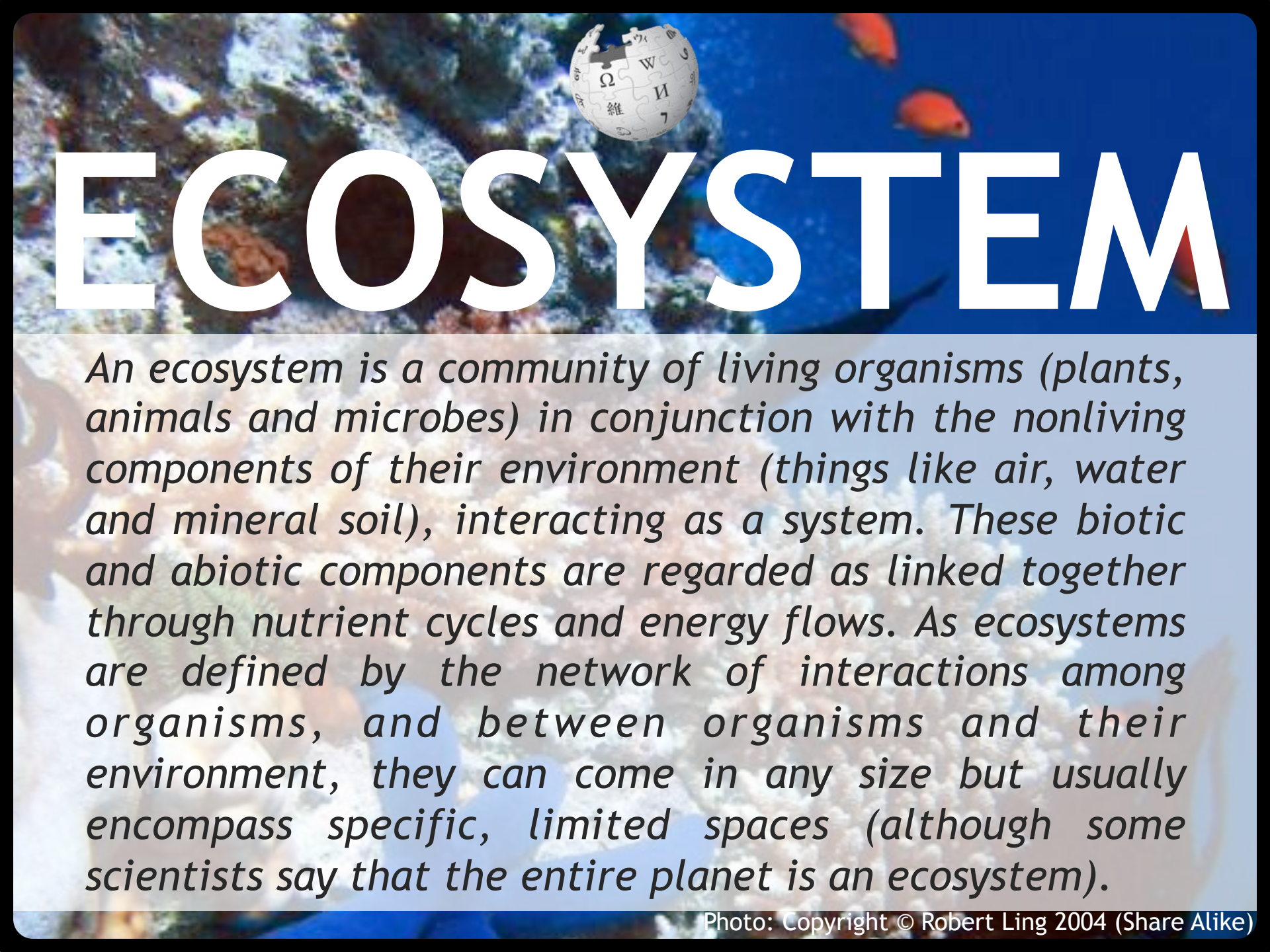


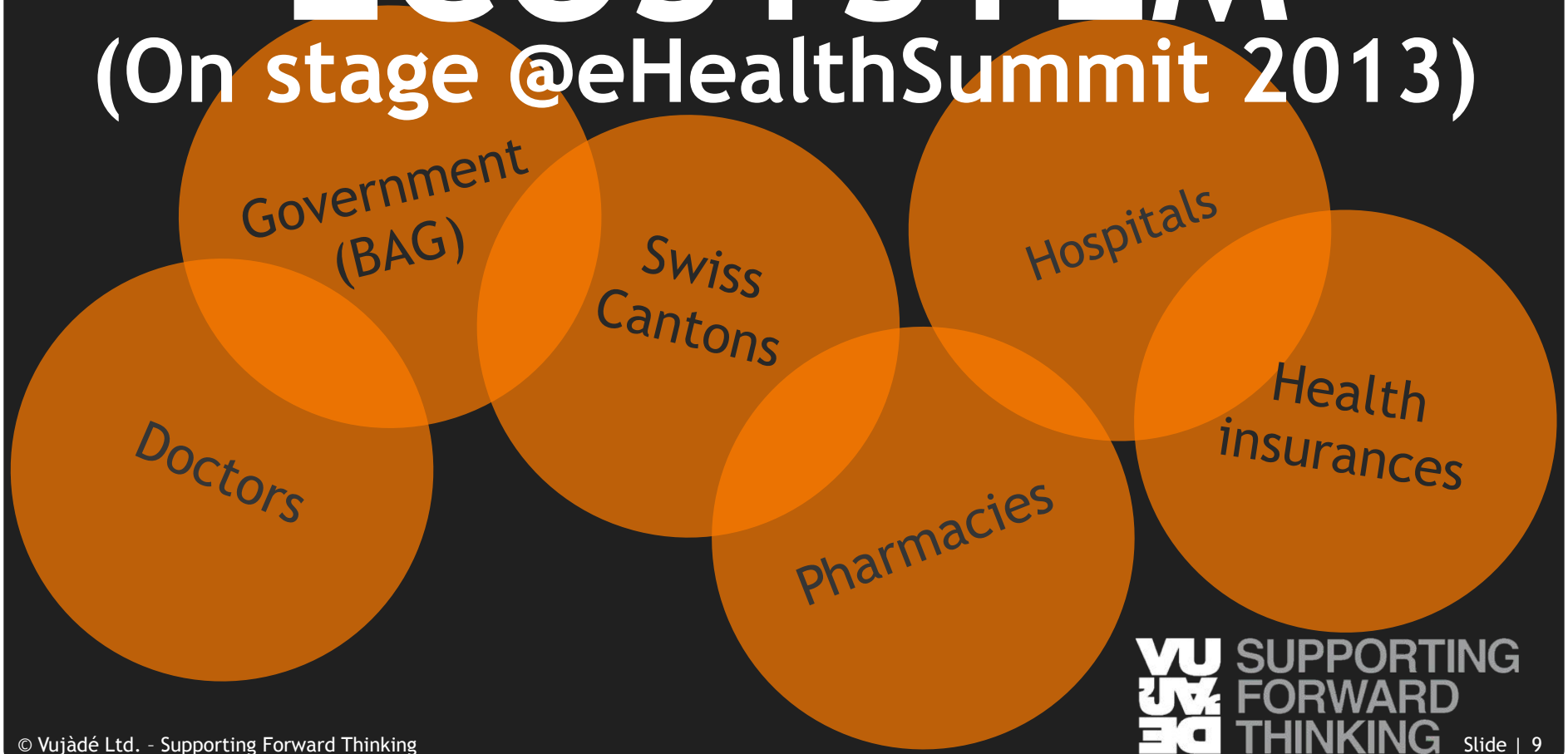
ECOSYSTEM

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).

Photo: Copyright © Robert Ling 2004 (Share Alike)

eHEALTH ECOSYSTEM

(On stage @eHealthSummit 2013)



VU DE VAN SUPPORTING FORWARD THINKING

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BANDAID
OR
CREATIVE
DESTRUCTION

SUPPORTING FORWARD THINKING

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OUR CONTRIBUTION IS A PROVOCATION NOT PERSONAL

SUPPORTING FORWARD THINKING

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CONCLUSION

eHEALTH IS FANTASTIC

HOWEVER

IT IS NOT ENOUGH

IT IS TOO SLOW

SUPPORTING FORWARD THINKING

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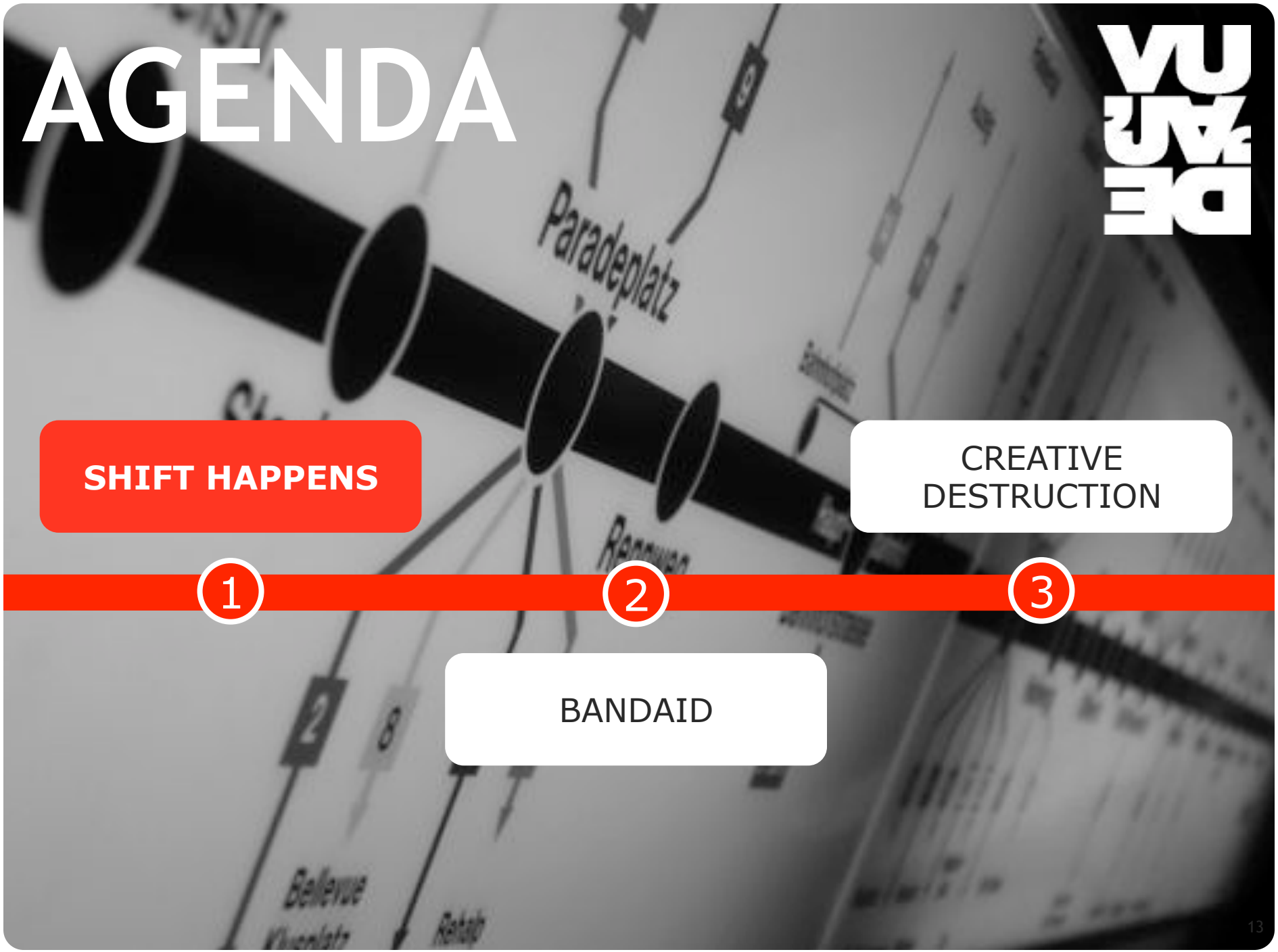
AGENDA



SHIFT HAPPENS

1

BANDAID

2

CREATIVE DESTRUCTION

3

SHIFT HAPPENS

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SUPPORTING FORWARD THINKING

OUR LIFE EXPECTATION HAS DOUBLED SINCE 1840 AND IS FURTHER INCREASING BY 5 HOURS - EACH DAY

SUPPORTING FORWARD THINKING

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TOMORROW

TODAY

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

Share Tweet +1 Share 128 View comments

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.

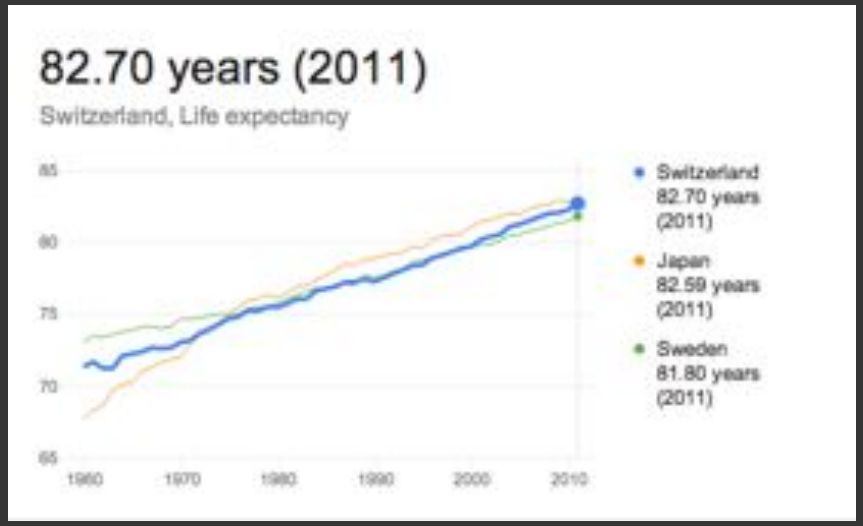
The report, from the investment firm Scottish Widows, predicts a dramatically different life for these babies from the one experienced by their parents and grandparents.

It assumes their parents were born in 1983 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

http://www.dailymail.co.uk/news/article-2231317/A-Babies-born-2012-live-100.html



https://www.google.ch/publicdata/explore?ds=d5bncppjof8f9_&met_y=sp_dyn_le00_in&hl=en&dl=en&idim=country:CHE:SWE:JPN

VU DE AMSTERDAM SUPPORTING FORWARD THINKING

WARNING

SOCIAL HEALTH TSUNAMI APPROACHING

SUPPORTING FORWARD THINKING

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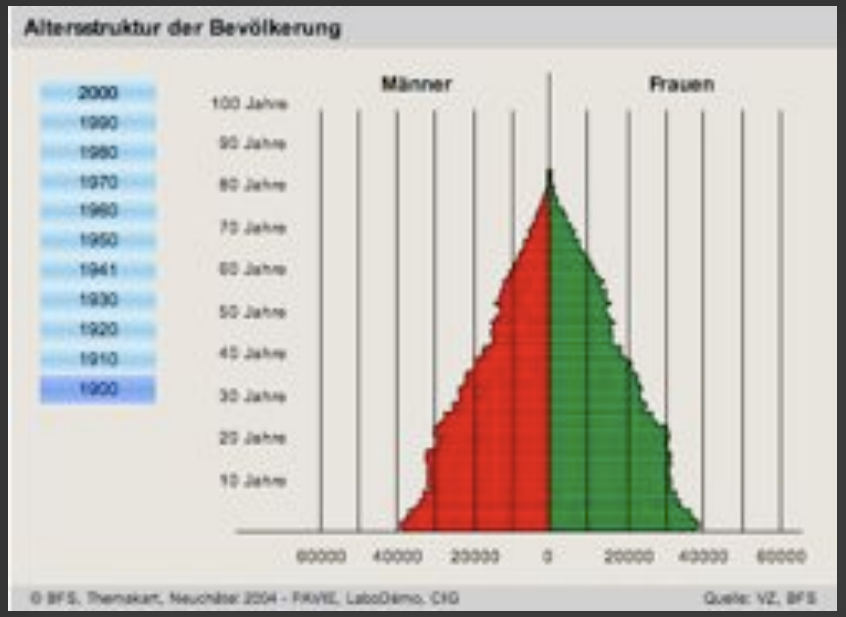
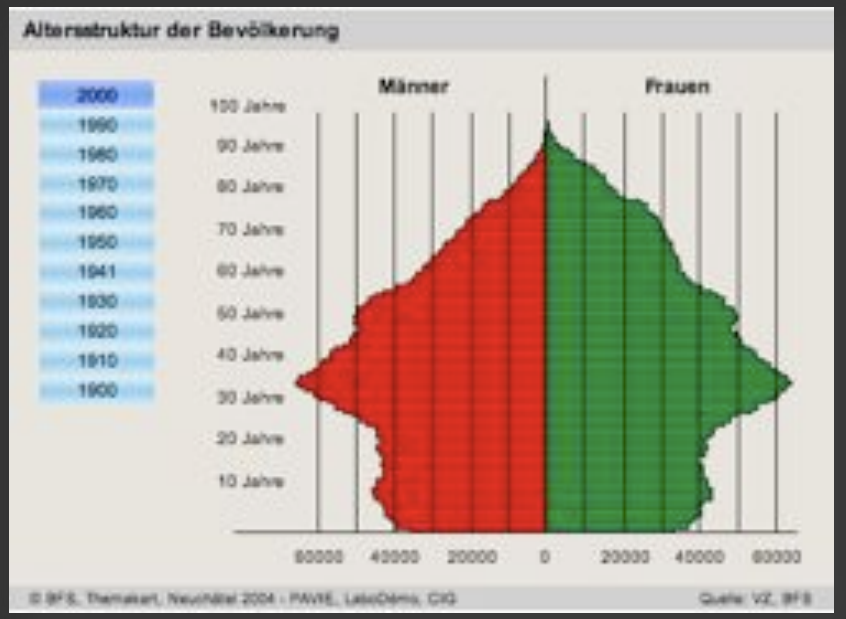
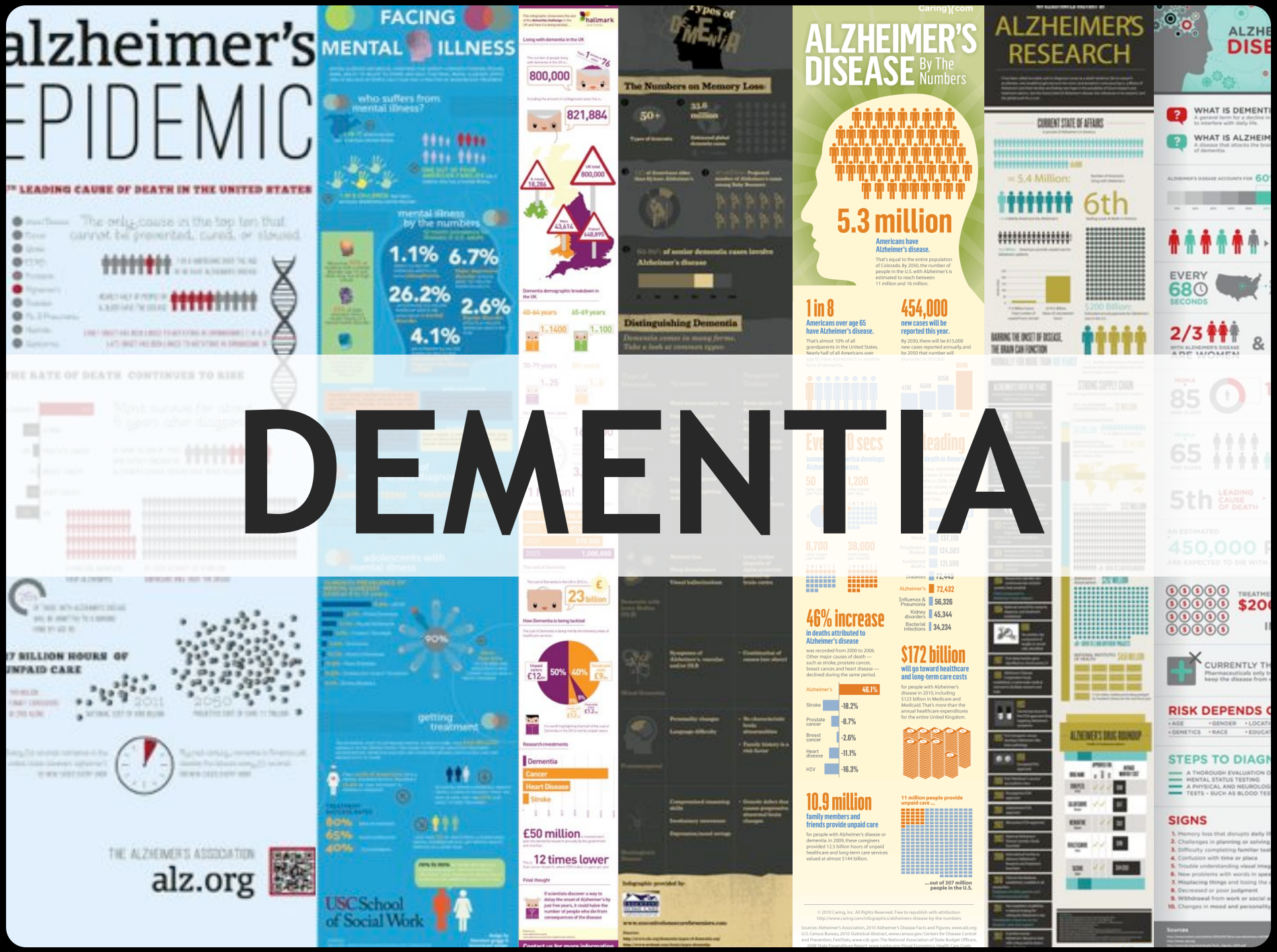
SWISS POPULATION AGE DEMOGRAPHICS





SUPPORTING FORWARD THINKING


alzheimer's
EPIDEMIC
FACING
MENTAL ILLNESS
ALZHEIMER'S DISEASE By The Numbers
5.3 million
Americans have Alzheimer's disease.
1 in 8
Americans over age 65 have Alzheimer's disease.
454,000
new cases will be reported this year.
46% increase
in deaths attributed to Alzheimer's disease
$172 billion
will go toward healthcare and long-term care costs
10.9 million
family members and friends provide unpaid care
ALZHEIMER'S RESEARCH
THE ALZHEIMER'S ASSOCIATION
alz.org
USC School of Social Work

DEMENTIA

According to the Swiss Alzheimer Association

…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 und 300’000 in 2050.

source:

http://www.alz.ch/index.php/zahlen-zur-demenz.html

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Current estimates indicate 35.6 million people worldwide are living with dementia but with the world's populations ageing, the World Health Organization estimates that number will nearly double every 20 years, to an estimated 65.7 million in 2030, and 115.4 million in 2050.

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

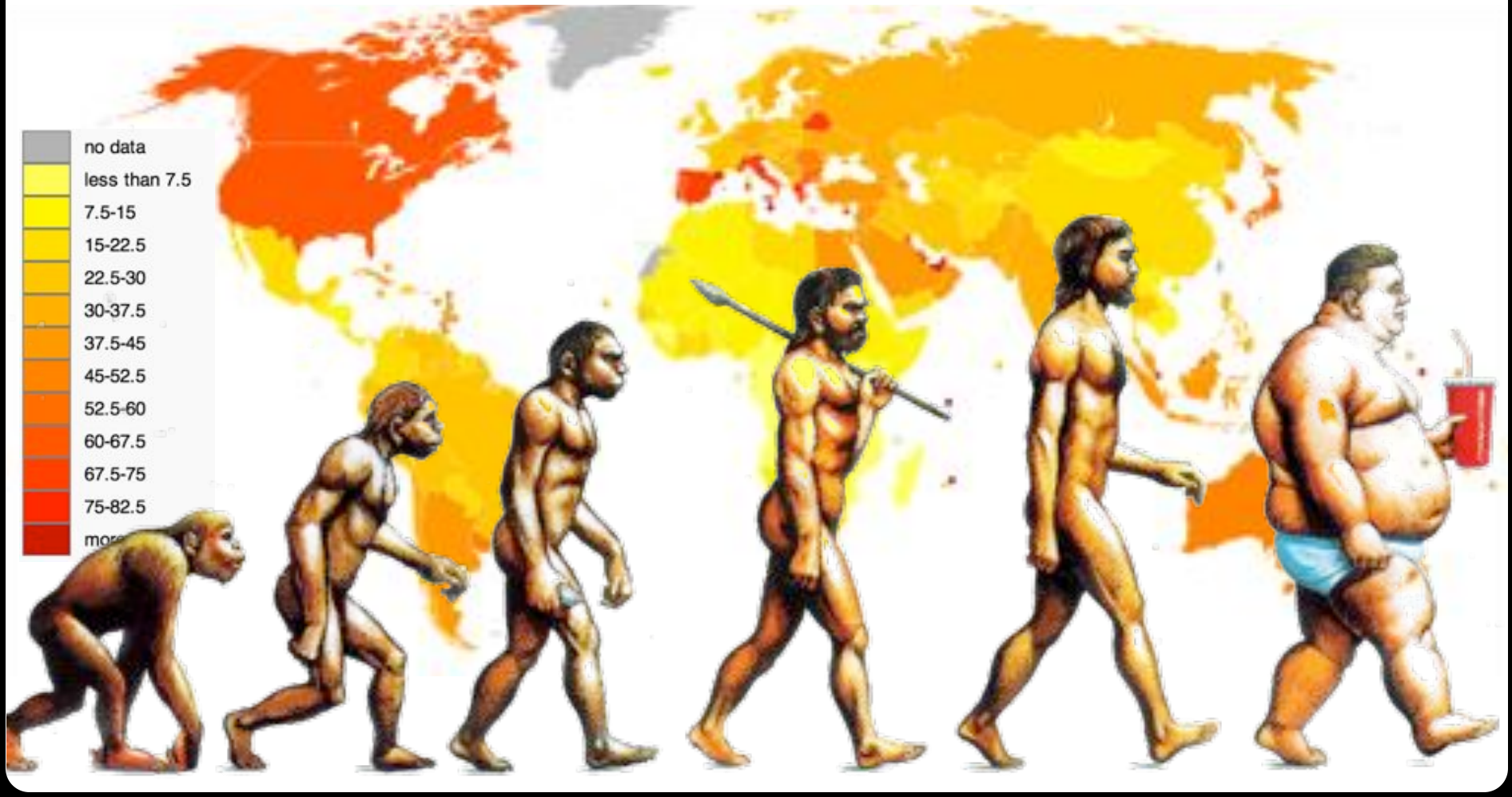
The total estimated worldwide costs are around £400billion (US$ 604bn) in 2010 - around 1% of the world's gross domestic product - and £23bn in the UK. This is likely to increase as the number of people with dementia rises year on year.

UK
2010
700'000
GBP17bn

UK
2040
1'400'000
GBP50bn

DIABETES

Prevalence of diabetes worldwide in 2000
(per 1,000 inhabitants) - world average was 2.8%.



FORECAST
ON TOP OF THAT

SOCIAL HEALTH FLOOD APPROACHING

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A FLOOD DRIVEN BY TECHNOLOGICAL PROGRESS

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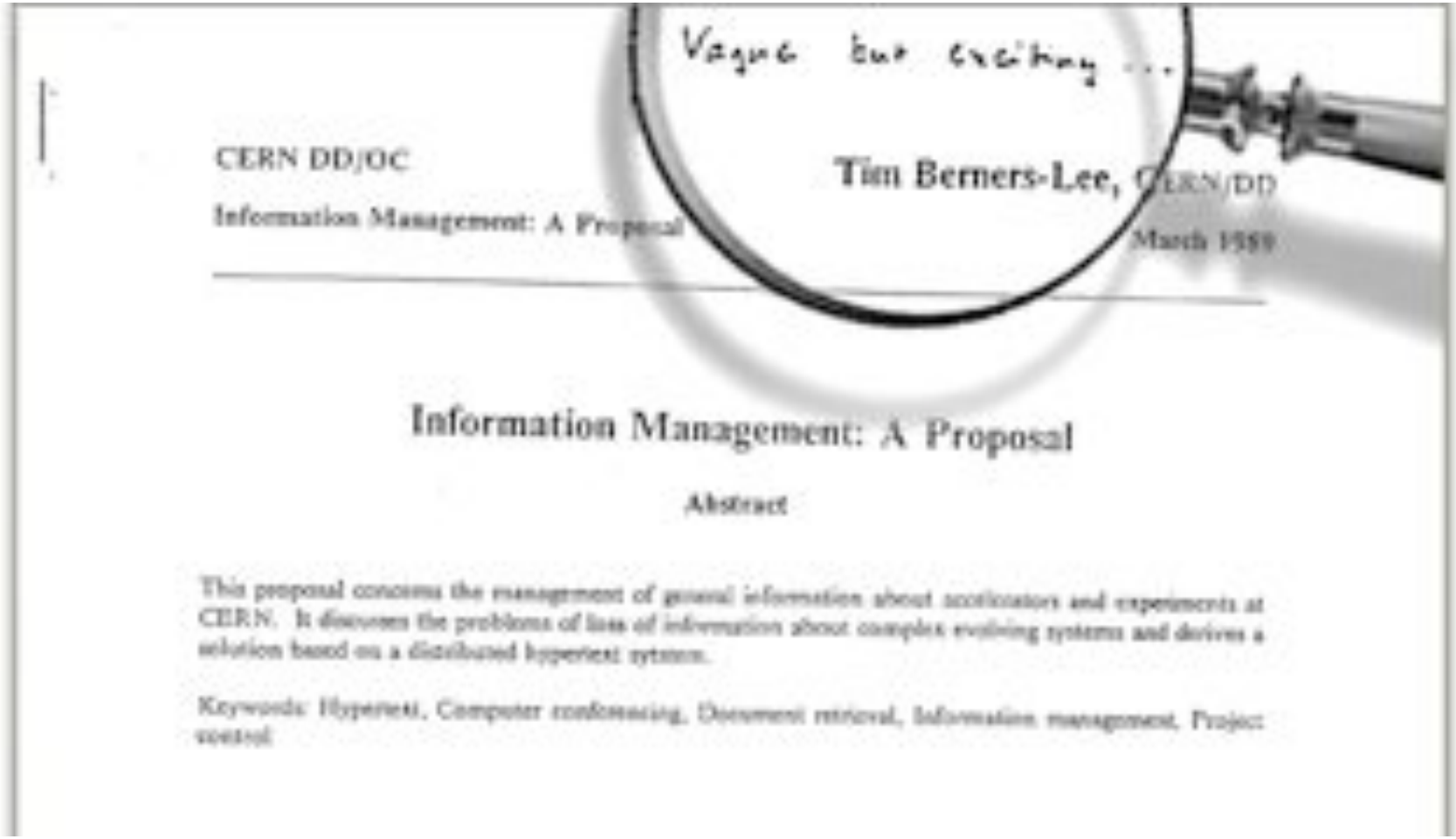
Vague but exciting ...
CERN DD/OC
Tim Berners-Lee, CERN/DD
Information Management: A Proposal
March 1989
Information Management: A Proposal
Abstract
This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.
Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control

1989

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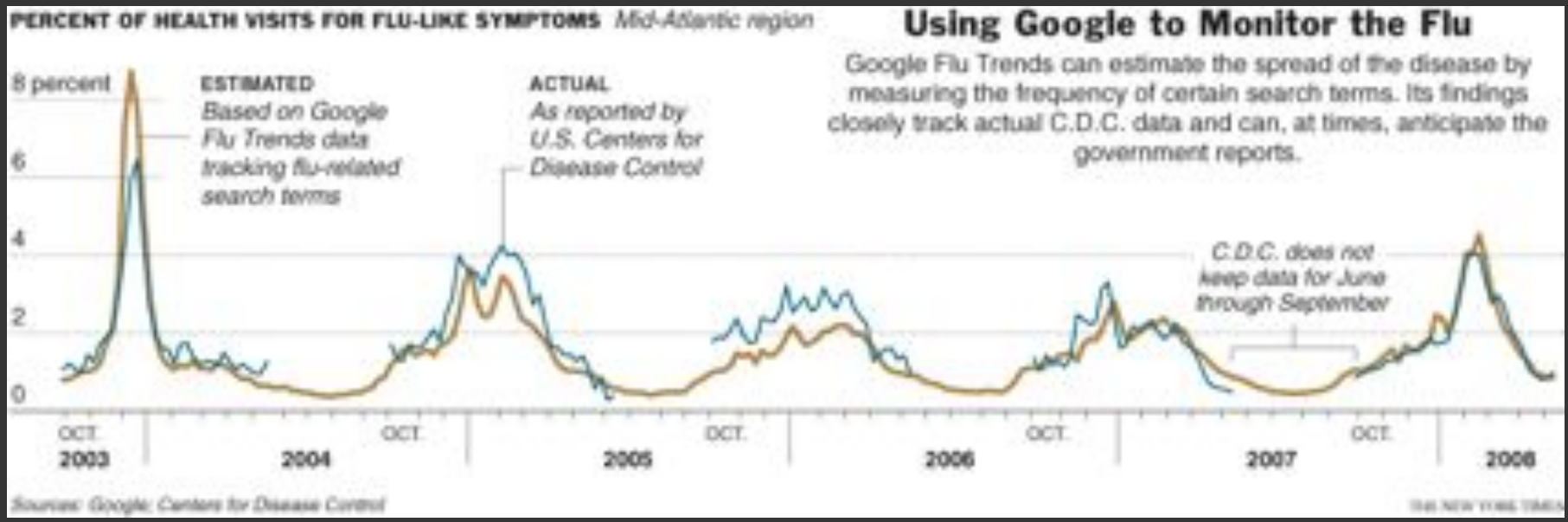
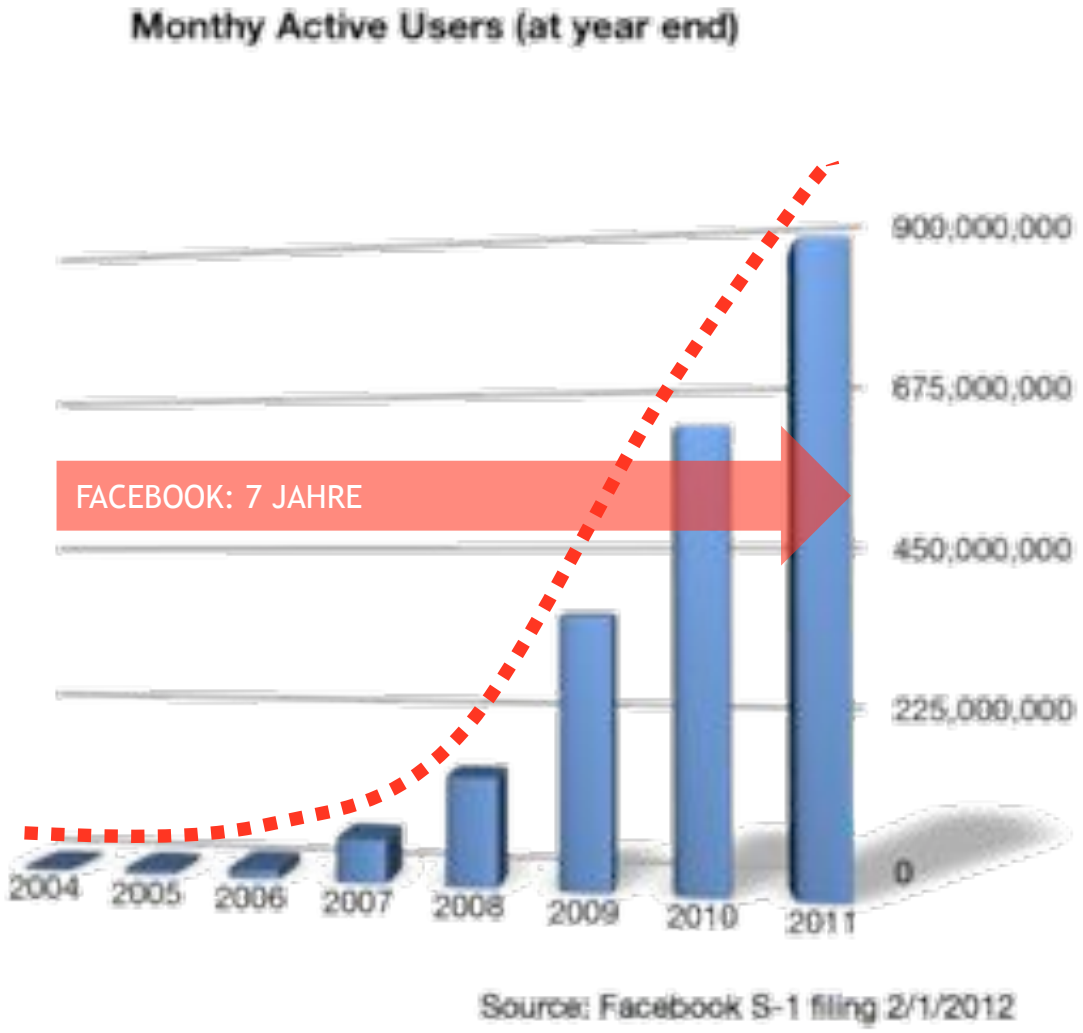
GOOGLE USES SEARCHES FOR "FLU" TO MONITOR FLU EPIDEMICS



TIME
PERSON OF THE YEAR
You.
Yes, you.
You control the Information Age.
Welcome to your world.

The Politics Of Food
Joe Klein on The Obama-Clinton Dustup
Hollywood's Top Guns
TIME
Special Section
BEST
INVENTIONS
2007
From the phone that has changed phones forever, to futuristic cars, to a building made of water, to a remote-controlled dragonfly—a dazzling display of ingenuity
Plus
The Tech Buyer's Guide

Person of the Year
TIME
Facebook's Mark Zuckerberg



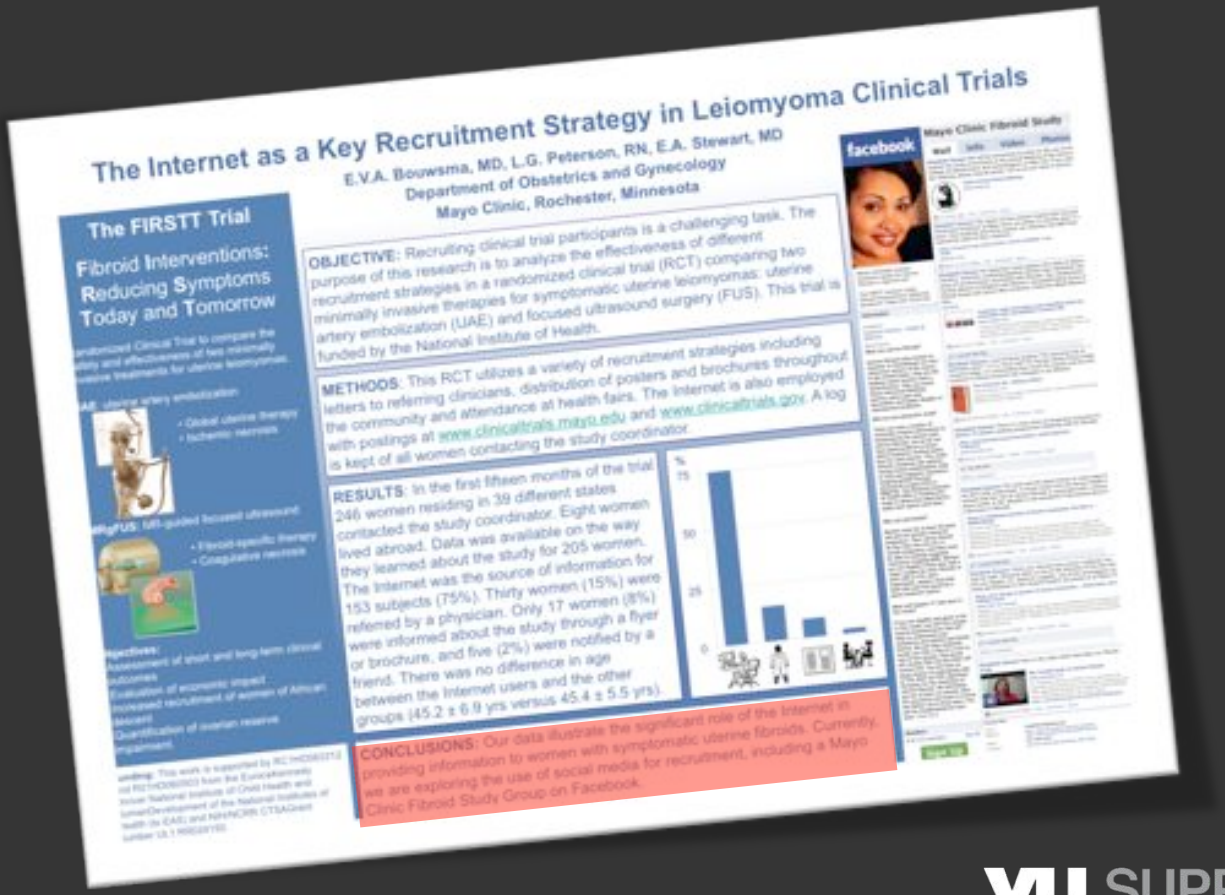
SCHWEIZ: 2’934’700/MONAT (38.71% DER BEVÖLKERUNG)

WELTWEIT: 979’648’940/MONAT
(7.2% DER WELTBEVÖLKERUNG)

SUPPORTING FORWARD THINKING

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…"



The Internet as a Key Recruitment Strategy in Leiomyoma Clinical Trials

E.V.A. Bouwsma, MD, L.G. Peterson, RN, E.A. Stewart, MD

Department of Obstetrics and Gynecology

Mayo Clinic, Rochester, Minnesota

The FIRSTT Trial

Fibroid Interventions: Reducing Symptoms Today and Tomorrow

OBJECTIVE: Recruiting clinical trial participants is a challenging task. The purpose of this research is to analyze the effectiveness of different recruitment strategies in a randomized clinical trial (RCT) comparing two minimally invasive therapies for symptomatic uterine leiomyomas: uterine artery embolization (UAE) and focused ultrasound surgery (FUS). This trial is funded by the National Institute of Health.

METHODS: This RCT utilizes a variety of recruitment strategies including letters to referring clinicians, distribution of posters and brochures throughout the community and attendance at health fairs. The Internet is also employed with postings at www.clinicaltrials.mayo.edu and www.clinicaltrials.gov. A log is kept of all women contacting the study coordinator.

RESULTS: In the first fifteen months of the trial, 246 women residing in 39 different states contacted the study coordinator. Eight women lived abroad. Data was available on the way they learned about the study for 205 women. The Internet was the source of information for 153 subjects (75%). Thirty women (15%) were referred by a physician. Only 17 women (8%) were informed about the study through a flyer or brochure, and five (2%) were notified by a friend. There was no difference in age between the Internet users and the other groups (45.2 ± 6.9 yrs versus 45.4 ± 5.5 yrs).

CONCLUSIONS: Our data illustrate the significant role of the Internet in providing information to women with symptomatic uterine fibroids. Currently, we are exploring the use of social media for recruitment, including a Mayo Clinic Fibroid Study Group on Facebook.

patientslikeme®

Username or Email | Password | Login

Remember me | Forgot password?

"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 experie

171,474 p

1,000+ conditions

Join Now! (It's free)

Search this site | Search

Find Patients like you

Explore our Treatment reports

Learn about Symptoms

Check for your Conditions

Read about the company

How we make money

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.

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Together with Stanford University, IBM developed an MRI with 100x more detail.

http://www.technewsworld.com/story/Extreme-HD-IBM-Makes-MRI-Tech-100-Million-Times-Sharper-65812.html

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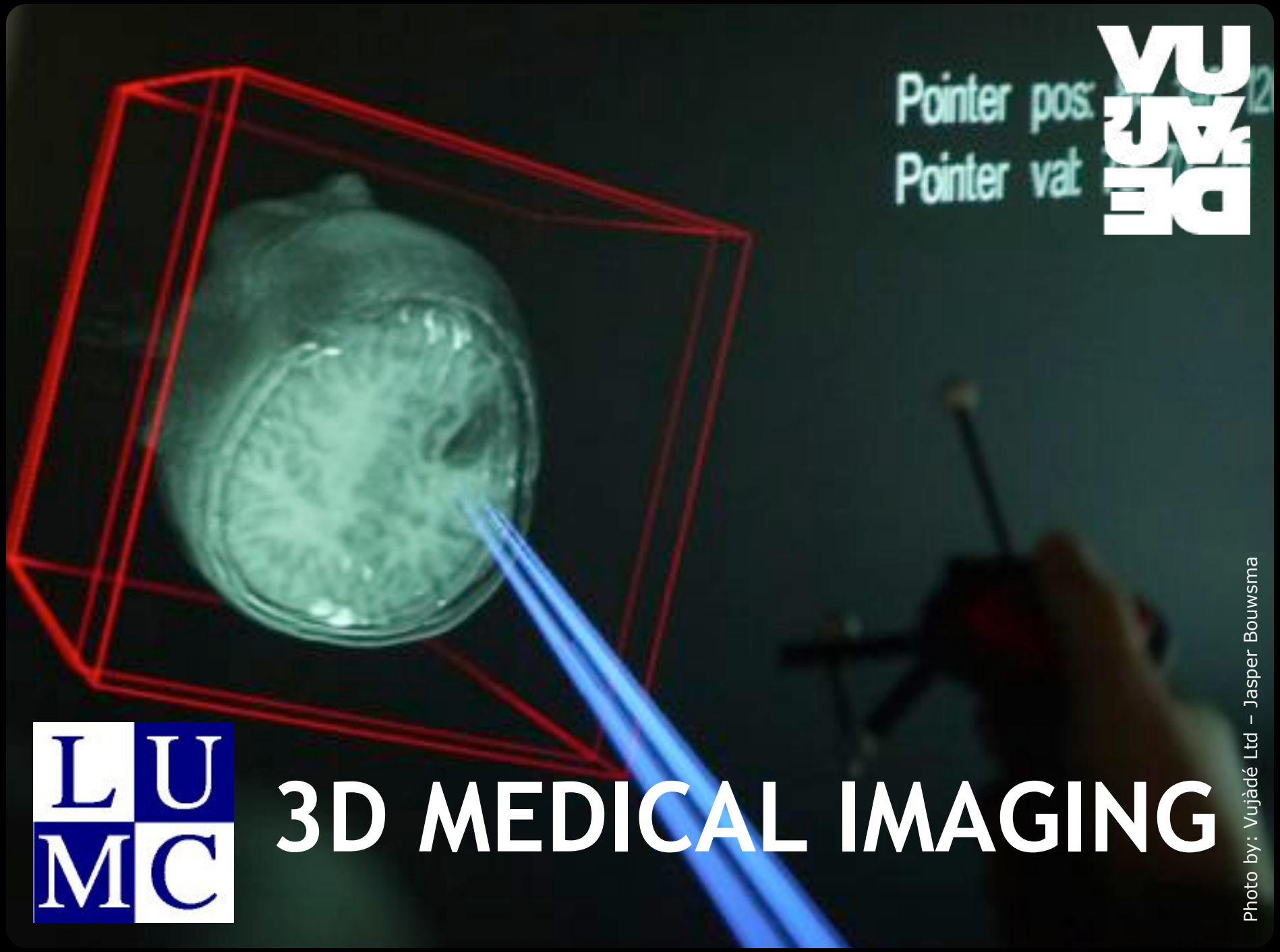

LUMC

3D MEDICAL IMAGING

Photo by: Vujàdé Ltd – Jasper Bouwsma

GENOME SEQUENCING

13 YEARS – USD3’000’000’000
TODAY: LESS THAN A WEEK AND SOON FOR LESS THAN USD100.-

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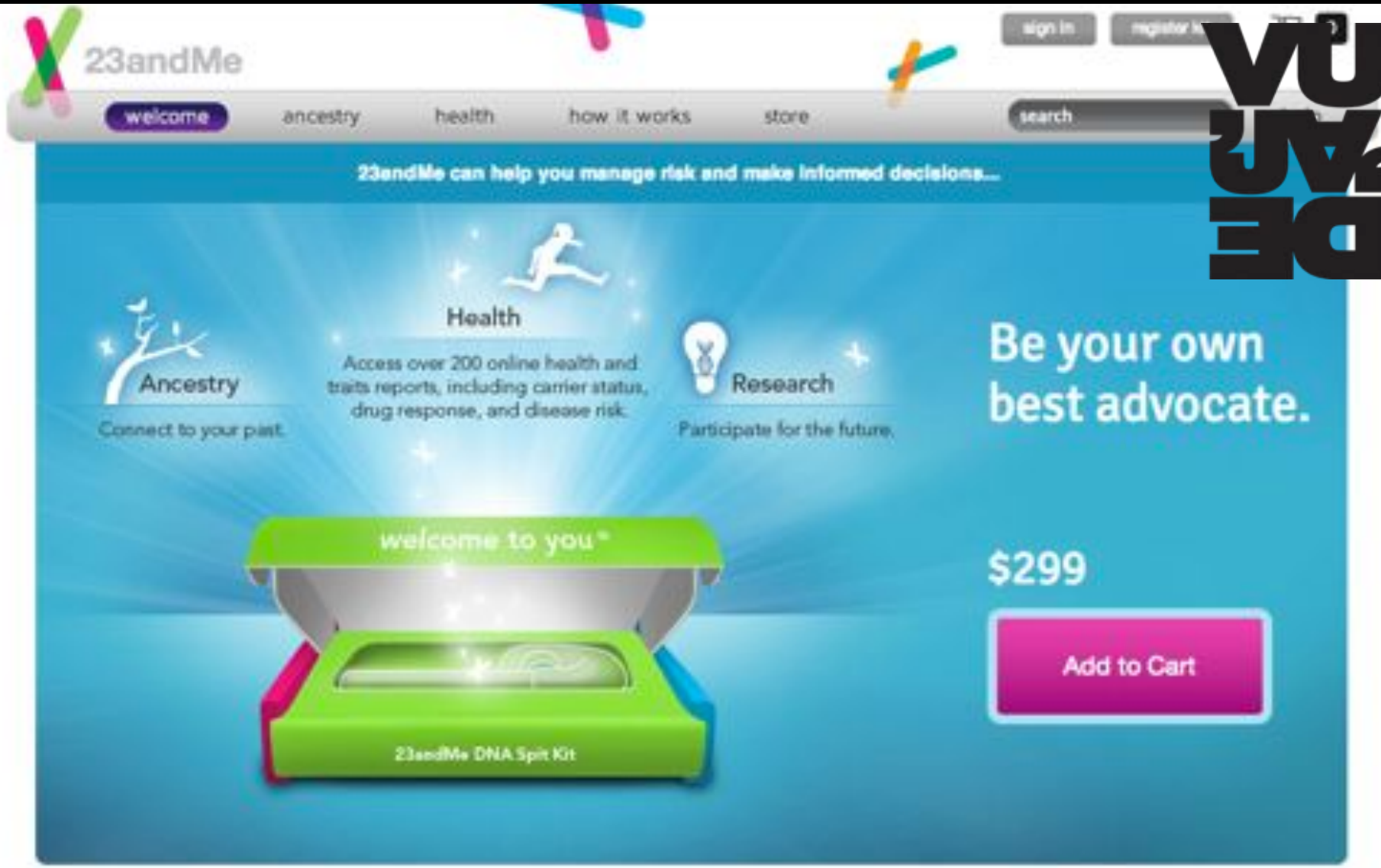

the 23andMe blog

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

video tutorials

The New York Times
MY MEDICAL CHOICE
(1712 Comments)
http://www.nytimes.com/2013/05/14/opinion/my-medical-choice.html
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Sophia Genetics®
your health bank

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EASY TO USE

Accessible, state-of-the-art, and secure IT infrastructure for confidential storage, management, and visualization of genome sequences

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?

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AGENDA

SHIFT HAPPENS

CREATIVE DESTRUCTION

1

2

3

BANDAID

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Gesundheit BAG

Strategie „eHealth" Schweiz

27. Juni 2007

Der Bundesrat hat am 27. Juni 2007 die Strategie "eHealth" Schweiz gut geheissen. "eHealth" soll der Bevölkerung den Zugang zu einem effizienten, sicheren sowie kostengünstigen Gesundheitswesen gewährleisten.

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2007

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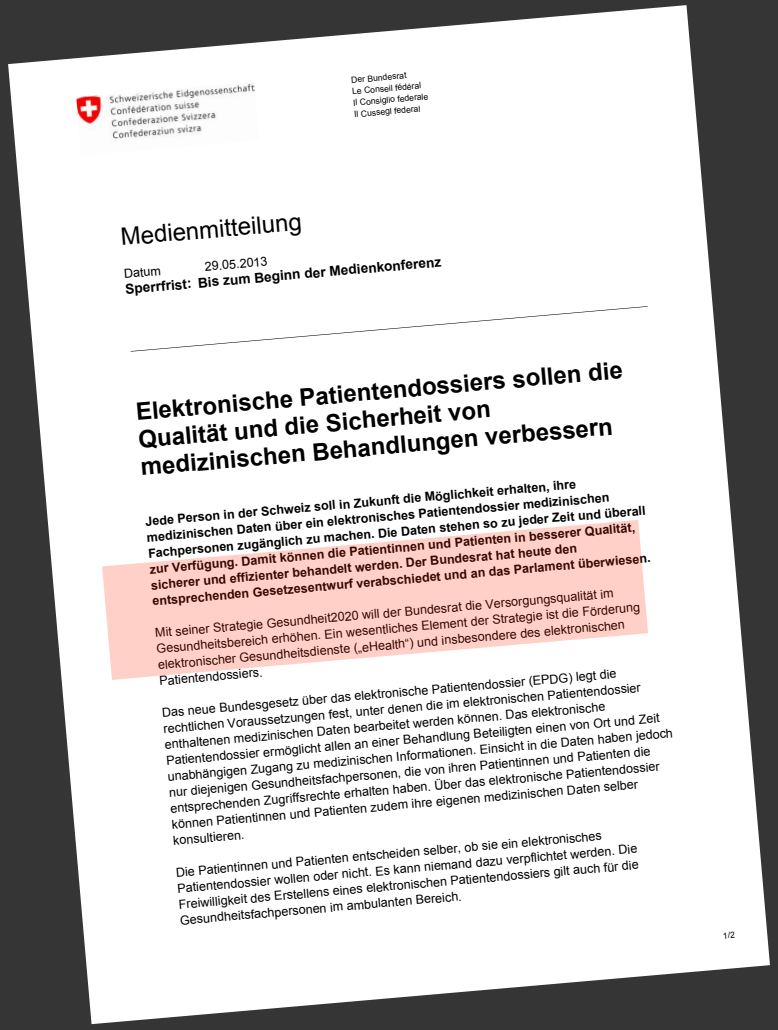
THINKING

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



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Der Bundesrat
Le Conseil fédéral
Il Consiglio federale
Il Cussegl federal

Medienmitteilung

Datum 29.05.2013
Sperrfrist: Bis zum Beginn der Medienkonferenz

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.

Mit seiner Strategie Gesundheit2020 will der Bundesrat die Versorgungsqualität im Gesundheitsbereich erhöhen. Ein wesentliches Element der Strategie ist die Förderung elektronischer Gesundheitsdienste („eHealth") und insbesondere des elektronischen Patientendossiers.

Das neue Bundesgesetz über das elektronische Patientendossier (EPDG) legt die rechtlichen Voraussetzungen fest, unter denen die im elektronischen Patientendossier enthaltenen medizinischen Daten bearbeitet werden können. Das elektronische Patientendossier ermöglicht allen an einer Behandlung Beteiligten einen von Ort und Zeit unabhängigen Zugang zu medizinischen Informationen. Einsicht in die Daten haben jedoch nur diejenigen Gesundheitsfachpersonen, die von ihren Patientinnen und Patienten die entsprechenden Zugriffsrechte erhalten haben. Über das elektronische Patientendossier können Patientinnen und Patienten zudem ihre eigenen medizinischen Daten selber konsultieren.

Die Patientinnen und Patienten entscheiden selber, ob sie ein elektronisches Patientendossier wollen oder nicht. Es kann niemand dazu verpflichtet werden. Die Freiwilligkeit des Erstellens eines elektronischen Patientendossiers gilt auch für die Gesundheitsfachpersonen im ambulanten Bereich.

1/2

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.

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TIME
NEW WORLD POPE

2005
Luca Bruno / AP

2013
NBC NEWS
Michael Sohn / AP

POPE FRANCIS AND THE FIRST 'PAPAL SELFIE'

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MORE
MOORE

© Vujàdé Ltd. – Supporting Forward Thinking

WE LIVE IN AWORLD OF EVER MORE EVER FASTER

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IN OTHER WORDS AN EXPONENTIAL WORLD

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ACCELERATED INNOVATION

WE ARE INVETING MORE, MORE QUICKLY

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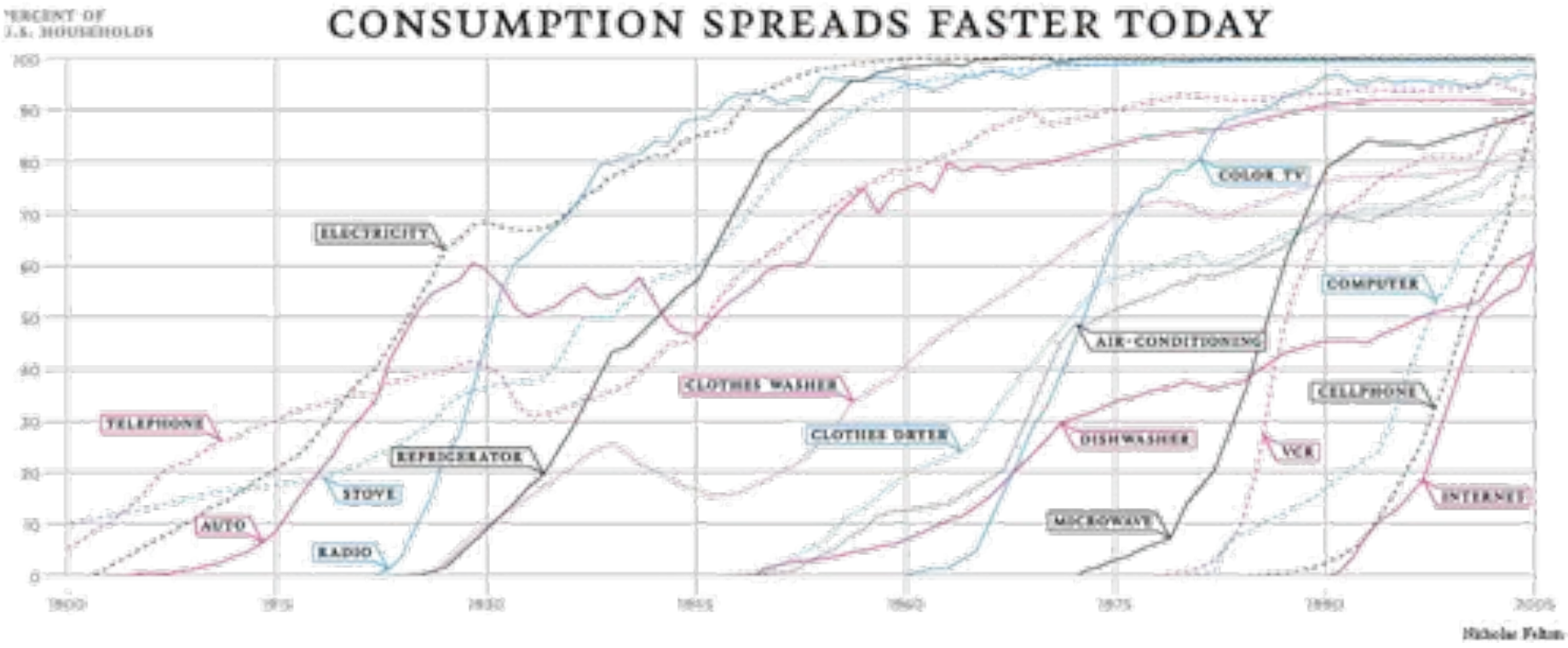


ACCELERATED ADOPTION

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

SUPPORTING FORWARD THINKING

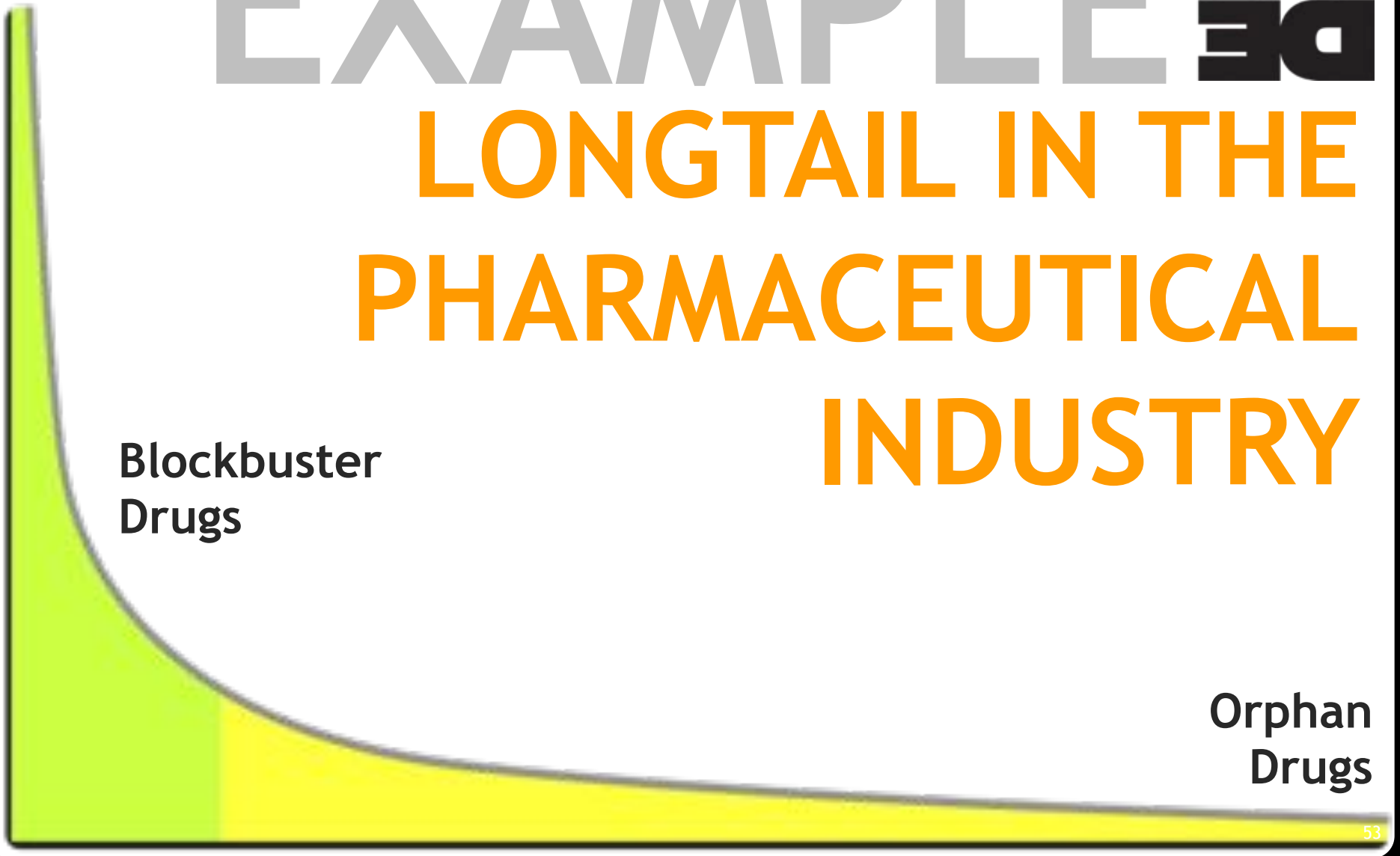
APP
ECONOMY

THE LONG TAIL:

WHY THE FUTURE OF BUSINESS IS SELLING LESS OF MORE.

EXAMPLE

LONGTAIL IN THE PHARMACEUTICAL INDUSTRY



USER GENERATED CONTENT

SUPPORTING FORWARD THINKING

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eHEALTH CONTENT 1.0

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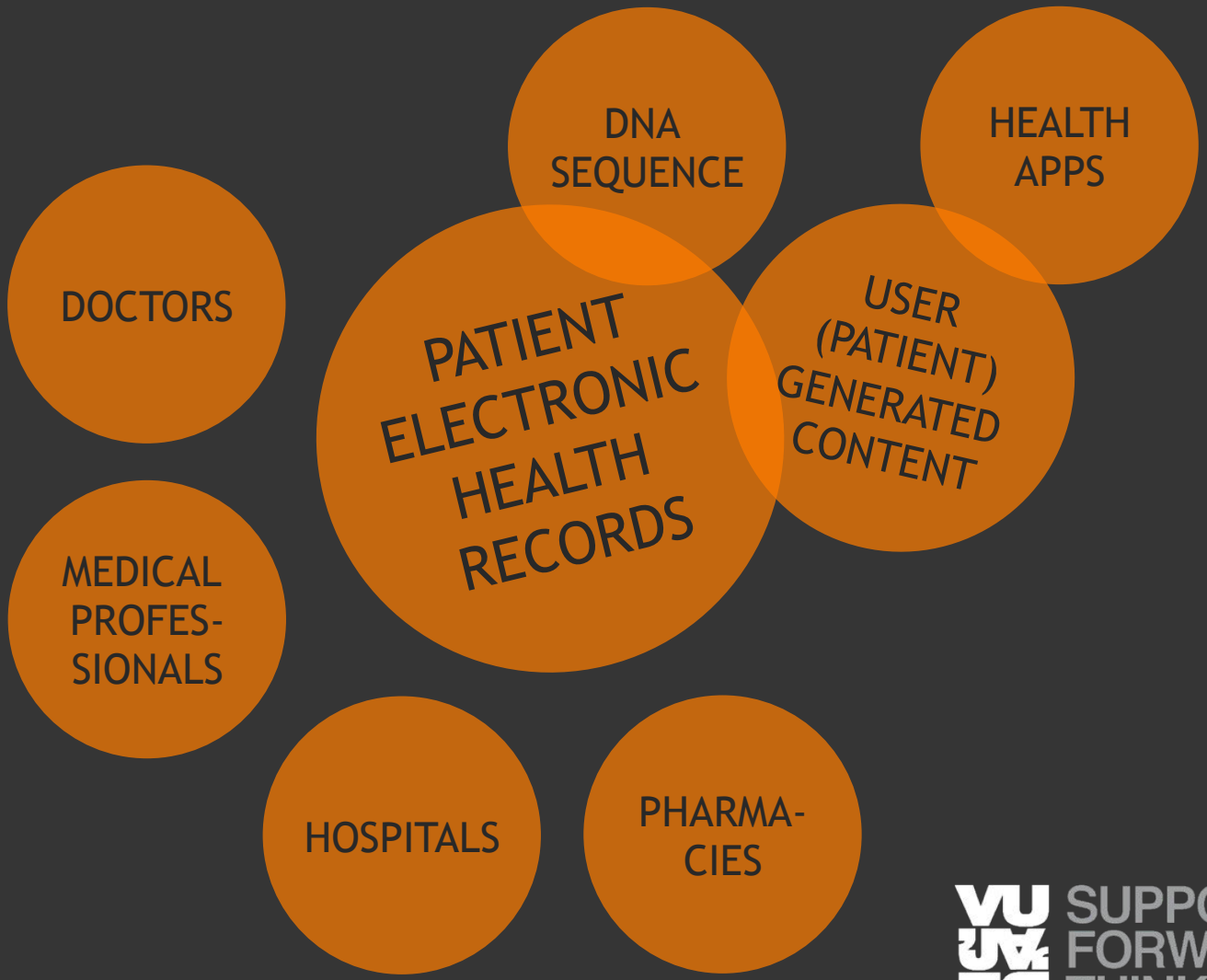
eHEALTH CONTENT 2.0



SUPPORTING FORWARD THINKING

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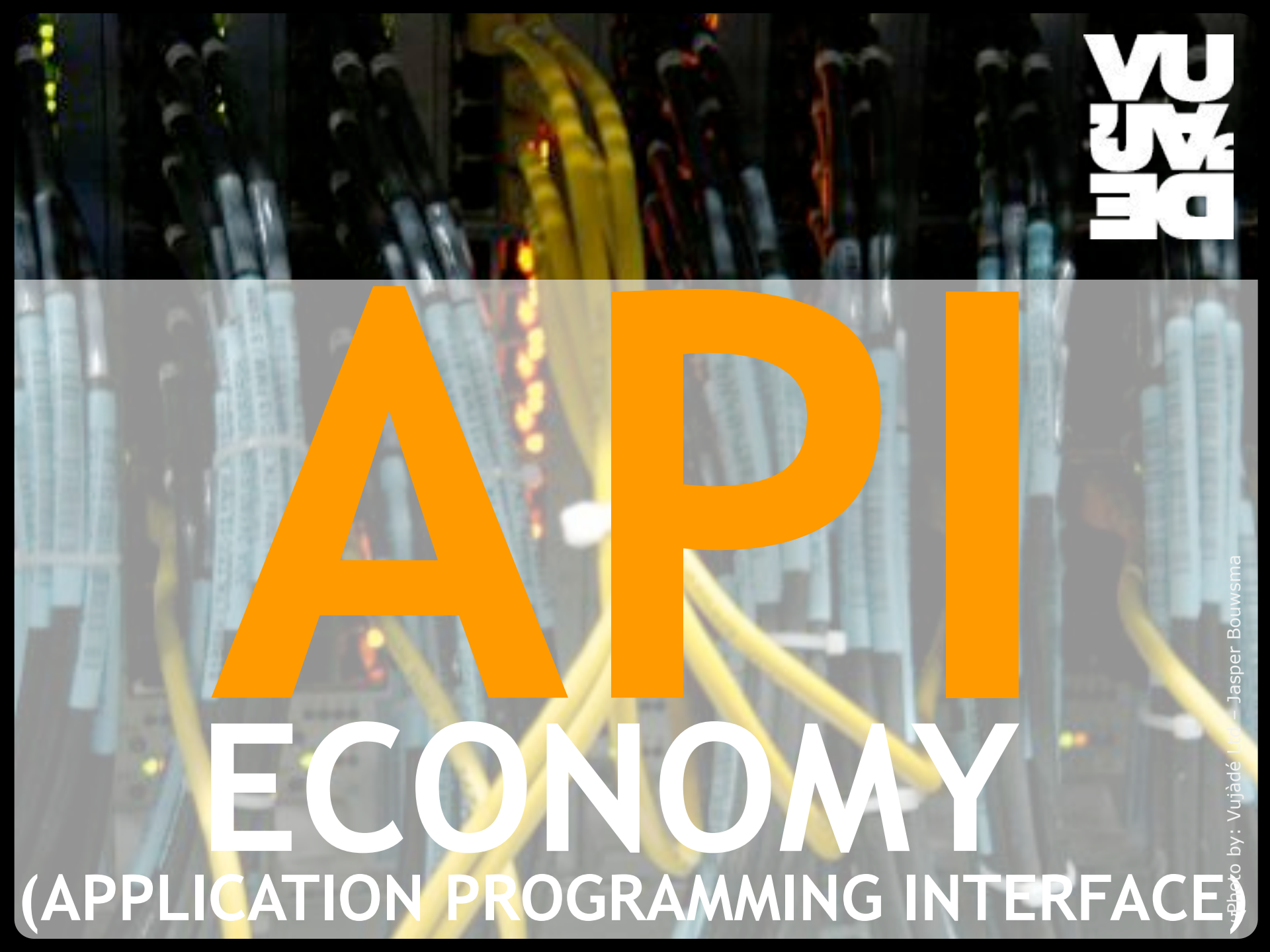

API ECONOMY

(APPLICATION PROGRAMMING INTERFACE)

Photo by: Vujàdé Ltd – Jasper Bouwsma

CLOUD
COMPUTING
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eHEALTH IS FANTASTIC

HOWEVER

ARE WE QUICK ENOUGH TO ADAPT TO AND INTEGRATE NEW REALITIES?

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Fisher-Price
FISHER-PRICE

WILL THIS BAND-AID STOP THE BLEEDING?

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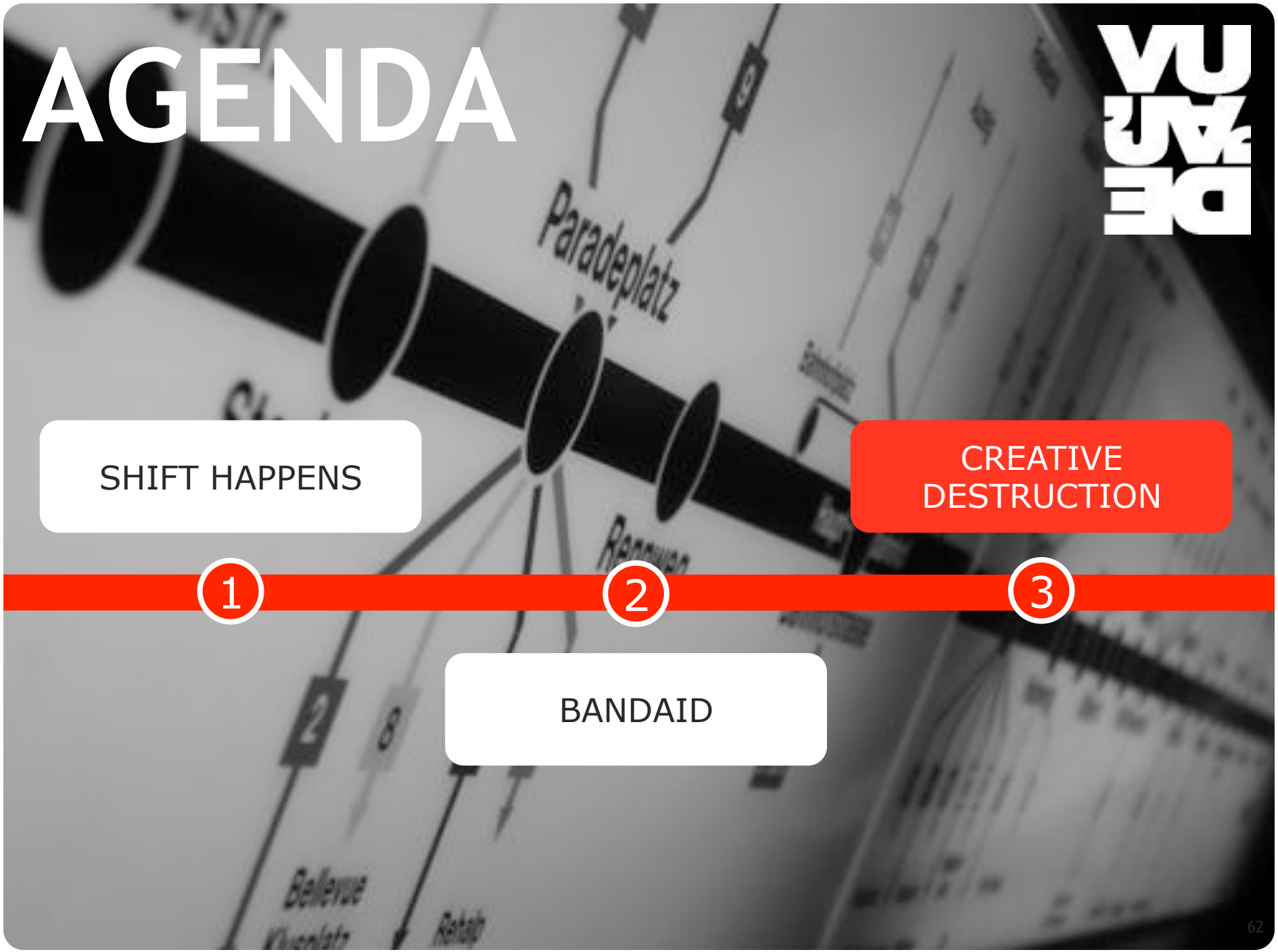
AGENDA



SHIFT HAPPENS

1

BANDAID

2

CREATIVE DESTRUCTION

3

WHAT DOES THAT HAVE TO TO WITH

CREATIVE DESTRUCTION

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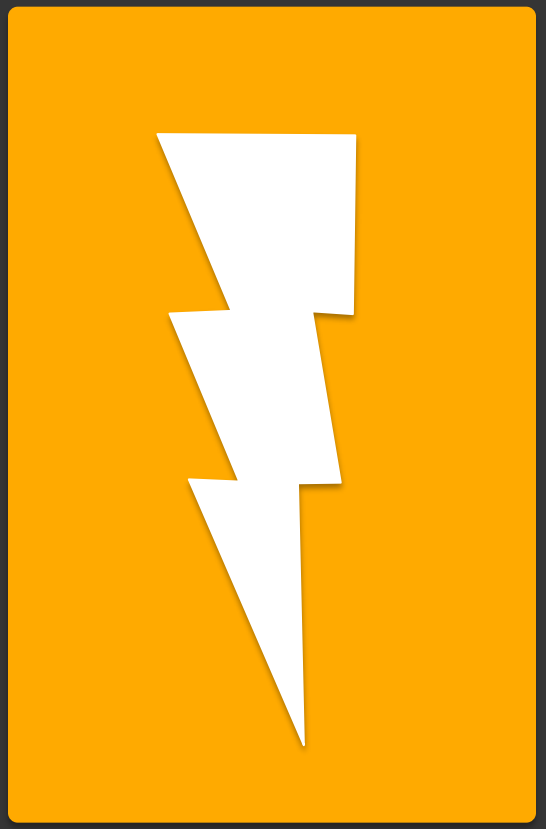
SCHUMPETER'S

CREATIVE DESTRUCTION



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VU DENKT SUPPORTING FORWARD THINKING

Die Eröffnung neuer, fremder oder einheimischer Märkte und die organisatorische Entwicklung vom Handwerksbetrieb und der Fabrik zu solchen Konzernen wie dem U.S.-Steel illustrieren den gleichen Prozess einer industriellen Mutation, der unaufhörlich die Wirtschaftsstruktur von innen heraus revolutioniert, unaufhörlich die alte Struktur zerstört und unaufhörlich eine neue schafft. Dieser Prozess der „schöpferischen Zerstörung“ ist das für den Kapitalismus wesentliche Faktum.

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

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FAILURE IS *NOT* AN OPTION

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SOME SUGGESTIONS

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#1 WE SHOULD BE WILLING TO BREAK CERTAIN RULES AND THINK BEYOND THE STATUS QUO

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WE ARE ALWAYS STUCK BECAUSE OF MORAL DILEMMAS OR PROTECTING PERSONAL DATA

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NATIONAL SECURITY AGENCY
UNITED STATES OF AMERICA

#2 THE SOLUTION LIES BEYOND THE CURRENT ECOSYSTEM AND SHOULD BE USER (PATIENT) CENTERED

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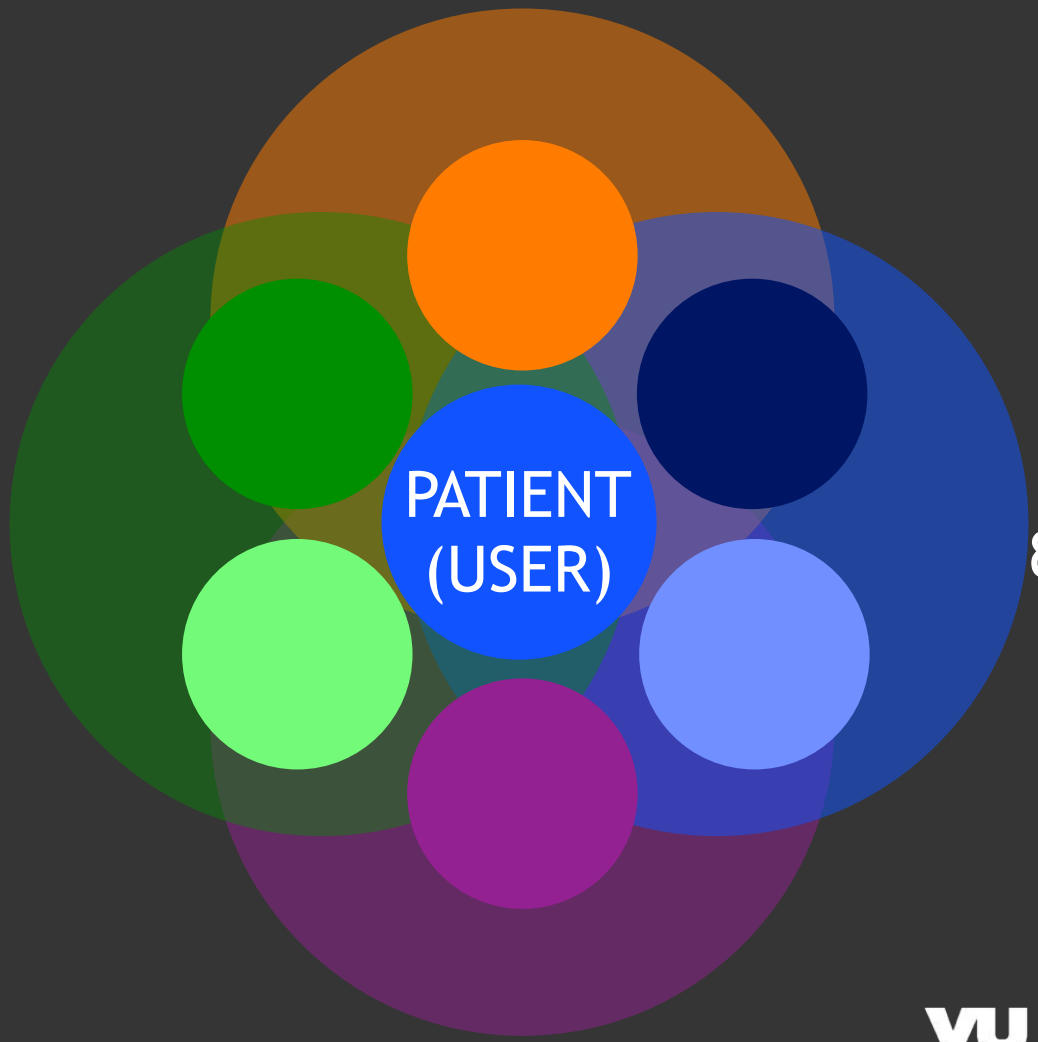
PATIENT CENTERED ECOSYSTEM



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#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

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#4 WE SHOULD REALIZE THAT THE FUTURE REQUIRES NEW BUSINESS MODELS

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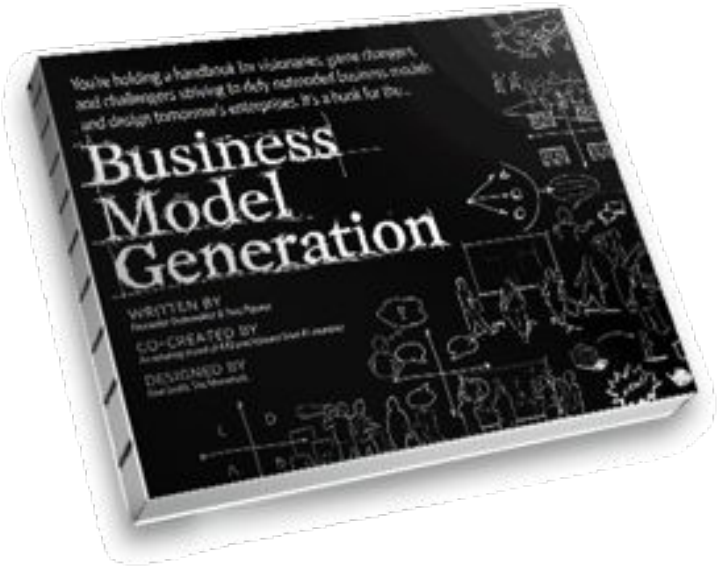

BUSINESS MODEL GENERATION
FROM DR. ALEXANDER OSTERWALDER
PROBABLY MORE SUCCESSFUL THAN THE
ST. GALLER MANAGEMENT MODEL

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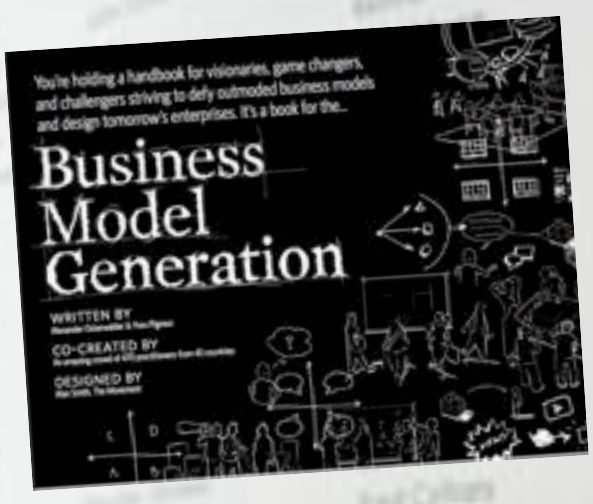

Jasper Bouwsma

Co-Created by

470 Practitioners from 45 Countries

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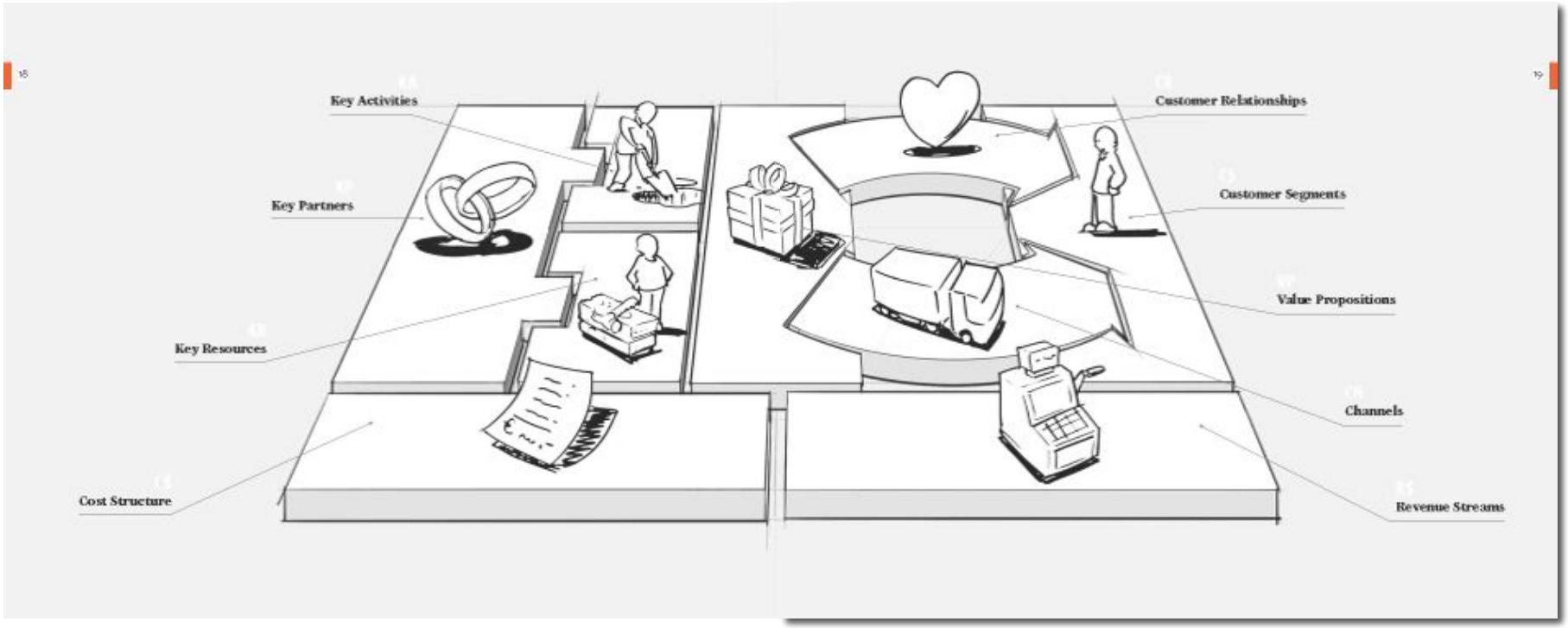

www.businessmodelgeneration.com

THE BUSINESS MODEL CANVAS

KEY PARTNERS

KEY ACTIVITIES

KEY RESOURCES

VALUE PROPOSITIONS

CUSTOMER RELATIONSHIP

CHANNELS

CUSTOMER SEGMENTS

COST STRUCTURE

REVENUE STREAMS

Alexander Osterwalder
www.businessmodelgeneration.com

À PROPOS

YOU CAN DOWNLOAD THIS PRESENTATION:

WWW.SLIDESHARE.NET/VUJADE

CONCLUSION

eHEALTH IS FANTASTIC

HOWEVER

IT IS NOT ENOUGH

IT IS TOO SLOW

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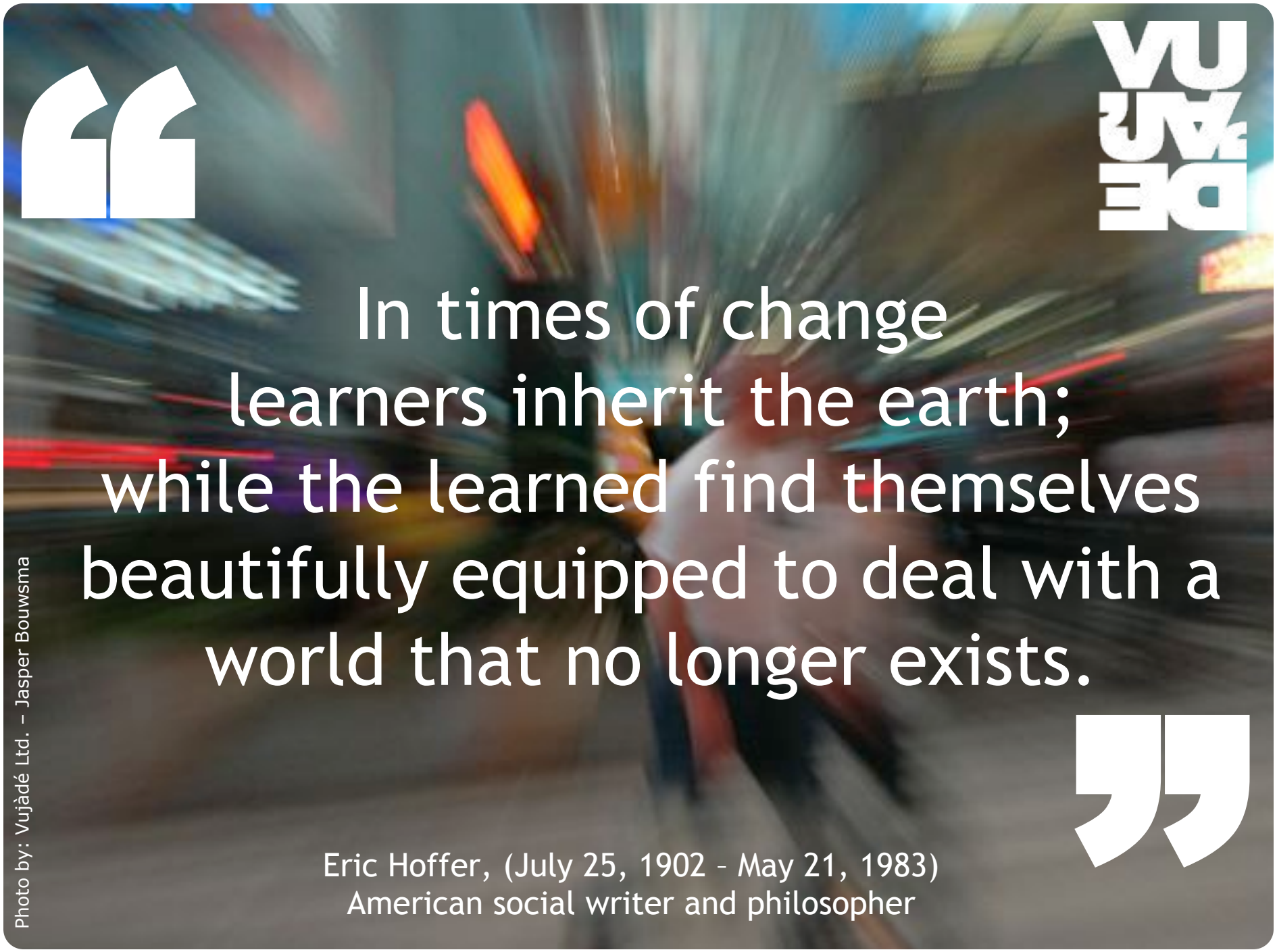
In times of change
learners inherit the earth;
while the learned find themselves
beautifully equipped to deal with a
world that no longer exists.
Eric Hoffer, (July 25, 1902 – May 21, 1983)
American social writer and philosopher
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