

MyHealthJourney (PHR)

eHealth for citizens

Health data portability and self management for citizens
and consent driven collaboration with professionals

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Philips HealthWorks
March 2018

Healthcare is
vulnerable to
and in need of
digital DISRUPTION

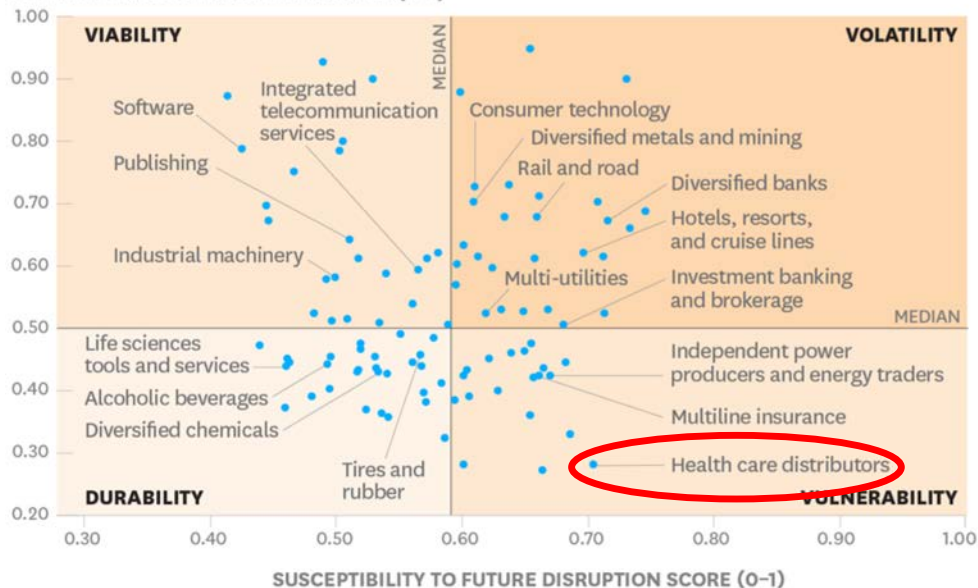


Healthcare is waiting to be disrupted

The Four States of Disruption

How susceptible is your industry?

CURRENT LEVEL OF DISRUPTION SCORE (0-1)



SOURCE ACCENTURE RESEARCH'S DISRUPTABILITY INDEX, SEPTEMBER 2017

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All industries will be disrupted during the digital age, some are very vulnerable yet need to still be disrupted.

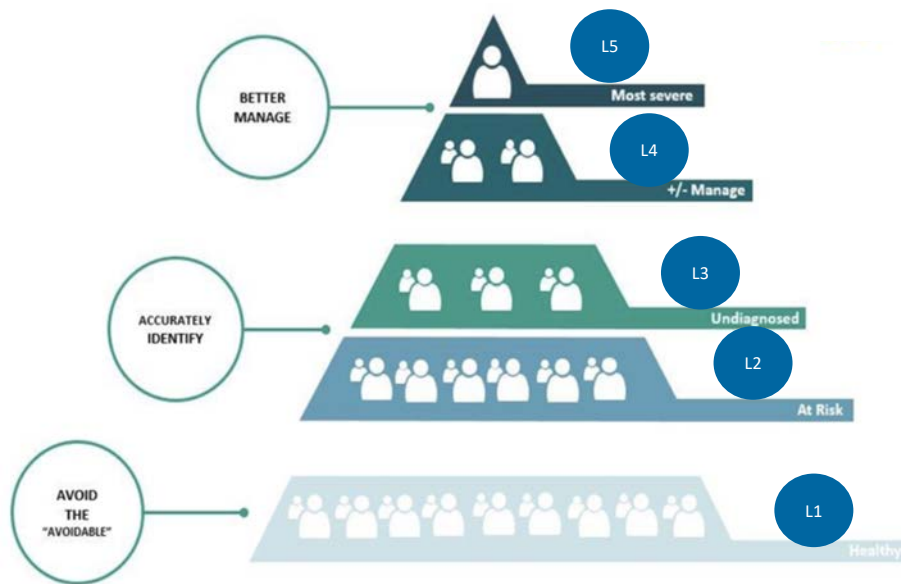
Vulnerable if:

1. Unsustainable business model
2. Bad customer experience
3. Not leveraging new-tech



PHILIPS

The transformation required for the entire population

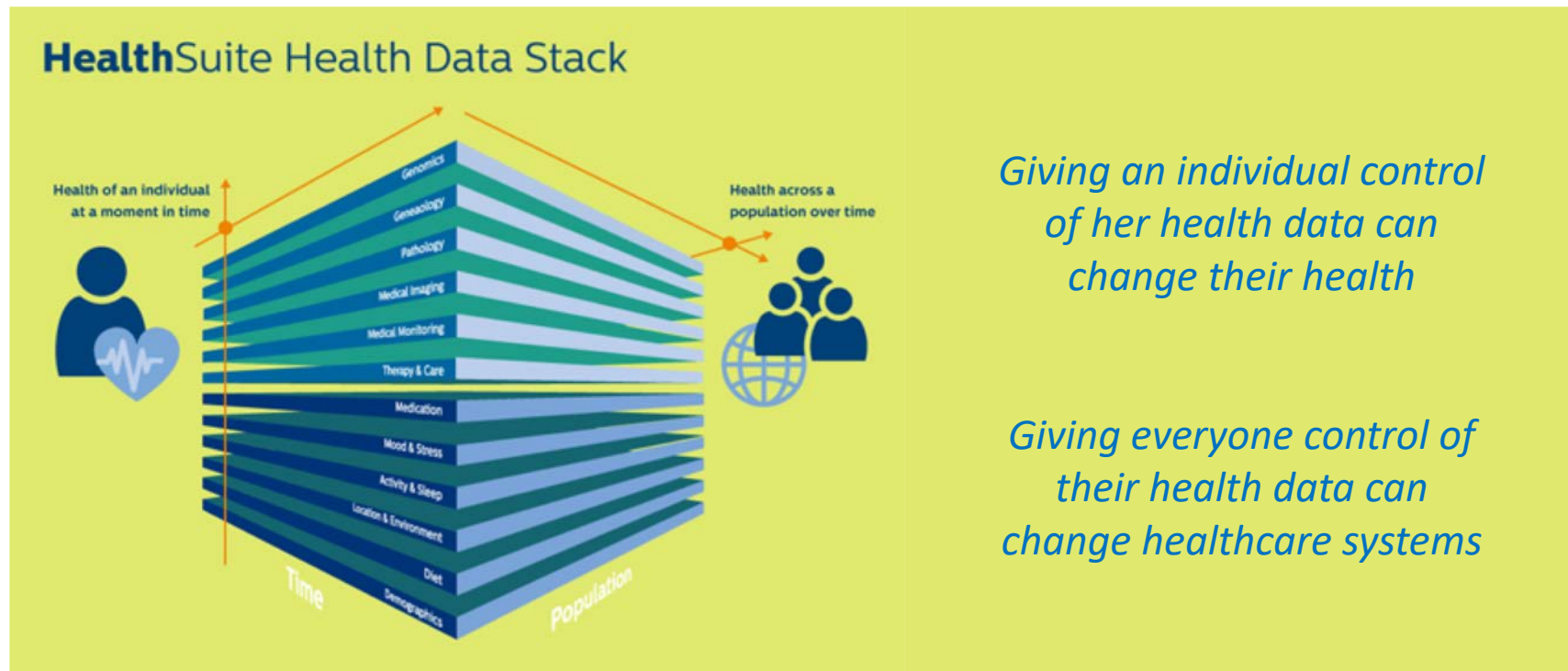


Credit: Roy Smythe, "Healthcare's Malthusian Crisis" 2017

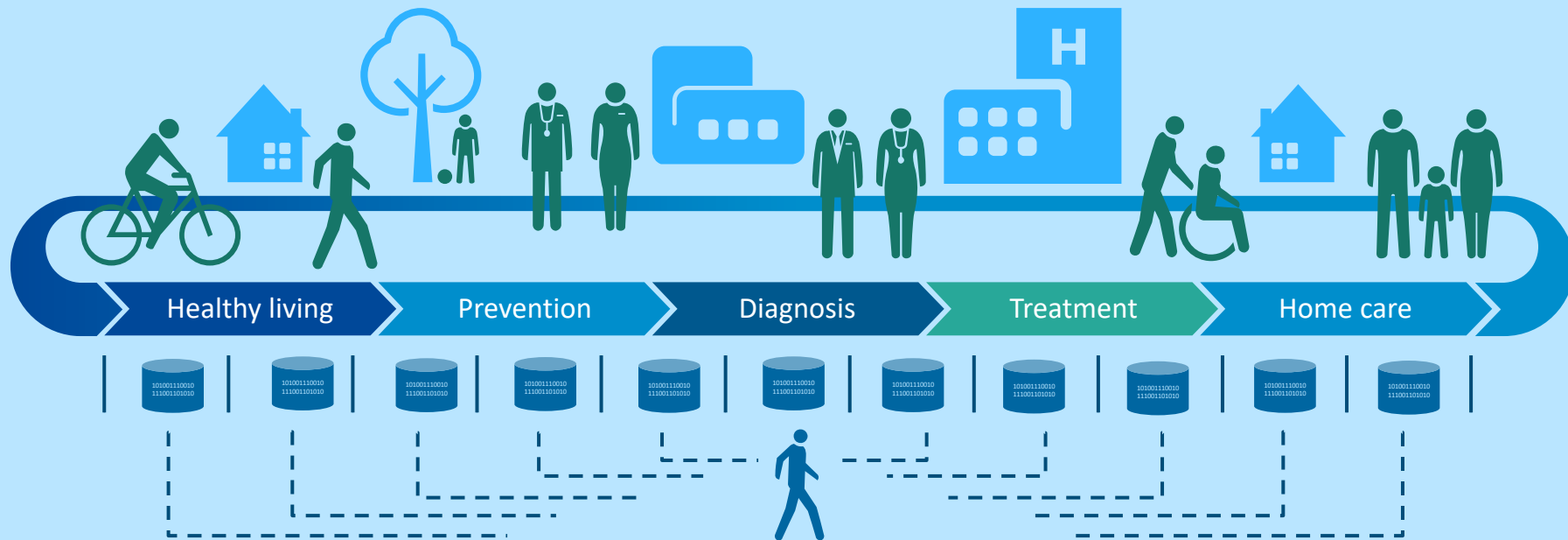
From inconvenient generic sick-care to too few, too late,
to personalized healthcare for all, in-time,

- **Personalized** vs generalized
- **Preventative** vs curative
- **Proactive** vs too-late
- **Accessible** vs hard to reach
- **Continuous** vs ad hoc
- **Collaborative** vs silo'd
- **Inclusive** vs protective
- **Convenient** vs cumbersome
- **Matched** vs mismatched

Why: Consumerization drives sustainable healthcare transformation



Why: PHR is instrumental to enable the Philips vision



The health consumer, generates relevant personal health data + has the right and motivation to own a copy of the clinical data and they can provide the explicit consent to re-use the data.

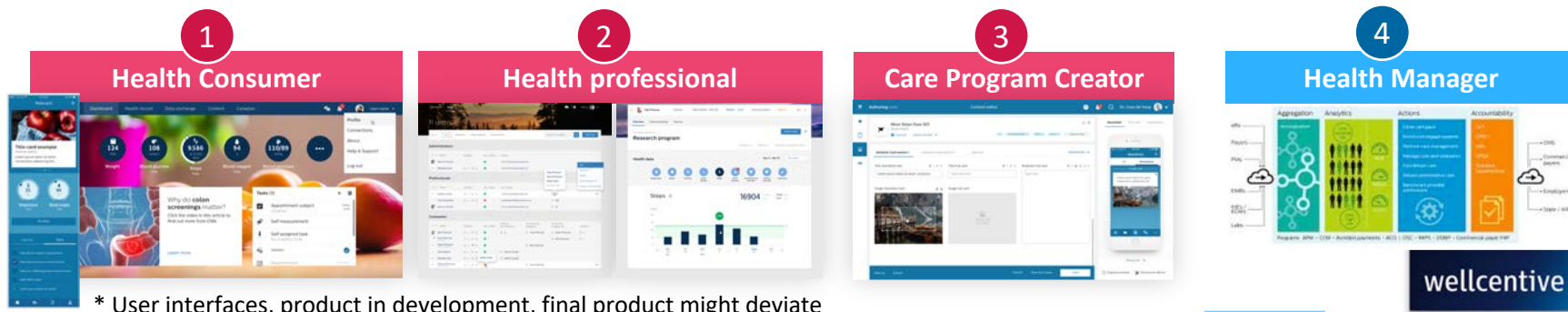
Health consumer as data broker along the health continuum

Why Now?

- Standardization of XIS interfaces
 - AROUND THE GLOBE
- GDPR
 - Data ownership with the citizen
 - Data portability
 - Privacy by design
 - Explicit consent
- Digital adapts in the masses they need health services
 - After online-banking and shopping; online health management



Definition: MyHealthJourney Personal Health Record



A holistic longitudinal record of clinical and personal health...

- Consolidated data from EMR and personal health services and beyond

... delivery of personalized health programs ...

- Content and tasks for self management created by the provider

... and tools for collaboration

- Tele-health audio video conferencing / messaging for interventions
- Consumer consent driven data exchange for out-patient monitoring and research studies

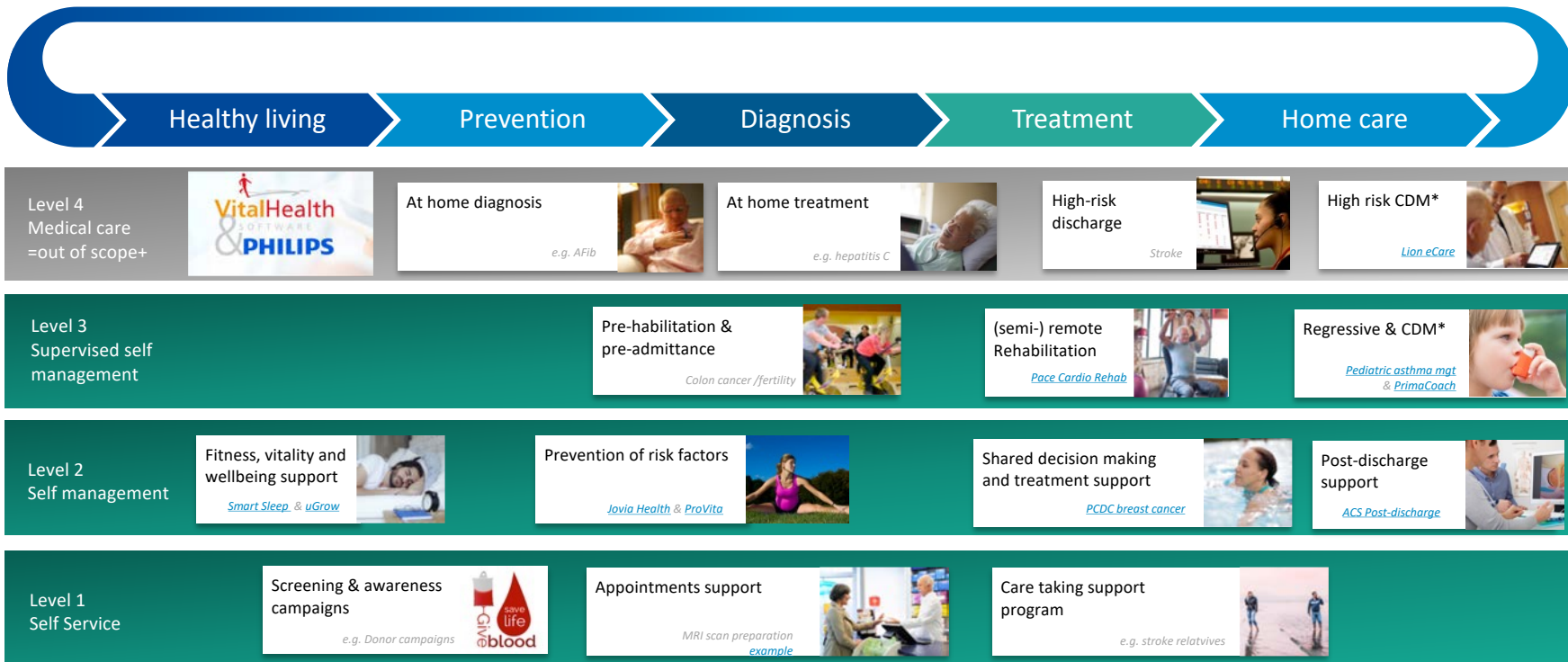
Longitudinal holistic
personal health record

Services for self management

Enabling collaboration

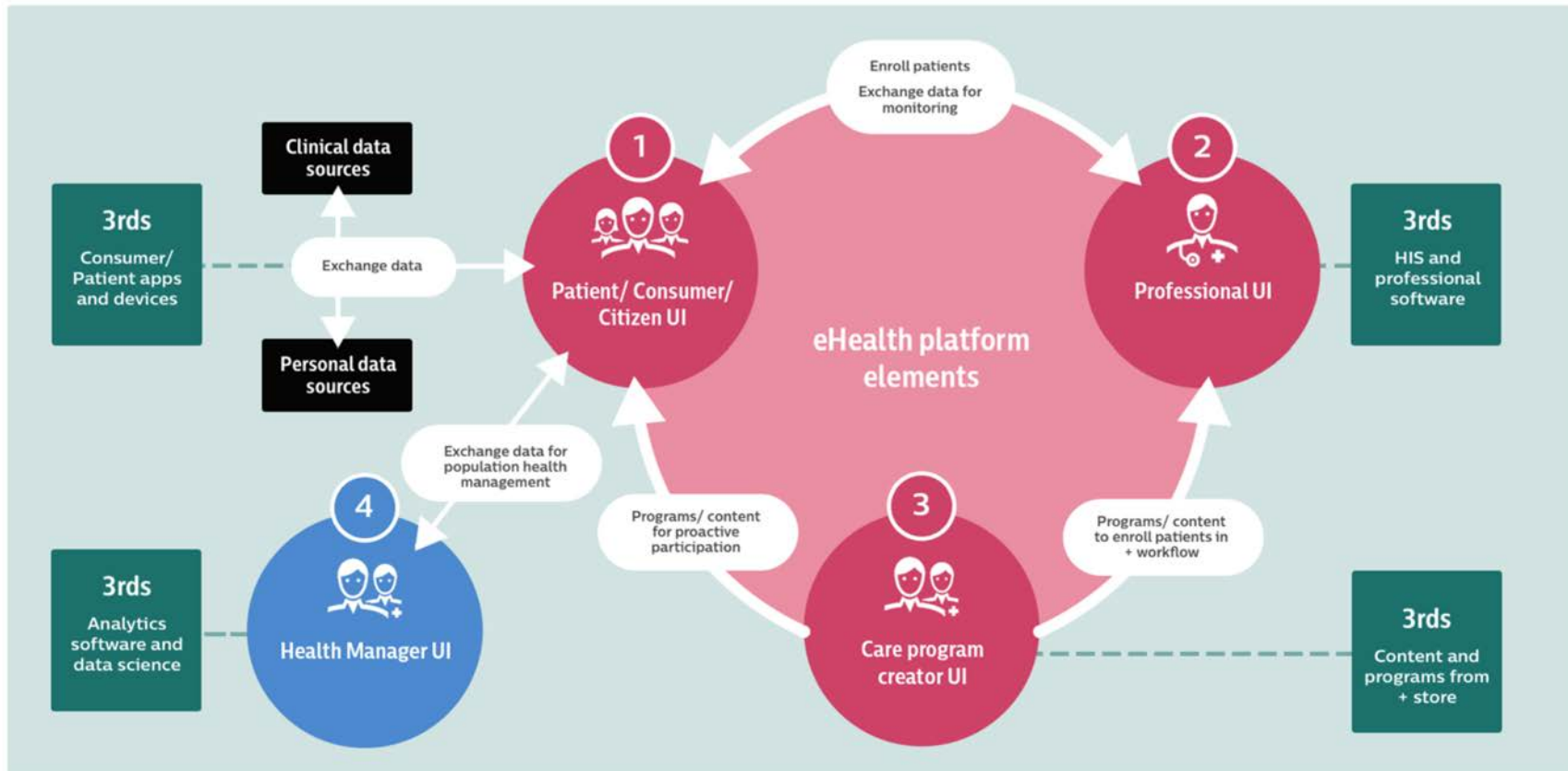
What is it: Care programs along the health continuum

We have experience in building self-care programs across the entire health continuum. Find reference projects via the links.



*Chronic disease management

What is it; PHR solution components



How would it look like

‘Empower and provide control’

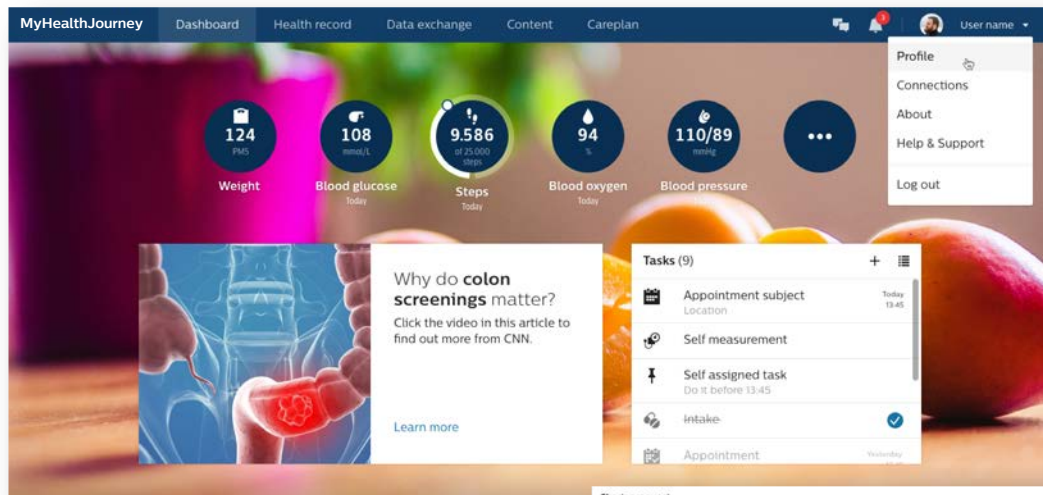
‘Privacy by design’

‘Personalised and configured’

Let’s just show you...

What is it? Demo

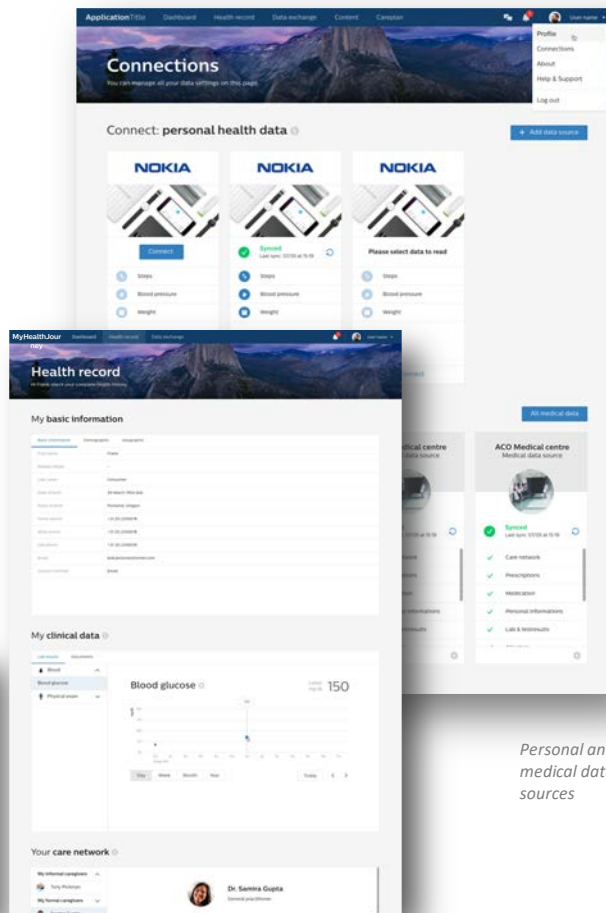
*product in development, final product might deviate



Consumer Dashboard showing information and tasks and appointments as part of a self-care program and an overview of personal health metrics.

[Product – private demo](#)
[MyHealthJourney, ask Remco Timmer](#)

[Concept – public video](#)
[Connect to healthy.](#)



Personal and medical data sources

A data sharing request from a professional to an individual.

Health Record (part) displays an overview of medical data coming from multiple sources

PHR Value to Whom:

Citizens; consumers and patients:

- Easily aggregate your health data and care plans
- Access personalized health services and health content.
- Collaborate with care network via Chat Audio Video Conferencing
- Get better care – with a better 'customer' experience

Provider exclusive

- Improved patient experience; access to premium dollars (MU2/3)
- Differentiate on customer experience; attract high value patients
- Business opportunity; managing out patients and citizen health

Provider and payer

- Efficiency reduce amount of no shows and bad shows;
- Improve adherence and compliance to care plan
- Reduce duplication of efforts
- Reduce re-admissions (through 2nd prevention)
- Reduce acute escalations
- Access to patient owned and generated data

Payers and government of regions only

- Transition towards prevention
- Increasing autonomy and self management of people
- Increasing access to care within and beyond the region
- Increasing active screening and education campaigns

To innovators and HealthTech companies

- GDPR compliant access to longitudinal record
- Direct access to the consumer in the PHR; program store
- Indirect access to the consumer in the PHR; app store

Philips MyHealthJourney PHR - Summary

- The foundation of people centric transformation of healthcare
- People owned and controlled
- Holistic and longitudinal linking personal and clinical health
- Privacy by design and default, GDPR compliant
- Highly configurable per customer
- Highly personalized health services per user
- Enabling collaboration between people along the health continuum
- Providing data and insight for professional care takers and population health management

