



REPUBLIC OF ESTONIA
MINISTRY OF SOCIAL AFFAIRS

Supporting a Data Driven Patient Journey in Europe – How Can Member States Help Drive Results?

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Data will drive the
innovation &
we don't even know
exactly yet,
what will it look like

Big data is not just a quantitative
change, it is a conceptual and
methodological change.
It will reform the way we do
science and the way we deliver
care.

(Rossor/OECD (2014))



„ Data is the new oil!“

Clive Humby (2006)

Meglana Kuneva (2009)

...



**Citizens truly in
control** of their
health and the data +
system that support it



Health care as an
asset not cost
item for public
budgets



E-services in Estonia

Internet banking (99%)

E-school

E-health record
(99% population)

E- Business registry

E-land Registry

Digital signature

E-police

E-pensions account

ID-ticket

E-tax and customs service
(97% income tax)

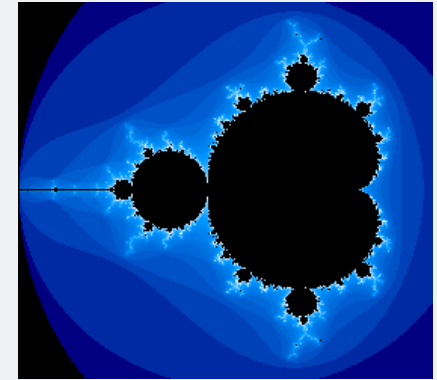
E-voting (30%)

E- self-services

E-state service
portal

E-prescription
(99% population)

It takes ...



- ✓ lots of **information** from various sources
- ✓ powerful **information systems** to process the data
- ✓ smart **people** to find the meaning from noise or random (though sometimes beautiful) patterns

and ...

... a lot of **trust** (from data subjects)

Access and control of health data becomes crucial

Fundamental principle:

Health data belongs to the data subject

1. Access to my data
2. Control of my data use
3. Delegation of my access and control rights
4. Individual monitoring of requests for my data

EU General Data Protection Regulation facilitates **better use of personal data**



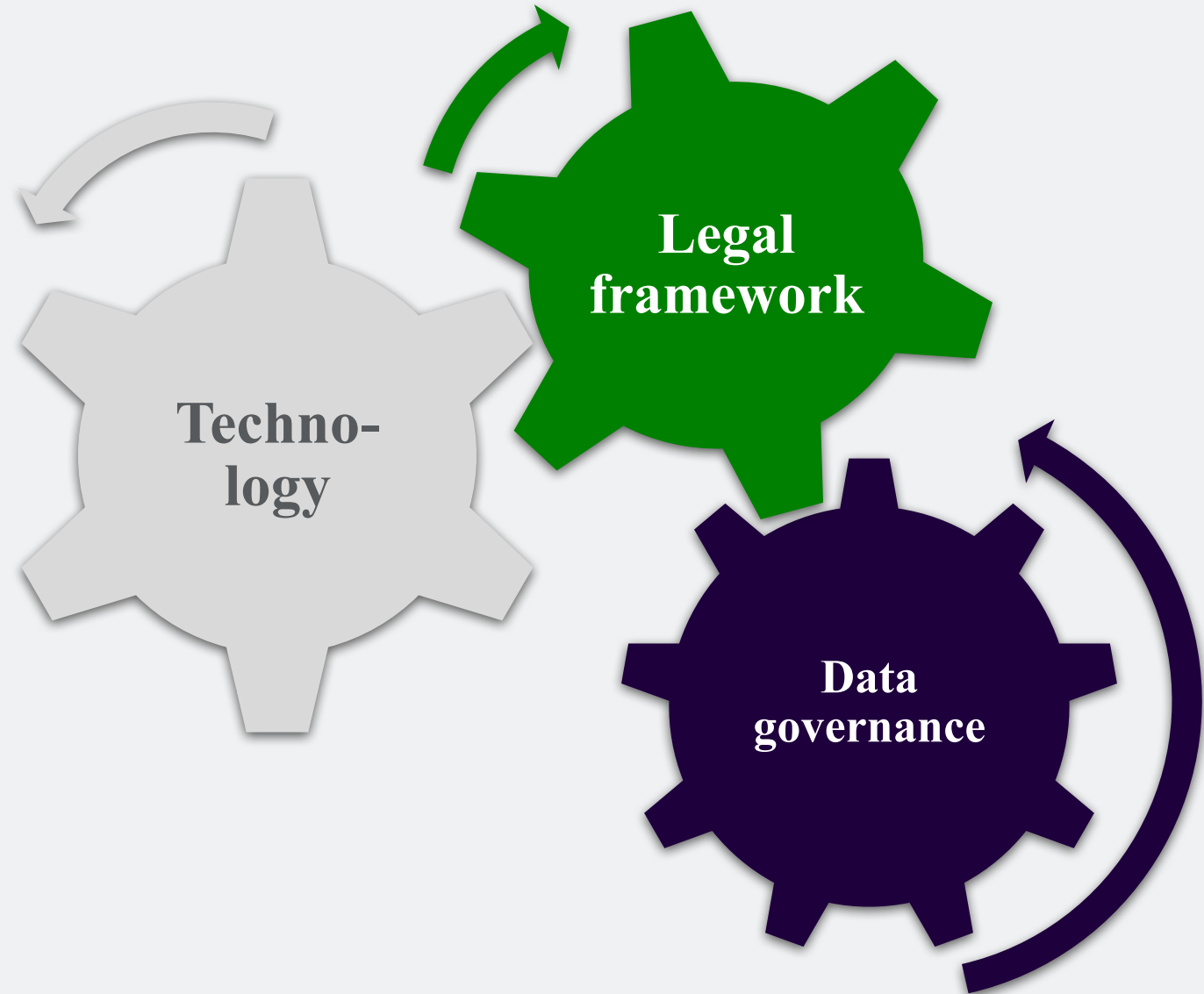
The new Regulation will also guarantee **free and easy access to your personal data**, making it **easier** for you to see what personal information is held about you by companies and public authorities, and make it easier for you to **transfer your personal data** between service providers – the so-called principle of ‘data portability’.

Privacy means that personal data should be used securely, but not to be secured from being used



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Digital Society Trust Recipe



Personalised approach using existing assets

Genome Bank
(est. 2001)
52 000 donors
(5% of the population)

+

Digital health data
from 9 sources
(+10y history)

+

International
investments
for personalized
medicine

Estonian National
Personalised Medicine
Programme
2016-2020

1. Feasibility and value in clinical environment
2. ICT infrastructure build-up
3. Innovation ecosystem for collaborative R&D, clinical and business development

Internationally open
research and business
development
collaboration platform

Personalized medicine
centre of excellence

Rapid **clinical application**
of personalized medicine
approach & decision-
support tools

International
business collaboration

A precise and learning system with constant clinical/care knowledge creation

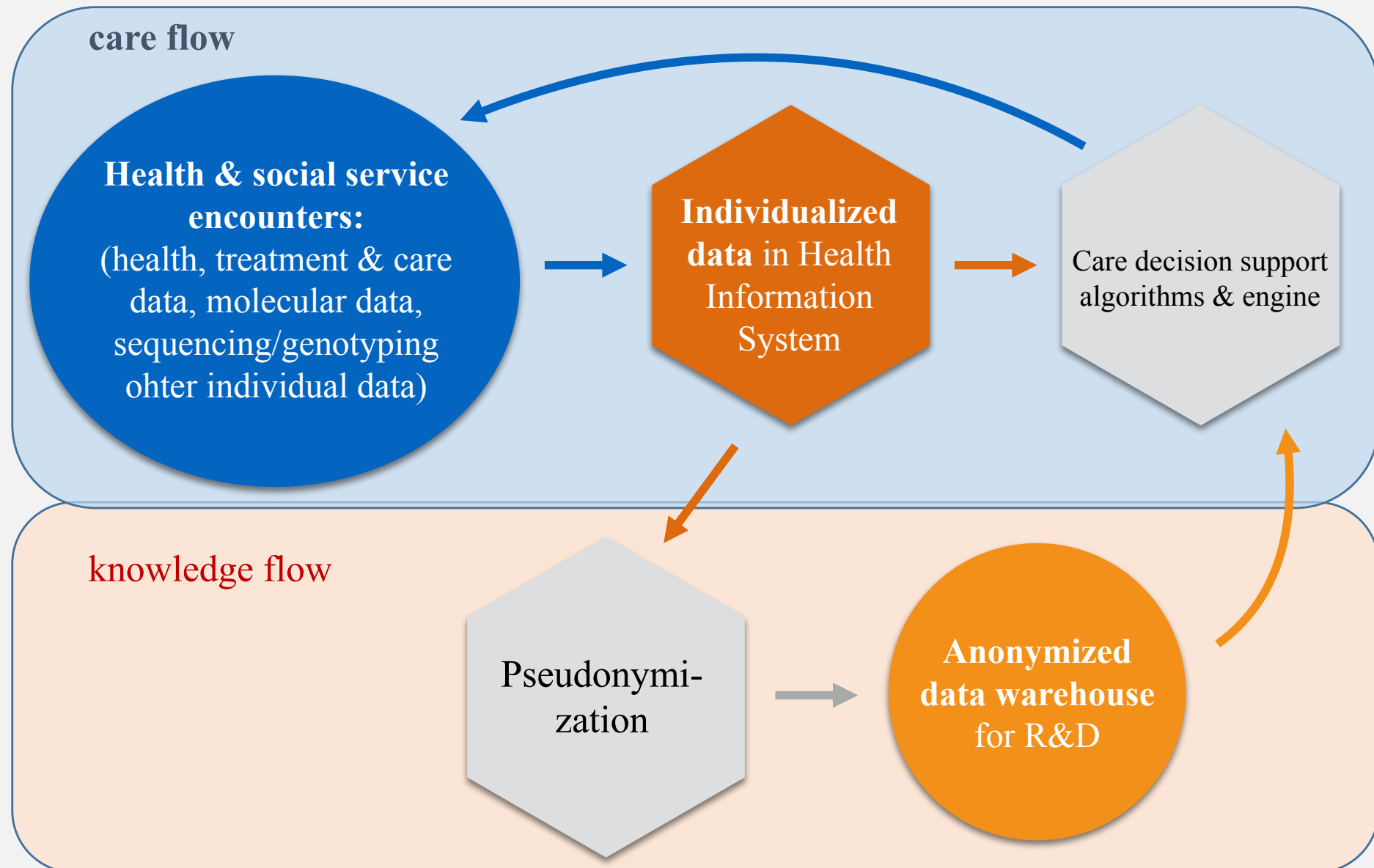




Foto: Stina Kase

In the end there will always come summer..

For more, please visit...

Tallinn 2017

high level eHealth conference

**„Health in the digital society
Digital society for health“**

October 16-18, 2017 | Tallinn, Estonia



Digital Health Society

- ✓ **Stakeholder Declaration on eHealth**
- ✓ **Action Commitments**

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estonishing –
dare to fulfill your desires safely!

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