ESC Digital Health
Industry Forum 2019

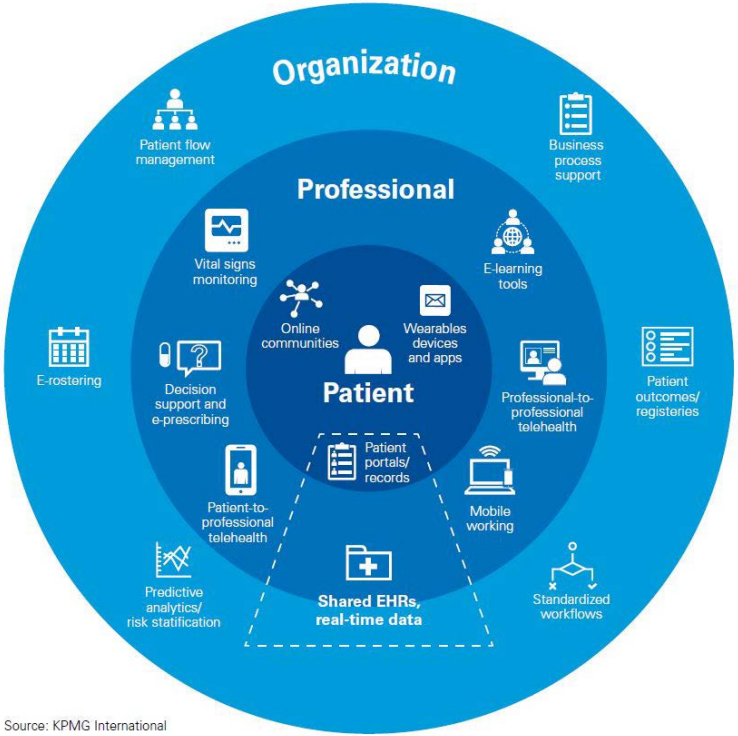
8 January 2019
London

ESC
European Society
of Cardiology

“There is a new and rapidly changing healthcare landscape, where digital technologies are becoming increasingly *normalized into the everyday delivery of healthcare*.”

Digital health: heaven or hell? KPMG
Available at: https://assets.kpmg.com/content/dam/kpmg/pdf/2016/03/digital-health-heaven-hell.pdf

The Current Digital Healthcare Landscape



Source: KPMG International

Digital health: heaven or hell? KPMG
Available at: https://assets.kpmg.com/content/dam/kpmg/pdf/2016/03/digital-health-heaven-hell.pdf

Not if, but when…

“Digital technology has the potential to transform medicine and the healthcare industry in a sustainable way. At the same time, digital technology could equalize the relationship between medical professionals and patients

A journey towards smart health. Deloitte, February 2018.
Available at: https://www2.deloitte.com/content/dam/Deloitte/lu/Documents/life-sciences-health-care/lu_journey-smart-health-digitalisation.pdf

Digital Health and Care

ESC European Society of Cardiology

TRANSFORMATION OF HEALTH AND CARE IN THE DIGITAL SINGLE MARKET - Harnessing the potential of data to empower citizens and build a healthier society

European health challenges

- Ageing population and chronic diseases putting pressure on health budgets
- Unequal quality and access to healthcare services
- Shortage of health professionals

Potential of digital applications and data to improve health

- Efficient and integrated healthcare systems
- Personalised health research, diagnosis and treatment
- Prevention and citizen-centred health services

What EU citizens expect...

90% agree To access their own health data (requiring interoperable and quality health data)

80% agree To share their health data (if privacy and security are ensured)

80% agree To provide feedback on quality of treatments

Support European Commission:

Updated 24042018

1 Secure access and exchange of health data

Ambition:

Citizens securely access their health data and health providers (doctors, pharmacies...) can exchange them across the EU.

Actions:

- eHealth Digital Service Infrastructure will deliver initial cross-border services (patient summaries and ePrescriptions) and cooperation between participating countries will be strengthened.
- Proposals to extend scope of eHealth cross-border services to additional cases, e.g. full electronic health records.
- Recommended exchange format for interoperability of existing electronic health records in Europe.

2 Health data pooled for research and personalised medicine

Ambition:

Shared health resources (data, infrastructure, expertise...) allowing targeted and faster research, diagnosis and treatment.

Actions:

- Voluntary collaboration mechanisms for health research and clinical practice (starting with "one million genomes by 2022" target).
- Specifications for secure access and exchange of health data.
- Pilot actions on rare diseases, infectious diseases and impact data.

3 Digital tools and data for citizen empowerment and person-centred healthcare

Ambition:

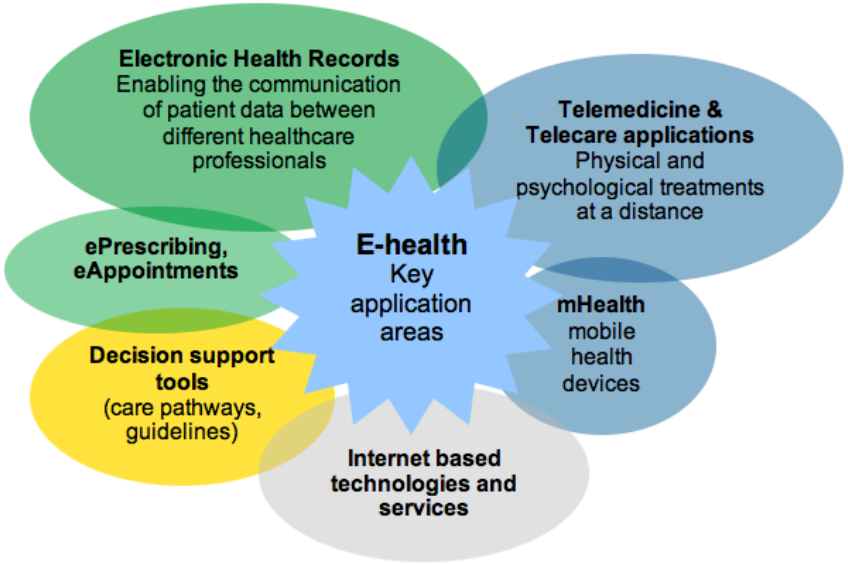
Citizens can monitor their health, adapt their lifestyle and interact with their doctors and carers (receiving and providing feedback).

Actions:

- Facilitate supply of innovative digital-based solutions for health, also by SMEs, with common principles and certification.
- Support demand uptake of innovative digital-based solutions for health, notably by healthcare authorities and providers, with exchange of practices and technical assistance.
- Mobilise more efficiently public funding for innovative digital-based solutions for health, including EU funding.

#DigitalSingleMarket #DigitalHealth @eHealth_EU @EU_Health

Where the ESC Stands Today on Digital Health



European Heart Journal
doi:10.1093/eurheartj/ehv416

EHJ POSITION STATEMENT

e-Health: a position statement of the European Society of Cardiology

Martin R. Cowie[1]*, Jeroen Bax[2], Nico Bruining[3], John G. F. Cleland[4], Friedrich Koehler[5], Marek Malik[6], Fausto Pinto[7], Enno van der Velde[8], and Panos Vardas[9]

Eur Heart J 2016; 37: 63 – 6

ESC Digital Health Committee

A Committee on Digital Health, reporting to The ESC Board, was established in Q1 2018

Nucleus Members

Martin Cowie, FESC – Committee Chair
Enrico Caiani – Committee Vice-Chair
Jeroen Bax, FESC – ESC Past President
Panos Vardas, FESC
John Crawford
Nico Bruining, FESC
Friedrich Koehler, FESC
Allan Bohm

The main objectives of the ESC Digital Health Committee are

To define and implement the Digital Health roadmap and assist with the coordination of the digital activities of the ESC and its constituent bodies in its mission to prevent, diagnose and manage diseases of the heart and blood vessels, and to improve the scientific understanding of the heart and vascular system

Committee's main deliverables

Digital Health Portal….Journal

Digital Health Journal will be created
(digital multimedia format)

First such « journal » with a focus on Cardiology

Committee's additional deliverables

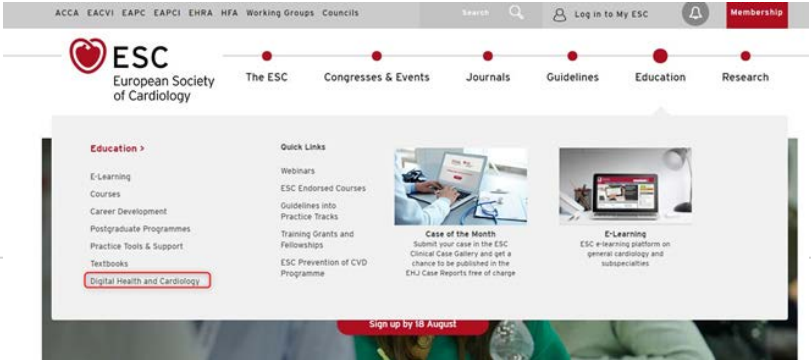
- **Collaboration with other ESC committees and constituent bodies**
- ESC Congress 2018 – Call for Technology, and Digital Health Area
- ESC Congress 2019 – Dedicated track on Digital Health
- ESC Sub-Specialties Congresses – Collaboration across all specialties
- ESC Website – Review and arrange available content to offer an user-friendly experience to our visitors
- Social Media – Collaboration with Young Community, creation of a hashtag (#ESCdigital)

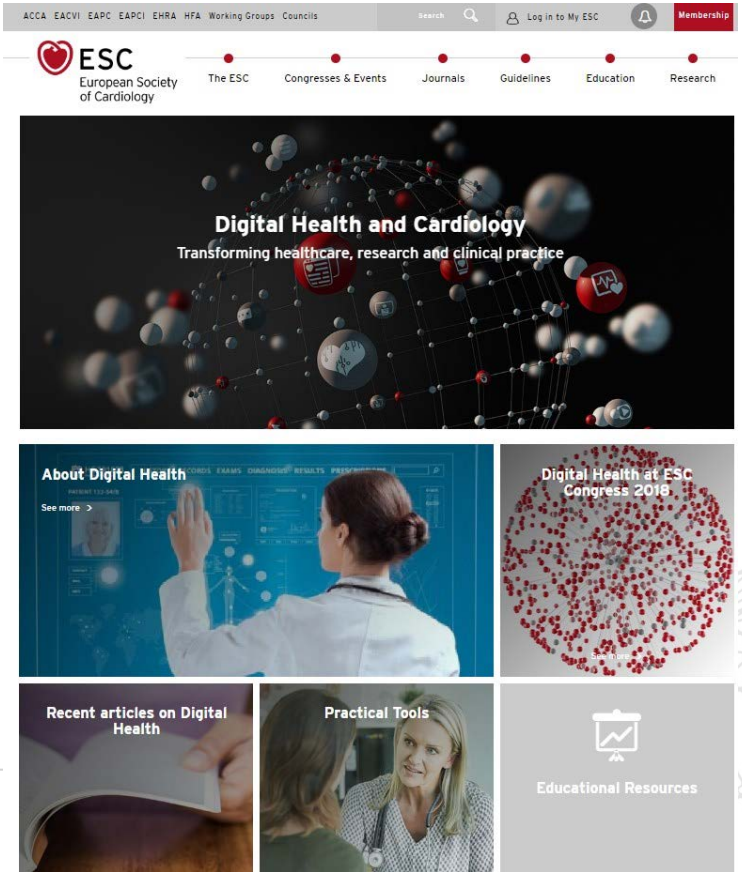
New section on escardio.org

- Digital Health now has its own section on the ESC Website **www.escardio.org/digital-health**

- This section pulls together what the ESC and this Committee is doing/will do around Digital Health

- It will evolve as the activities evolve





#ESCdigital

- Scientific applications in both research and clinical practice
- Discuss the latest cutting-edge innovations and research
- Industry booths featuring the “hottest” new technology
- **At the entrance of Exhibition 3**

ESC Digital Summit 2019

5-6 October
Tallinn, Estonia

ESC
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of Cardiology

ESC Digital Summit 2019

5-6 October 2019 – Tallinn, Estonia

ESC European Society of Cardiology

Take part in our annual Digital Summit

This exclusive event is the ideal opportunity for thought leaders and Digital Health enthusiasts from Europe and beyond to join forces over 2 days in a bid to shape the future of Cardiology.

A variety of stakeholders will contribute to this event:

- Clinicians
- Key Opinion Leaders
- New digital technology developers and start-ups
- Industry partners from the Pharmaceuticals and Medical Devices sectors

A rich scientific programme covering the latest, cutting-edge technology will be the platform for interactive discussions on all things Digital Health via various formats:

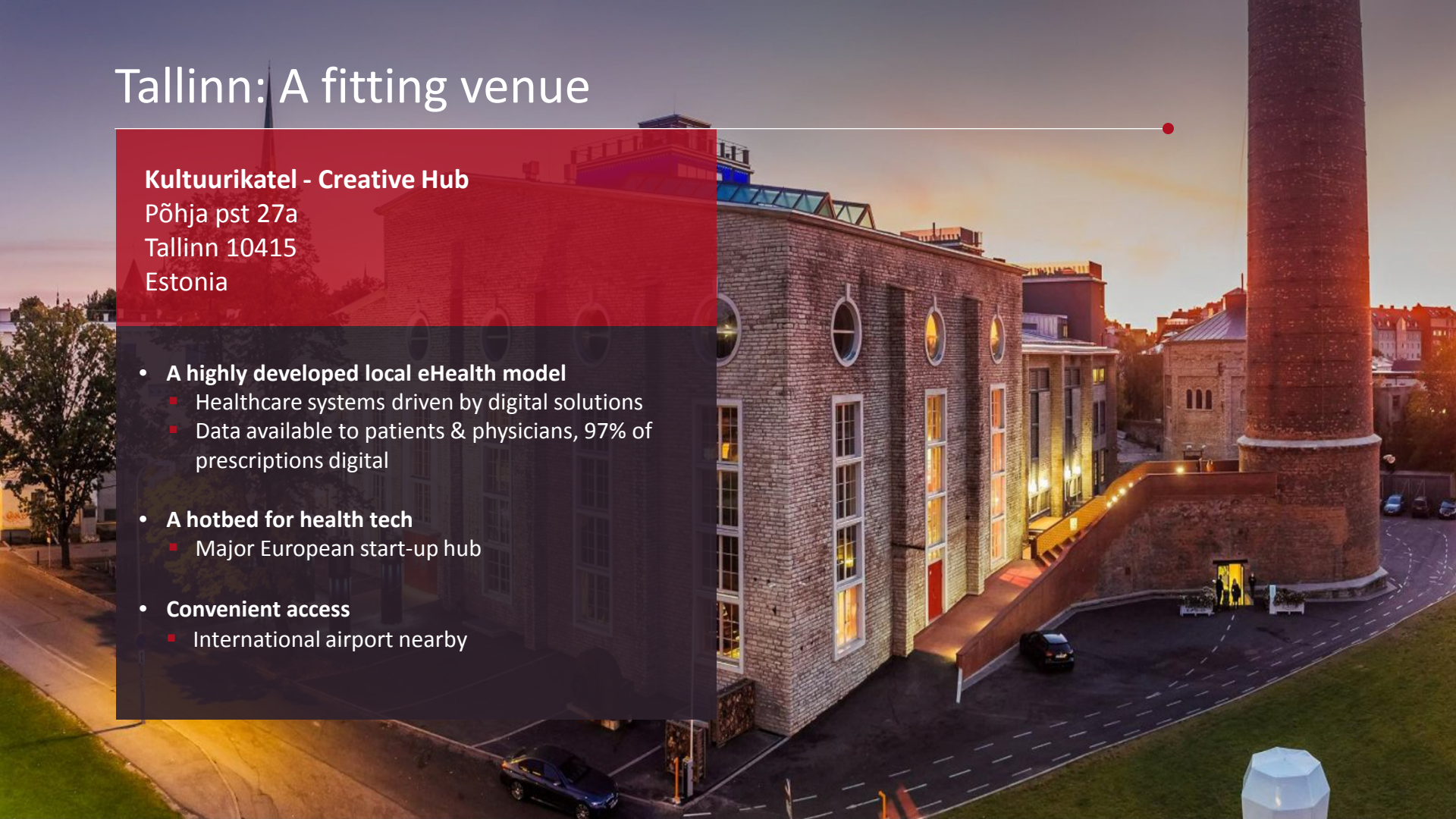
- Roundtables
- Dedicated Exhibition Area
- Call for Technology Sessions
- Workshops
- Industry Tech Talks

Outcomes of onsite discussions and debates will effectively work towards smooth implementation of Digital Health solutions in healthcare and ultimately contribute to our global mission to reduce the burden of cardiovascular disease.

Tallinn: A fitting venue

Kultuurikatel - Creative Hub
Põhja pst 27a
Tallinn 10415
Estonia

- **A highly developed local eHealth model**
  - Healthcare systems driven by digital solutions
  - Data available to patients & physicians, 97% of prescriptions digital
- **A hotbed for health tech**
  - Major European start-up hub
- **Convenient access**
  - International airport nearby



Any questions?

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