

“State of FeelGood” → The next FeelGood

**Finnish ecosystem for PHR based
products and services**



 Mawell Pfizer

In 2008-9 we wrote the roadmap and started actions aiming at the implementation of the PHR ecosystem ...

 Releasing your potential
Logica ProWellness metso TERES tieto SOSIAALI- JA
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 VTT

What is a PHR ecosystem

Citizens



Service providers

Measurement devices

Multi channel
(web, mobile phone,
digi-tv, SMS, ...)

1 or many

PHR

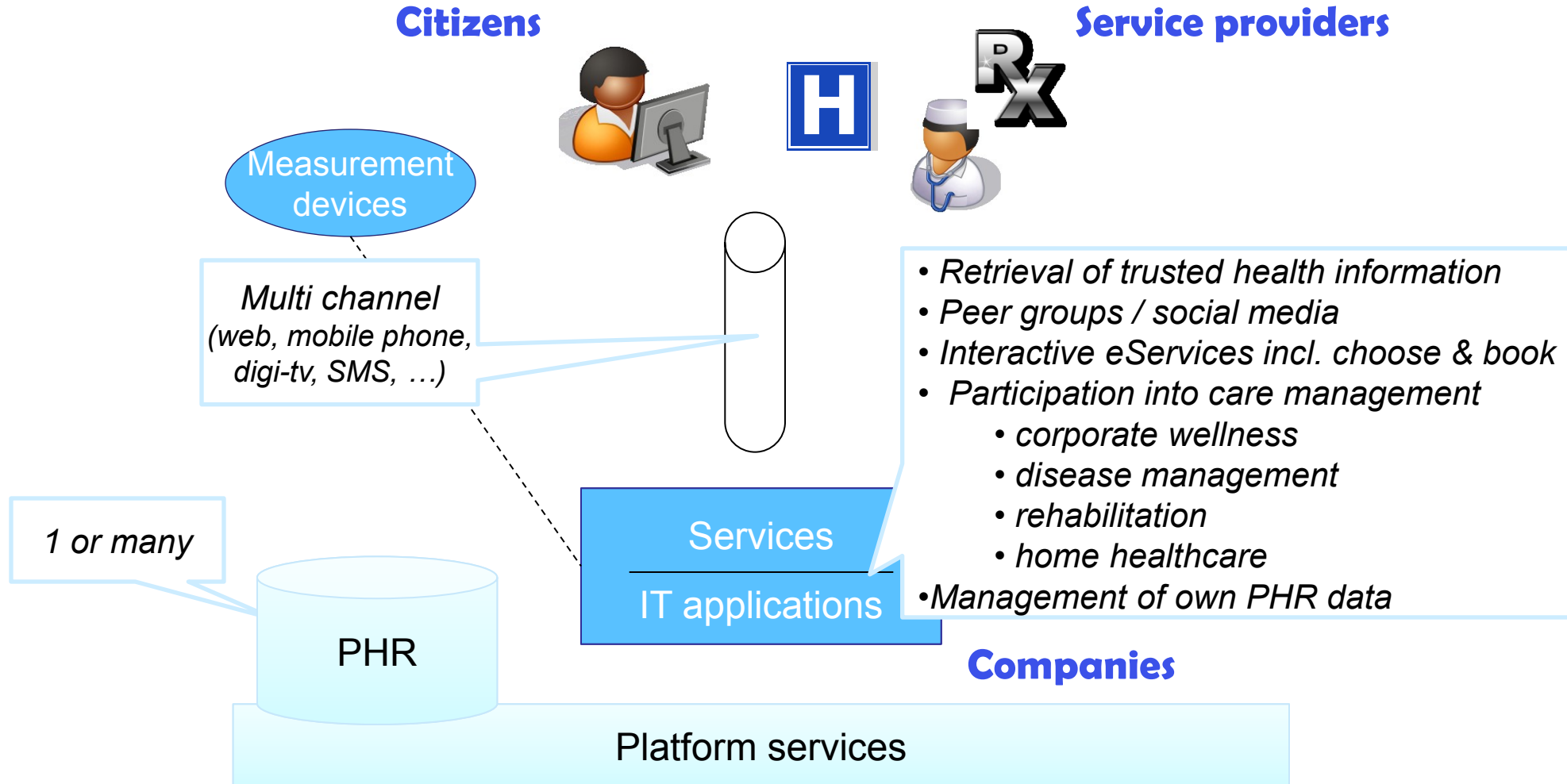
Services

IT applications

- Retrieval of trusted health information
- Peer groups / social media
- Interactive eServices incl. choose & book
- Participation into care management
 - corporate wellness
 - disease management
 - rehabilitation
 - home healthcare
- Management of own PHR data

Companies

Platform services





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Since then
Ministry of Finance launched "SADe" and invited proposals
→ "Self care services" has been selected, cluster group is
now in formation, an implementation plan should be
done by Autumn 2010

Releasing your potential
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Sitra's TEHO program ended but the new "municipality program" has interests in the FeelGood domain



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Quite a number of real and R&D projects have been completed and some are running in the FeelGood domain, such as ...

KEKSI, Terva, P4Well, Pärjäin, ITKU, ..., Care4Me, Renewing Health, ...



ProWellness



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Do we need a **FeelGood 2** ?

Yes, for the following two tasks



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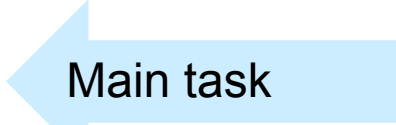


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FeelGood 2

1. Architecture, interfaces and data structures in SAdE cooperation
2. (Networking, visibility, orchestration, business models)



Main task



Support task



Last but not least PHR vs. EMR

- Healthcare providers generate & store data
 - Documentation of care: Electronic medical record
 - Management and improvement of operations: Datawarehouse
- Patients have access to view but not to change EMR

- Other providers also generate & store data
 - Document the results of services they've provided
 - Management and improvement of operations: Datawarehouse

- Citizens can have their own Personal Health Record containing
 - Data they've collected
 - Downloaded / copied from EMR systems



**VTT creates business
from technology**