



Data-driven healthcare

Unlock the potential of health data, optimize care needs and provide better care at lower cost

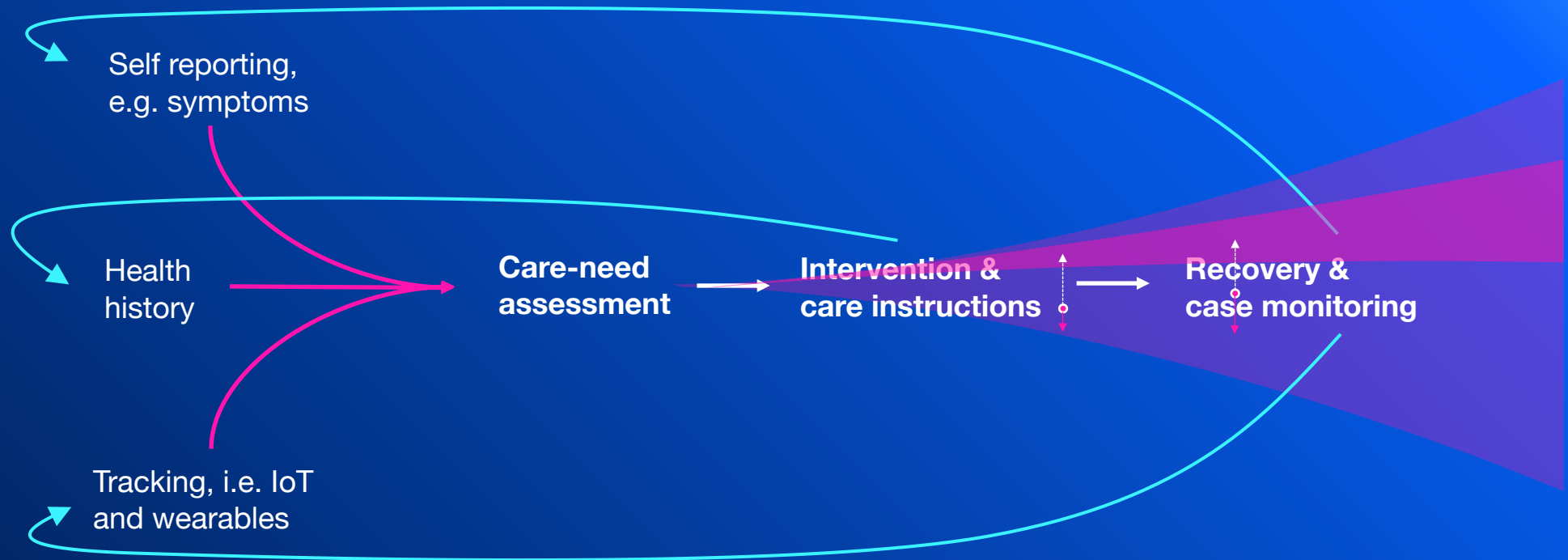
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PREVENTIVE HEALTHCARE IS A DATA GAME

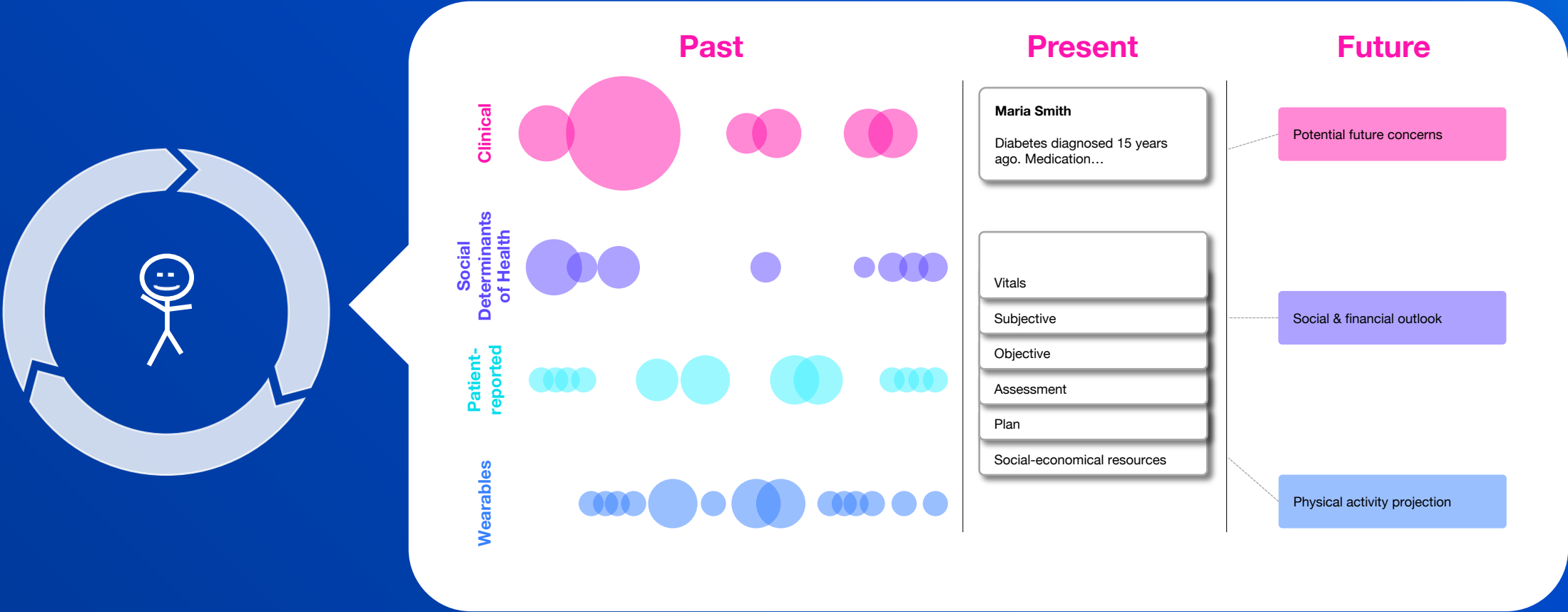
Treat data as fuel, not as exhaust

A learning health system is an infinite loop, a flywheel



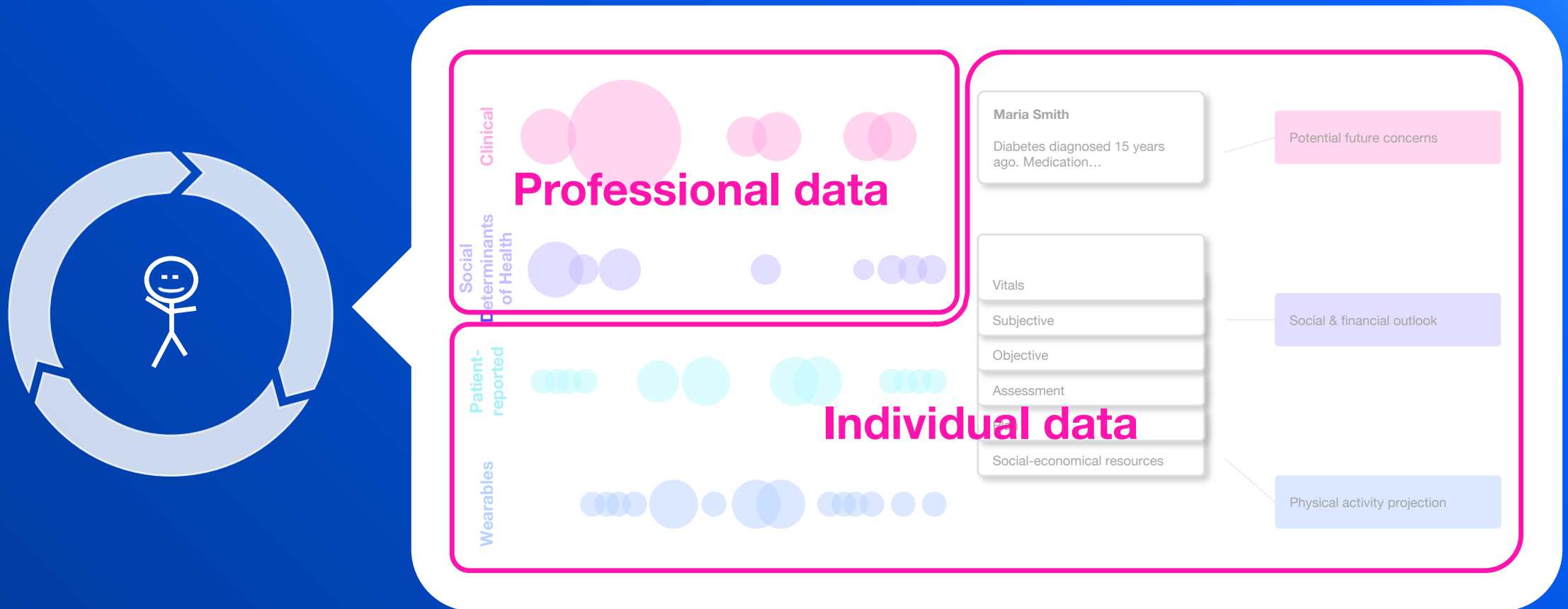
Whole-person view via the lenses of data

Putting the data to work in the consumer's personal context



Access to data

Whole-person view via the lenses of data



Different data, different challenges

Trust and transparency are essential

PROFESSIONAL DATA

- Data is in silos
- Not designed for interoperability
- Data is dirty
- Considered a competitive edge
- Legislation and compliance

→ takes a lot of time

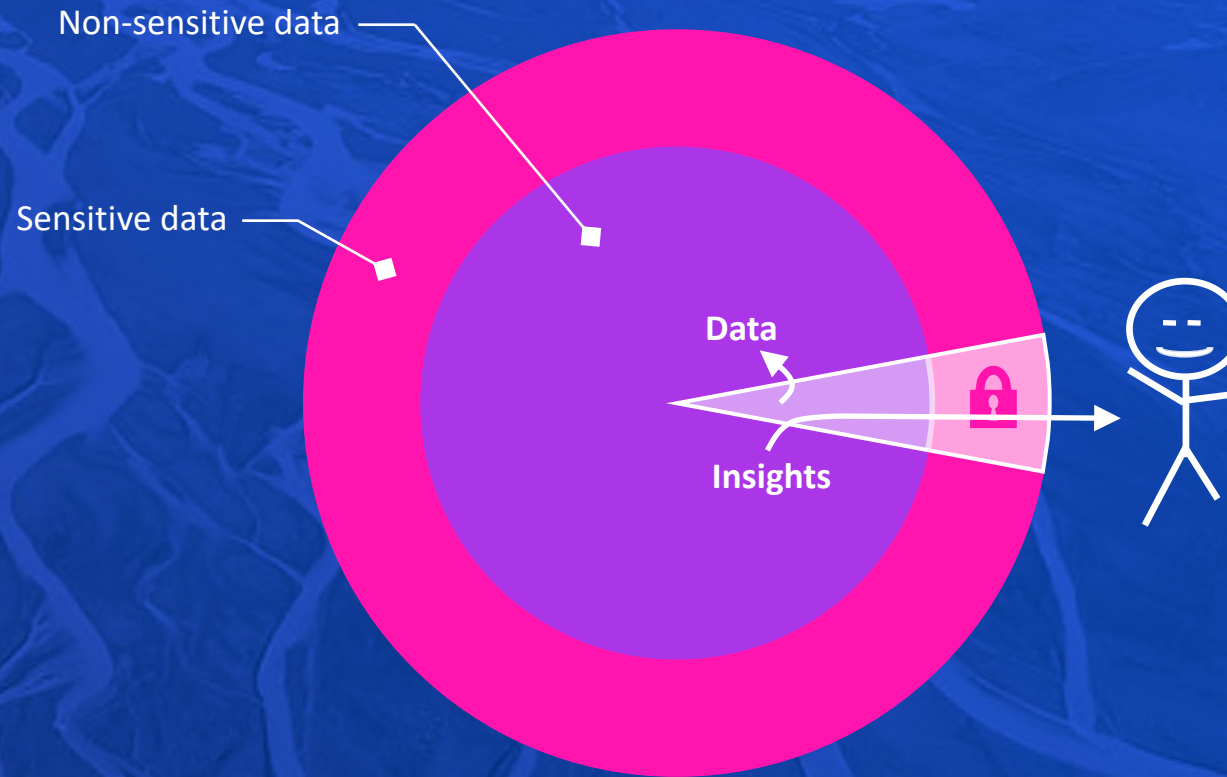
INDIVIDUAL DATA

- 10x improvement
- My health is in good hands
- My data is secure
- My data is used ethically
- My data isn't shared without my explicit consent

→ takes a lot of time

Data security and privacy

Maximal data granularity → maximal control over data sharing and visibility



Kiitos

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