Empowering through digital tools
European overview

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Agenda

1. Empowering through digital solutions

    1. Gaining control and capacity to act

    2. AMO framework

    3. Added value of digital tools

2. Telemedicine in the European Health Data Space

    1. A common European Health Data Space

    2. Barriers and challenges

    3. Future development

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1. Empowerment through digital tools

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People empowerment through digital tools

- **Gaining control, or capacity to act**, over their health condition/status

  - What can I do to manage my weight?

  - What can I do to control my diabetes or hypertension?

  - What can I do to keep my brain healthy (against memory loss)?

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Building blocks of empowerment

- Applying the **Ability, Motivation, Opportunity** (AMO) framework

	Ability	Motivation	Opportunity
Defining factors	Competences, knowledge, skills	Trust building, readiness, interest and desire to engage	Availability, affordability, accessibility to solutions
Means (examples)	Provide truthful actionable information on health condition	Gamification Data access control (privacy preservation)	Free or costs reimbursed

- Ongoing work by the eHAction (WP4)

AMO: Juan A. Marin-Garcia, Juan Martinez Tomas. (2016).
Deconstructing AMO framework: A systematic review.
https://www.intangiblecapital.org/index.php/ic/article/view/838/574

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Added value of digital tools

- Possible benefits of digitisation

  - Disease self-management

  - Overcome physical barriers

  - Adherence to treatment/care

  - Health, behavioral and lifestyle changes

- Wave of digitisation due to COVID-19

- Empowerment <> digitisation

  - Need to find the right balance

  - "Integration with" rather than "replacement of" clinical workflows

The New York Times

The Coronavirus Outbreak › | **LIVE** Latest Updates   Maps and Cases   States Reopening   Answers to Your Questions   Newsletter

Telemedicine Arrives in the U.K.: '10 Years of Change in One Week'

With the coronavirus pandemic turning doctors' offices into no-go zones, family physicians are now doing many of their consultations online or by telephone.

https://www.nytimes.com/2020/04/04/world/europe/telemedicine-uk-coronavirus.html

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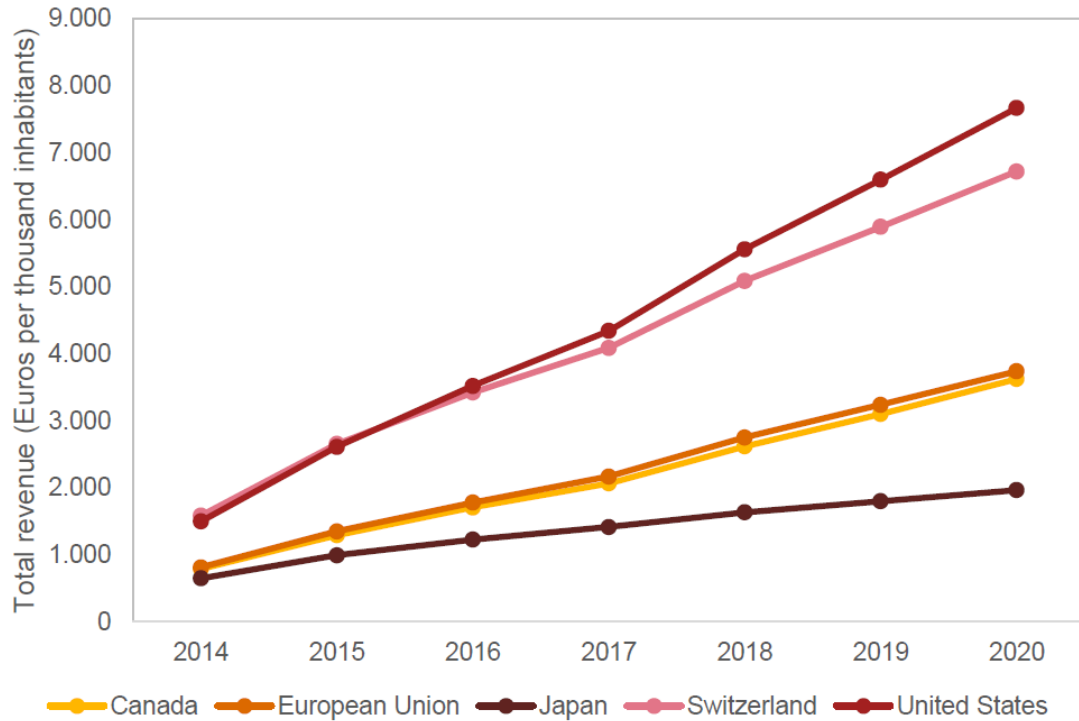# 2. Telemedicine in the European Health Data Space

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A common European Health Data Space

- It can provide timely and simplified *exchange of* and *access to* health data for different use cases, e.g. research on cancer, pharmacovigilance, etc., but also for healthcare provision.

	Legal/ Governance	Quality of Data	Infrastructure	Capacity building
Better Healthcare				
Better Policy Making				
Better Research and Innovation				

Includes telehealth

Use of health data (primary)

Re-use of health data (secondary)
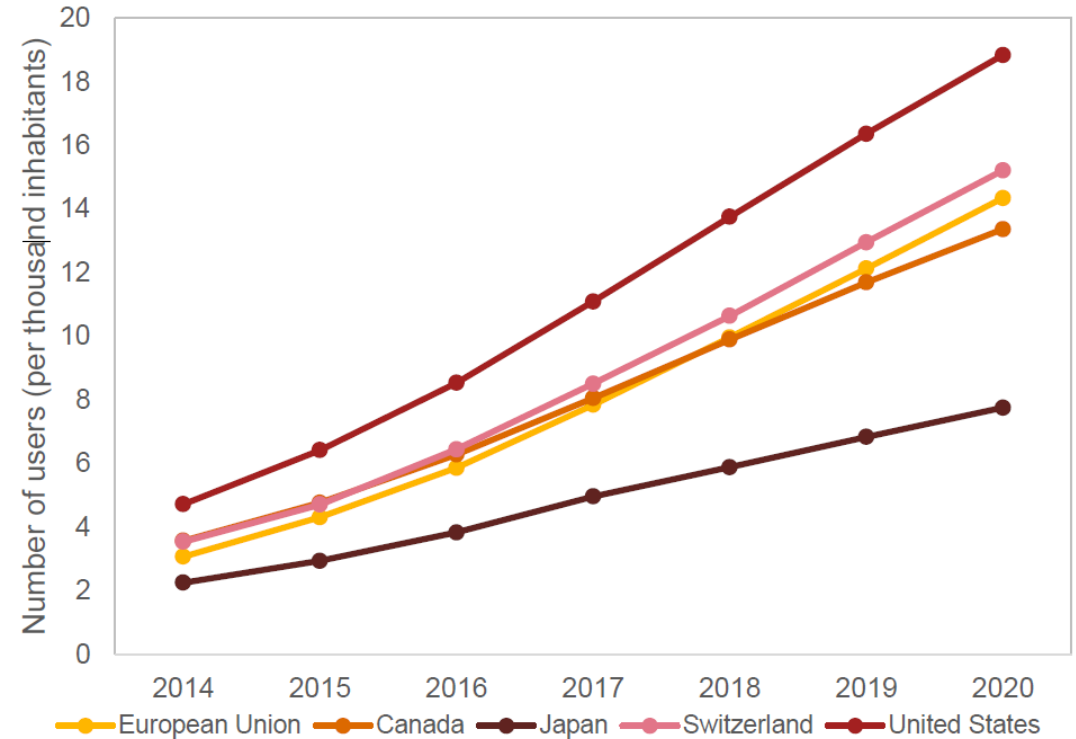
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Uptake of telemedicine

Per capita market revenues (Euros/1000 population) by geographical region.

Number of users in the market by geographical region.

(pre-COVID-19 analysis)

Source: Statista estimates – trends include per population for three principal diseases (diabetes, hypertension and heart failure) and World Bank data on total population (Market Study on Telemedicine, 2018)

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Elements that may hamper the provision of telemedicine across the EU

- Lack of relevant national legislation or different rules in Member States (e.g. regarding liability)

- Lack of interoperability between national services

- Differences in approval, certification, authorisation and reimbursement rules

- Differences in required qualifications

Also related:

- Uneven patient access to health data/services

- Low or uneven digital health literacy

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Future development

- Legislative initiative (State of the Union, Commission Pres. von der Leyen)
- **EU4Health**, e.g.
  - Supporting the (re)use of data for healthcare, research and policy making (EHDS)
  - European Reference Networks (ERNs)
- **Recovery and Resilience Facility**, e.g.
  - deployment of clouds, infrastructure, data-intensive technologies (AI)
  - **deployment of telehealth solutions**
  - capacity building for digitisation

https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/1_en_annexe_autre_acte_part1_v11.pdf

*We need to make the most of the potential of e-health to provide **high-quality healthcare and reduce inequalities.** I want you to work on the creation of a **European Health Data Space** to **promote health-data exchange** and **support research** on **new preventive strategies**, as well as on **treatments, medicines, medical devices and outcomes**. As part of this, you should ensure **citizens have control** over their own **personal data**.*

Mission letter of Stella Kyriakides Commissioner for Health

Thank you

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