

Pockets of the Future -event

# Reuse of data for the benefit of all

Ilkka Räsänen, Senior Lead, Finnish Innovation Fund Sitra

5.11.2020

# Story of an invention...



## Facebook's new Preventive Health tool pushes people to advocate for their health

Now you can check Facebook before your next checkup

By Mary Beth Griggs | Oct 28, 2019, 4:03pm EDT



## Google reveals 'Project Nightingale' after being accused of secretly gathering personal health records

The company says it's all above board

By Mary Beth Griggs | Updated Nov 11, 2019, 11:40pm EST



Pharmaceuticals sector [+ Add to myFT](#)

## Novartis and Microsoft join forces to develop drugs using AI

Five-year agreement is one of the most expensive tie-ups between big pharma and big tech



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November 14, 2019

## Apple launches three innovative studies today in the new Research app



The Apple Heart and Movement, Women's Health and Hearing Studies Now Open for Enrollment

## Ascension and Google working together on healthcare transformation

November 11, 2019 03:08 PM Eastern Standard Time

ST. LOUIS--(BUSINESS WIRE)--Ascension, one of the nation's leading non-profit health systems, is working with Google to optimize the health and wellness of individuals and communities, and deliver a comprehensive portfolio of digital capabilities that enhance the experience of Ascension consumers, patients and clinical providers across the continuum of care.

"Ascension is a leader at increasing patient access to care across all regions and backgrounds, particularly those in disadvantaged communities. We're proud to partner with them on their digital transformation"

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"As the healthcare environment continues to rapidly evolve, we must transform to better meet the needs and expectations of those we serve as well as our own caregivers and healthcare providers. Doing that will require the programmatic integration of new care models delivered through the digital platforms, applications and services that are part of the everyday experience of those we serve," said Eduardo Conrado, Executive Vice President, Strategy and Innovations, Ascension.

Ascension will improve the experience of patients and consumers, as well as providers and associates, and advance its Mission of providing compassionate, personalized care to all, especially people living in poverty and those most vulnerable, through new capabilities that

include:

## Merck, Tencent to develop digital healthcare platforms for China



01/25/2019 | 06:20am EST

The part of the economy that focuses on creating services and data-based products in an **ethical** manner.

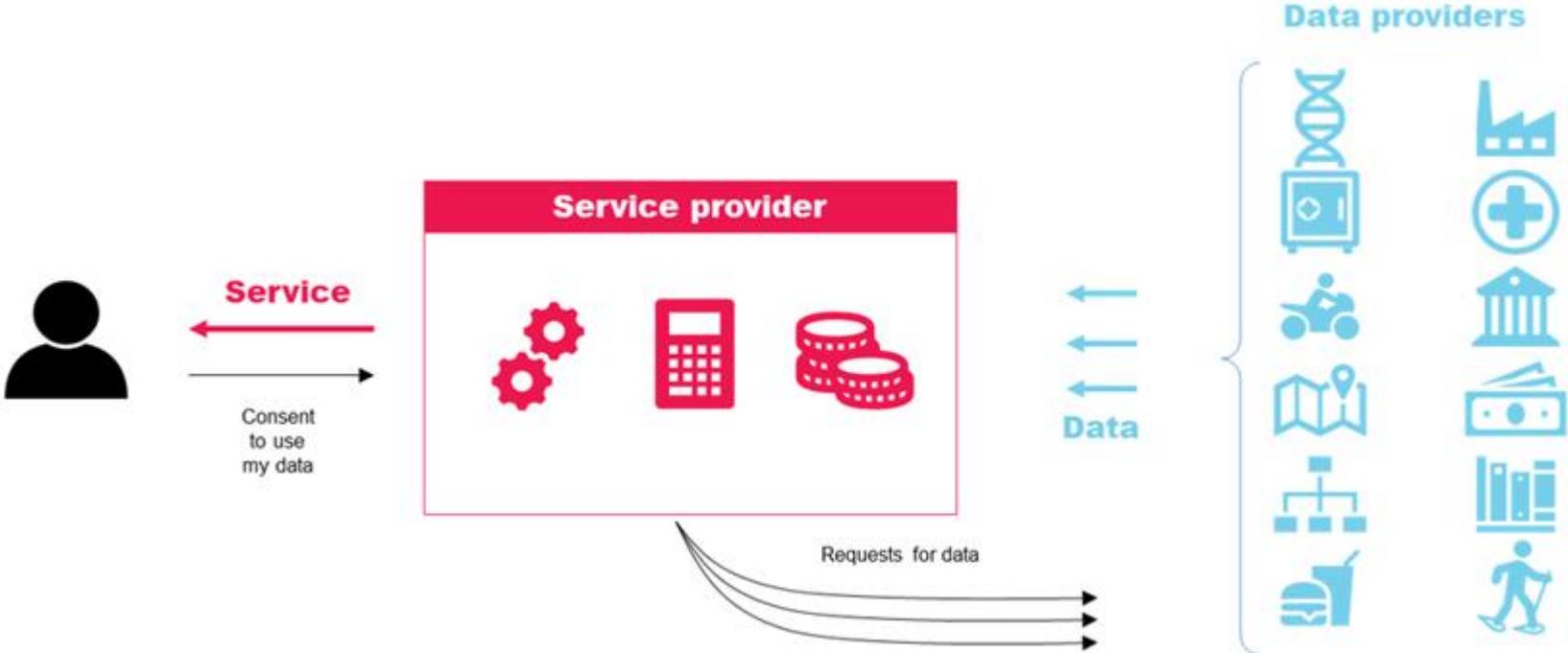
**Fairness** means that the rights of individuals are protected and the **needs of all stakeholders** are taken into account in a data economy

~~FAIR  
DATA  
ECO-  
NOMY~~



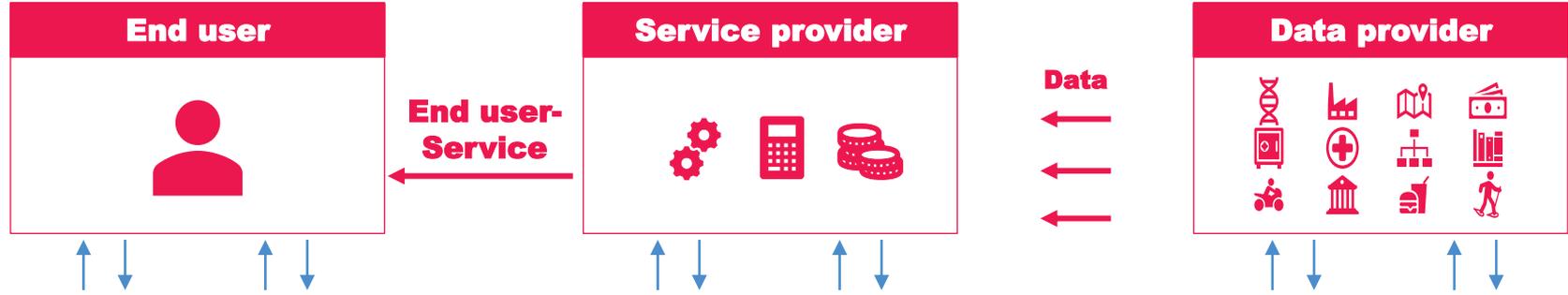
IHANA®

# How IHAN<sup>®</sup> works



# - How IHAN<sup>®</sup> works, #2

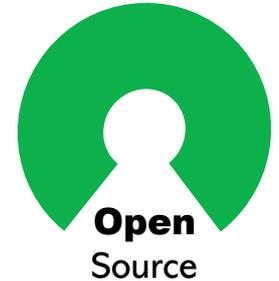
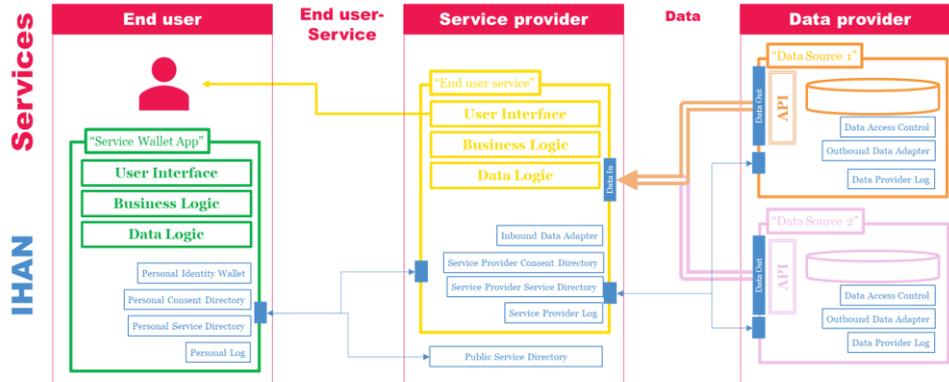
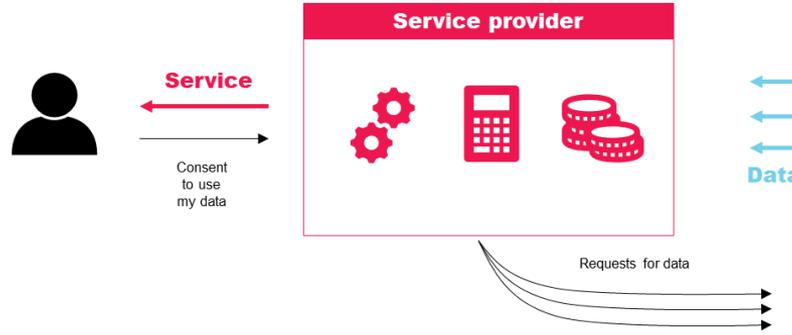
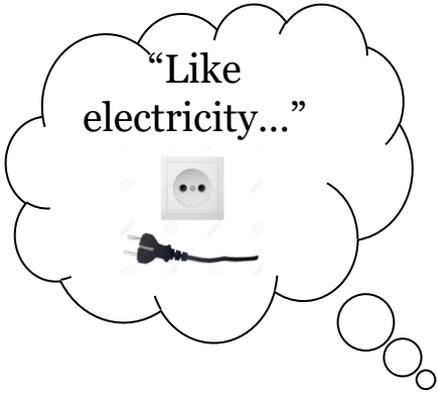
Services



IHAN

	End User	Service Provider	Data Provider
Identity			
Data			
Consent			
Services			
Log			

# IHAN is enabling framework



**1**  
**6** Healthcare and pharma

**7** Technology

**3** Finance

**1** Agriculture

**1** Defence

**1** Creative field

**1** Sports

**1** Publishing

**2** Multiple industries



# CALL FOR PILOTS 33 APPLICATIONS

The first call for pilots closed on 31 December 2018  
<https://www.sitra.fi/en/projects/ihan-proof-concept-pilots/>

# 11 Countries

Finland  
Austria  
Netherlands  
UK  
Estonia  
Japan  
Iceland  
France  
Switzerland  
Norway  
Slovenia

# Citizen-centric diabetes data on Personal Health Record platforms

- Get the data flowing, in a way where citizens are in full control over the wellness and health data they generate
- Offer citizens the freedom of choice over the apps and devices they use
- Integration to KANTA Omatietovaranto
- Integration to a treatment path in hospital setting



# DIGITAL RESEARCH PLATFORM

- Oriola's ORIGO (ORIGO-PRO) - the bridging platform by the Pharmacy Chain Owned by the Drug Trader ORIOLA providing a network and marketplace for the interaction of knowledge and the coordination and co-operation
- Real World Evidence (RWE) based, combining national registers data to Patient Reported (PRO) data
- Volunteed participans are MS-patients provided be the Finnish Neuro Society
- Uses new solutions as strong authentication method, SisuID
- Extensions to Kronas Apotek in Sweden will follow, as well as integration to biobanks.



# Imagine 2025

Lately, your energy levels have been low, and you have found a need for a change in lifestyle. Your friend told you about a new **Live Better** app.

When taking a closer look at the new app, you notice that it has a **Fair™ label** on it. Now you know that the service uses your personal data in an ethical and safe way.

You grant the service the permission to connect your **purchase data** from your neighbourhood store with your health data from the **Kanta service**, and your data collected by the **Sports Tracker** app.

When making the payment, you notice that your insurance company offers the service to you free of charge.

It is the year 2025, and you are living in a world with a data economy that is fair and benefits all.





# SITRA Health Working Paper

## - CALL TO ACTION:

1. Managing the cross-sectoral use of data
2. Creating a scalable infrastructure for viable data markets
3. New incentives to promote the use of person-generated data
4. Activating individuals and businesses to share data
5. Developing data spaces



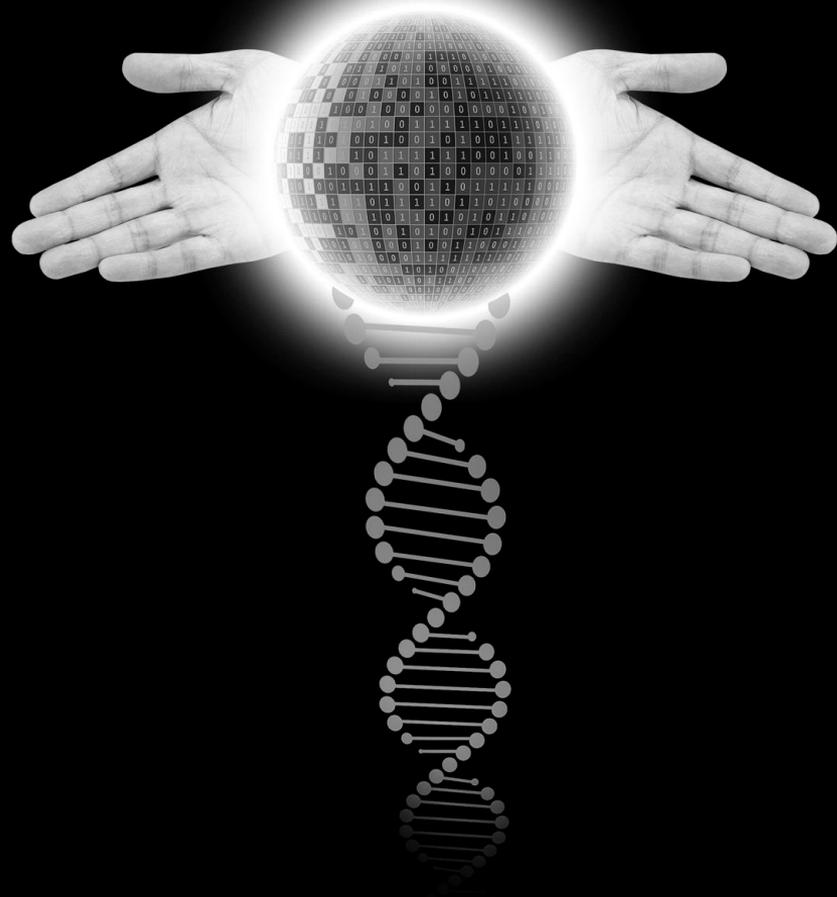
**Towards trustworthy health data ecosystems**

# How to get into bandwagon?

- **Order MEDTalk newsletter by visiting [www.sitra.fi/medtalk](http://www.sitra.fi/medtalk)**
- **Health Whitepaper**
- **Wearables Survey**
- **Corporate Social Responsibility paper**
- **All new Sitra materials & news**



**Future is  
made today**



**SITRA**