DIGITAL HEALTH VS. PATIENT PRIVACY (GENERAL DATA PROTECTION REGULATION): IS THE FUTURE HERE TO STAY?

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Issues Panel

ISSUE

• Healthcare systems stakeholders are looking to reduce inefficiencies, remove redundancies, personalize treatments, improve healthcare quality, and patient access, whilst trying to reduce healthcare costs.
• For digital health to function, end users (patients) are required to provide all of their tracking data.
• As of May 2018, European patients are protected by General Data Protection Regulation (GDPR).
PANEL

• **Moderator:** Carl V. Asche, PhD, Professor of Medicine, Director, Center for Outcomes Research, University of Illinois College of Medicine;

• **Panelist(s):**
  - Katarzyna Kolasa, PhD, Professor of Health Economics, Head of Department, Health Economics and Healthcare Management, Kozminski University.
  - Ken Redekop, PhD, Associate Professor, Erasmus School of Health Policy & Management, Erasmus University Rotterdam.
  - Vladimir Zah, DPhil, Visiting Professor of Health Economics, Health Economics and Healthcare Management, Kozminski University.

• Debate the pros and cons of GDPR and whether digital health is in survival mode.

BACKGROUND

• General Data Protection Regulation (GDPR).

• GDPR will be directly applicable in all EU Member States.

• GDPR remains under negotiation.
GDPR FEATURES

- Worldwide territorial scope.
- Enhancements.
- One-stop shop.
- Sanctions.

WAYS BY WHICH GDPR WILL AFFECT THE HEALTHCARE INDUSTRY
SAFER PERSONAL DATA

• The GDPR mandates that data breaches must be reported.
• Concern that GDPR will severely impact ability to engage with customers and prospects.
• GDPR presents a great opportunity to build trust.

DETAILED PATIENT PROFILES

• The data footprint of an individual is usually highly fragmented.
• Healthcare providers will have a more detailed view.
• GDPR enshrines the right to be forgotten, which could emerge as a barrier to improved diagnosis.
• Legal requirement for all healthcare providers to retain records for a prescribed period in case of query.
• The GDPR places a framework around this data.
PUTTING PATIENTS IN CONTROL

• Healthcare is the one area of our lives that has remained highly sensitive and private.
• Some of the new data-subject rights also help customers feel in control.
• The framework is there to give the user control; but how?

USING NEW DATA SOURCES

• Research has found that healthcare is the industry the general public most trusts with its personal data.
• Technologies from social networking are increasingly being used to deliver patient care and support.
• Hospify encrypts and delivers text messages from phone-to-phone.
FROM DATA INSIGHTS TO BETTER PREVENTION

• The success of ERNs also depends on big data.
• The masses of data that healthcare organizations have been collecting for decades is still often unstructured and inaccessible.
• The GDPR is a reason for the health sector to be excited.