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# Management Information Systems (MIS)

AGMP07 – 2020-21

## End Term Examination

January 2021

Duration: 75 Minutes

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### Instructions

1. The exam is an open book examination.
  2. Please read the case “**Philips Healthcare: Marketing the HealthSuite Digital Platform.**” carefully. All the questions are primarily based on this case.
  3. Type your answers in the MS-Word. Save your file using your name and Roll no. You can submit either MS-Word or PDF file on Moodle.
  4. All answers must be brief and to the point.
  5. In answering the questions, **use the concept/terminologies/frameworks discussed and explained** during the class discussions. It will help us in assessing whether you have understood the concepts discussed during the sessions.
  6. **Make sure that you upload and submit the correct MS-Word / PDF file.**
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### Questions

1. Describe the ecosystem of the HealthSuite Digital Platform. Identify each stakeholder and the role they play in the ecosystem. Also, discuss the company’s motivations driving the platform creation **[15 Marks]**
2. As an ecosystem manager of the HealthSuite platform, you plan to add Insurance companies as a stakeholder. Identify and explain relevant network efforts (both cross-side as well as same-side) with regards to this new stakeholder **[15 Marks]**
3. Assume that a strict law regarding sharing patient/healthcare data will soon come into effect [in the next 2-3 years]. Specifically, the law prohibits sharing or processing of patient information by any third-party outside the caregiving institute [e.g., a hospital]. Anticipating a potential regulatory pushback, Phillips has engaged you. Make recommendations about how Phillips could address this anticipated barrier to growing its platform **[15 Marks]**