

mHealth and EC2020



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GSI

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MovingLife >>>





Strategies for mHealth in Europe 2020

- The conference has already focused on the specific recommendations developed by the MovingLife project
- I will try to focus on how a strategy for mHealth development and implementation can be aligned with the goals and objectives of Europe 2020
- My intention as such is to identify a potential framework within which specific recommendations for mHealth development and implementation can be pursued. This draws not on the roadmap itself, but rather the insights from the methodology and collaborations used by the MovingLife project in developing the roadmap.

Europe 2020 and Health

- Ensuring and promoting health is an integral element of achieving smart and inclusive growth and an important driver in the EC2020 vision.
 - Health and productivity closely linked
 - Healthcare innovation can create jobs and contribute to economic prosperity
 - European healthcare systems are facing considerable challenges in providing and delivering healthcare
- Health addressed, currently, in 4 areas of EC2020,
 - Innovation Union
 - Digital agenda for Europe
 - Agenda for new skills and jobs
 - European platform against poverty



The Digital Agenda for Europe and Health/ Innovation Europe

- Aim to utilise ICT in solving challenges facing healthcare in Europe, key focus on
 - Supporting independent living
 - Reducing costs
 - Improving quality
 - Action 75: Give Europeans secure online access to their medical health data and achieve widespread telemedicine deployment
 - Action 76: Propose a recommendation to define a minimum common set of data
 - Action 77: Foster EU-wide standards, interoperability testing and certification of eHealth
 - Action 78: Reinforce the Ambient Assisted Living Joint Programme
- Innovation Europe
 - Overall goal of contributing to smart, inclusive and sustainable growth in the European Union
 - Key action plan are the creation of European Innovation Partnerships
 - First EIP started, 2012, on Healthy and Active Ageing
 - Combined research and innovation activities formulated around this common goal.



Agenda for new skills and jobs/ European platform against poverty

- Current review of different directives
- Action plan on shortage of health workers
- Focus on health promotion
- Need for sustainability and ability to finance healthcare by all citizens but in particular older persons

➤➤➤ mHealth and addressing these goals

- Fostering the development in mHealth is a complex task with a complex set of interrelated, interdependent and sometimes competing factors
 - Sometime lost, but the basic premise as with most healthcare technologies is increasing the quality and effectiveness of care provided to patients, or reducing the prevalence of illness in those at risk of developing conditions
 - The wider societal goals as set out in EC2020 must be situated within a rationale that emphasises the above point and identifies a mechanism for a triple-win
 - For patients
 - For healthcare professionals
 - For society (industry, policy, research etc.)



The MovingLife Roadmap and recommendations

- Without repeating presentations already given, the roadmap and other recommendations can be seen as an attempt to create the conditions to achieving this triple win
 - Focusing, enabling, supporting and providing a means of validation and standardisation for technical advancements supporting a mHealth environment
 - Creating a legal and regulatory environment that can foster a European healthcare ecosystem [i.e. extended key European principles, movement, trade in goods etc. to the healthcare sector)
 - Enabling, involving, engaging and collaborating with all relevant stakeholders in addressing problems for mHealth and issues which through co-operation can be effectively tackled

➤➤➤ A framework for implementation

- Mobile healthcare can deliver positive impacts on each of the four areas
 - Need for the roadmap or recommendations to be implemented (non-exclusivity, merging of recommendations from various sources)
 - Implementation requires monitoring, updating and sustained engagement with stakeholders, both upstream and downstream
 - Need to recognise mHealth as a specific area which can deliver positive impacts on each of the action point areas
 - Patients and Healthcare professionals essential in how Europe can successfully innovate and implement mHealth technologies
 - Purchasers may need to embrace new financing models, such as pre-commercial procurement to effectively utilise mHealth

Conclusions

- The MovingLife roadmap is a 'living' document. All roadmaps should be seen as a potential guide. Without the gift of foresight it is impossible to determine the impact of following any recommendation with 100% certainty.
- This conference is perhaps engaged in preaching to the choir in relation to mHealth. The challenges are barriers which are not so much about the potential efficacy of the innovations it provides, but rather about how we can reach all stakeholders, and the divergent needs and demands they represent can effectively be met.
- Dialog with and between stakeholders is an essential first step. Dialog is however insufficient. Moving to sustained, meaningful and reactive/proactive engagement at a European level is the way forward, i.e. dialog must be a precursor of co-decisions, democratising healthcare policy and practice etc. Being successful in this necessitates a shift as dramatic as the one often portrayed in the championing of mHealth as a revolution in healthcare delivery and practice.

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