ACCELERATING THE FUTURE OF HEALTH WITH DATA, GOVERNANCE, AND TRUST

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YOUR SPEAKERS TODAY

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A Future of Health that provides equitable opportunity to achieve holistic wellness requires data interoperability to realize the full benefits of innovation.

- **Vision & Drivers**
  - Strong participation in data sharing
  - Patients, carers, HCPs broadly leverage digital tools
  - Data interoperability and analysis is radically transformed

- **Risks & Regulation**
  - Patients demand convenience and transparency
  - Socioeconomics do not dictate access
  - Regulatory bodies are working to keep up with the pace of change and resulting data risks
Institutions need to be very specific about why data adds more value

The rise of an empowered health consumer that is becoming increasingly focused on well-being, access to information and support

- Interoperable data provides real-time, holistic view of individual and population health to improve decisions
- Personal cognitive and AI to enable advanced analytics for early diagnosis and better outcomes
- “N of 1” personalized care with targeted interventions
- Interconnected health communities sharing trusted information on secure platforms
- Adoption of digital health supporting alternative sites of care and individual behavior modifications
- Assess funding allocation to advance health equity (e.g. affordability, access)
Our most recent survey shows that the notion of privacy, including handling and processing of personal data, is very important in Switzerland and grounded in local heritage and culture.

Insight from our upcoming Data and Trust report coming out soon

Would you agree to your personal health data being collected and shared digitally?

- Yes: 35%
- No: 45%
- No Opinion: 20%

N=1'500

Drivers of resistance

- Dignity, privacy, and fear of stigmatization
- Perception of being monitored
- Worry about negative consequences for “non-compliance”
Top 5 questions asked when it comes to data

**PATIENTS**

1. Why should I share my data?
2. Who is accessing my data?
3. Where is my data stored?
4. Is my data secure?
5. How can I exercise my rights?

**ECOSYSTEM**

1. Are we clear about the purpose and consent requirements?
2. Are we transparent about our data processing activities?
3. Do we comply with any localization requirements?
4. Are adequate technical and organizational safeguards in place?
5. Are data subject requests properly handled?
Transparency, trust, and compliance across all levels help to overcome the hesitation to share data

PATIENTS
Understand the individual impact and what changes effectively for own routine

HEALTH CARE PROFESSIONALS
Understand own benefits of digitalization as well as the benefits for patients in order to act as ambassadors

HEALTH CARE INSTITUTIONS
Build trust in digitalization allowing for easier care, lower costs, higher efficiency, interoperability, etc.

SOLUTION PROVIDERS
Demonstrate compliance that the solution is adhering to cyber and privacy principles

REGULATORS & POLICY MAKERS
Embrace an active, iterative, and collaborative approach to a sustainable and effective data risk regulation without significantly slowing down the innovation
“AS INTEROPERABLE DATA IS AT THE CORE TO ACHIEVING THE FUTURE OF HEALTH, WE HAVE TO PUT INTO PLACE THE RIGHT MECHANISMS TO BUILD TRUST ACROSS THE ECOSYSTEM.”