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# DIGITAL HEALTH VS. PATIENT PRIVACY (GENERAL DATA PROTECTION REGULATION): IS THE FUTURE HERE TO STAY?

ISPOR EU 2018 Conference  
Issues Panel



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## ISSUE

- Healthcare systems stakeholders are looking to reduce inefficiencies, remove redundancies, personalize treatments, improve healthcare quality, and patient access, whilst trying to reduce healthcare costs.
- For digital health to function, end users (patients) are required to provide all of their tracking data.
- As of May 2018, European patients are protected by General Data Protection Regulation (GDPR).



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## PANEL

- **Moderator:** Carl V. Asche, PhD, Professor of Medicine, Director, Center for Outcomes Research, University of Illinois College of Medicine;
- **Panelist(s):**
  - Katarzyna Kolasa, PhD, Professor of Health Economics, Head of Department, Health Economics and Healthcare Management, Kozminski University.
  - Ken Redekop, PhD, Associate Professor, Erasmus School of Health Policy & Management, Erasmus University Rotterdam.
  - Vladimir Zah, DPhil, Visiting Professor of Health Economics, Health Economics and Healthcare Management, Kozminski University.
- Debate the pros and cons of GDPR and whether digital health is in survival mode.



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## BACKGROUND

- General Data Protection Regulation (GDPR) .
- GDPR will be directly applicable in all EU Member States.
- GDPR remains under negotiation.



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## GDPR FEATURES

- Worldwide territorial scope.
- Enhancements.
- One-stop shop.
- Sanctions.

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## WAYS BY WHICH GDPR WILL AFFECT THE HEALTHCARE INDUSTRY

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## SAFER PERSONAL DATA

- The GDPR mandates that data breaches must be reported.
- Concern that GDPR will severely impact ability to engage with customers and prospects.
- GDPR presents a great opportunity to build trust.



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## DETAILED PATIENT PROFILES

- The data footprint of an individual is [usually highly fragmented](#).
- Healthcare providers will have a more detailed view.
- GDPR enshrines the [right to be forgotten](#), which could emerge as a barrier to improved diagnosis.
- Legal requirement for all healthcare providers to retain records for a prescribed period in case of query.
- The GDPR places a framework around this data.



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## PUTTING PATIENTS IN CONTROL

- Healthcare is the one area of our lives that has remained highly sensitive and private.
- Some of the new data-subject rights also help customers feel in control.
- The framework is there to give the user control; but how?



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## USING NEW DATA SOURCES

- Research has found that healthcare is the industry the general public most trusts with its personal data.
- Technologies from social networking are increasingly being used to deliver patient care and support.
- Hospify encrypts and delivers text messages from phone-to-phone.



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## FROM DATA INSIGHTS TO BETTER PREVENTION

- The success of ERNs also depends on big data.
- The masses of data that healthcare organizations have been collecting for decades is still often unstructured and inaccessible.
- The GDPR is a reason for the health sector to be excited.

