HEALTHCARE DIGITALIZATION AND PLATFORMIZATION OF PRIMARY HEALTHCARE

David Langley | 4 November 2016

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TNO innovation for life
INTRODUCTION

› TNO
› University of Groningen
› Information Systems = ICT + behaviour + business
› Column in Dutch Financial Times
DIGITALIZATION OF HEALTHCARE
Live better, together!

You have questions. Join a network of 400,000+ patients who can help you find answers.

"You have to have that place you can go where you can share with people, where they can allay some of those fears. PatientsLikeMe has been that for me."

Jackie, MS community member

"My zeal for knowledge in my condition and understanding of the way things seem to work in the clinical world can benefit others who are going through their own challenges."

John, ALS community member

"I found a treatment that worked well for others, and decided to go for it. I haven't had a seizure since! Now my experience is helping new patients discover better options."

Letitia, epilepsy community member

Join now (it's free!)
NEW TECHNOLOGIES IN THE HANDS OF CITIZENS
THE POWER OF THE PLATFORM
EXAMPLE: APPLE'S HEALTHKIT

4 Nov 2016

Healthwise Congress
PROPOSITION

"Within a few years, US-based providers will have such extensive personal health data that they will adopt a dominant position in the Dutch / European primary healthcare sector and will experience no competition from this side of the Atlantic."

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THANK YOU FOR YOUR ATTENTION