

MAY 29, 2018, BARCELONA:

THE SECURE AND TRUSTFUL USE OF PATIENT DATA IS KEY FOR HEALTHCARE PROGRESS

Findings of a major global research initiative are presented at HIMSS Europe conference. New research opportunities, business models and marketplaces emerge from the increasing combination and interrogation of patient data sets.

Future Agenda is delighted to announce the launch of its most recent open foresight report which focuses on the Future of Patient Data, on the occasion of HIMSS Europe - the annual conference of the European and global healthcare industry in Sitges, Barcelona, today. Aimed at all those involved in the management of, and innovation within, the health care industry, it highlights several important emerging issues that are the source of major differences of opinion around the world. These include how to best accommodate rising data sovereignty concerns, digital inequality, the privatisation of health information and the growing value of health data.

The report is based on the output of 12 workshops in 11 countries, held between Sept 2017 and January 2018 which brought together 300 leading health and academic and business experts across Europe, North America, the Middle East, Africa and Asia. Their aim was to identify and explore the key shifts taking place around how patient data is being generated, used, owned and accessed. It outlines a unique global view, not only of the key changes on the horizon, but also of regional variations in impact and implications. It captures diverse views from different expert and stakeholder groups thereby providing a widely comprehensive analysis at the intersection of medical science, technology, politics and economics.

Dr. Tim Jones, Founder and Director of Future Agenda said *“The proliferation of medical data and its supporting technology plus a growth in consumer and proxy data has stimulated a growing revolution around the provision of healthcare. As the pressures on healthcare providers continue to escalate, the better collection, management and use of more patient-specific information provides a major opportunity for innovation and change. We hope that*

The Future of Patient Data helps those with the task of delivering more efficient and effective healthcare to identify areas for potential innovation and change.”

In addition to providing a rich global perspective from across a selection of different healthcare systems, the research explores a wide breadth of issues including data infrastructure, governance, the application of patient data for personalised medical research and the development of advanced, consumer-focused digital healthcare services. It shows that entire new research opportunities business models and marketplaces are emerging from the combination of broadening patient data sets and highlights two diverging ideals: one focused on the need to “free” data to facilitate better research, more open intelligent applications and greater system efficiency; the other arguing for the privatisation of data, extracting value and giving more ownership of key information to some key organisations.

Some of the opportunities and challenges identified in the report are technical in nature, but many are concerned with different ethical, philosophical and cultural approaches to health and how we treat the sick in society. In terms of opportunity, these include enabling greater, more personalised, patient focus; the broadening impact of AI; the advent of healthcare data marketplaces and the introduction of new business models – many from outside the sector. In terms of challenges, data integration, clearer ownership and anxieties over security and privacy were all seen to be key areas. These are all tempered by a general concern around the difficulty of connecting multiple datasets, the compromises necessary to ensure the overall privacy of personal information and the need to improve trust amongst all parties.

We would very much like to thank the experts who shared their insights and the leading organisations that collaborated to support the project and host the twelve events around the world – Accenture, Amgen, Cognizant, Discovery, Hanson Bridgett, Herman Miller, Pfizer, Philips, TAL, UCB and the Universities of Oslo, Warwick and York in Toronto.

For more details: www.futureofpatientdata.org

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About Future Agenda

Future Agenda runs the world's largest open foresight programme and provides strategic advice to leading organisations globally. In 2010 and 2015 we undertook major worldwide research leading hundreds of expert workshops across over 20 topics. The insights from these discussions have been shared in two major publications – 'The World in 2020' and 'The World in 2025'.

Each year, the Future Agenda team undertakes in-depth global open foresight research projects on key themes of interest. In 2016 the focus was the Future of Cities. In 2017 it was the Future of Philanthropy and the Future of Patient Data. The primary topic for 2018 is the Future Value of Data. All our research is openly shared under the Creative Commons Non-Commercial license.

For more details: www.futureagenda.org

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