Data Science Summit 2017

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Access to your medical data, a matter of trust….
Access to your medical data

A matter of trust....

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PAZIO

- An affiliate of the Academic Hospital of Utrecht (UMC Utrecht)
- Market leader in providing digital platform for patients/clients to give access to their data and eServices in healthcare and social domain
- Reach; almost 1.000.000 healthcare consumers
- Started with subsidies/grants of the government. Transformed to a small business
Your own data?
A Dutch Blue Button?

- Authentication and security (ownership)
- Too many ICT Systems in a national/local market
- Public Domain DigiD/BSN (Social Security Number)
- (European) Privacy regulations
- Dutch consumer not used to pay for online medical services
Decentralised eHealth (systems)

- Mental health
- Chronic diseases
- Local Government
- Online portal
- ?
- ?
- Hospital
- GP
# username/passwords

Inloggen

Gebruikersnaam

Wachtwoord

Onthoud mij

Inloggen

Gebruikersnaam vergeten?

Wachtwoord vergeten?
Bricks and clicks
Technology is simple but...

- The proof is in the eating, integration in work flow

- Consumer need to trust the digital common ground
  - Who is the sender (authentication method)
  - Who can share my data (regulations)

- Many systems and institutions with (conflicting) interests

- Cooperation is not a win-win
Lessons learned

- Small steps, be practical
- No gadgets, inspiring examples
- Ambassadors and references
- Be public for trust and entrepreneurial for results
- Leadership, be humble
- People matter