

12. Mai, 2022, Basel

Tag der psychosozialen Gesundheit

Workshop 3:

Patientenzentrierte Hacks - digitale Helfer für patientenorientierte Gesundheitsinnovationen

Thomas Brenzikofer

Institute for Human Centered Health Innovation (IHCHI)

Thomas Brenzikofer (born 1966)

Co-founder and **executive director of IHCHI, furthermore he is Managing Partner at swiss made software and a communication consultant.**

Co-founder of the DayOne Initiative (Basel Area Business & Innovation), development of the regional health innovation community, **project leader, moderator, communicator, and curator of various conference**

15+ years of experience as **journalist, editor in chief, publisher and author** covering the emergence of the digital technologies since the early days of the WWW in the 1990es.

Studies: **Master degree in Philosophy**, with a main focus in semiotics (epistemology and communications theory) as well as ethics.

Agenda:

Part 1 — Learnings from the dayOne Health Hack

Part 2 — Institute for Human Centered Health Innovation

Part 3 — Why a new paradigm for health innovation is needed

Part 4 — How the human centered health innovation will evolve

Part 5 — What we need to do to make it happen

Format:

5 min presentation, 10 min challenge

Patient Centric Innovation — learnings from the dayOne health hack

What we did:

- 1) onboarding of 10 diverse patients, captured their unmet needs
- 2) identified challenges in a multi stakeholder consortium setting together with patients
- 3) invited digital talents & health innovators to prototype solutions based on the patient challenges

Patient Centric Innovation — learnings from the dayOne health hack

- 1) Patients are not patients, they are humans — statistics (data) are an average, humans are unique
- 2) Humans have a singular story, solutions have to be one size fits all — how to scale?
- 3) Patients=Humans have the personal experience, system is based on science — often a mismatch: medical outcomes versus patient relevant outcomes

Patient Centric Innovation — learnings from dayOne health hack

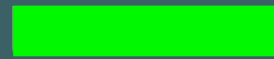
4) There are quick wins — especially in communications — but low hanging fruits hang much higher than we think — data sharing!

5) Better informed means more trust means willingness to engage — lack of dialog between system and individual — no feedback loops

6) Diagnose and then? — Feeling of being left alone — teach people how to take health in their own hands — question of authority?

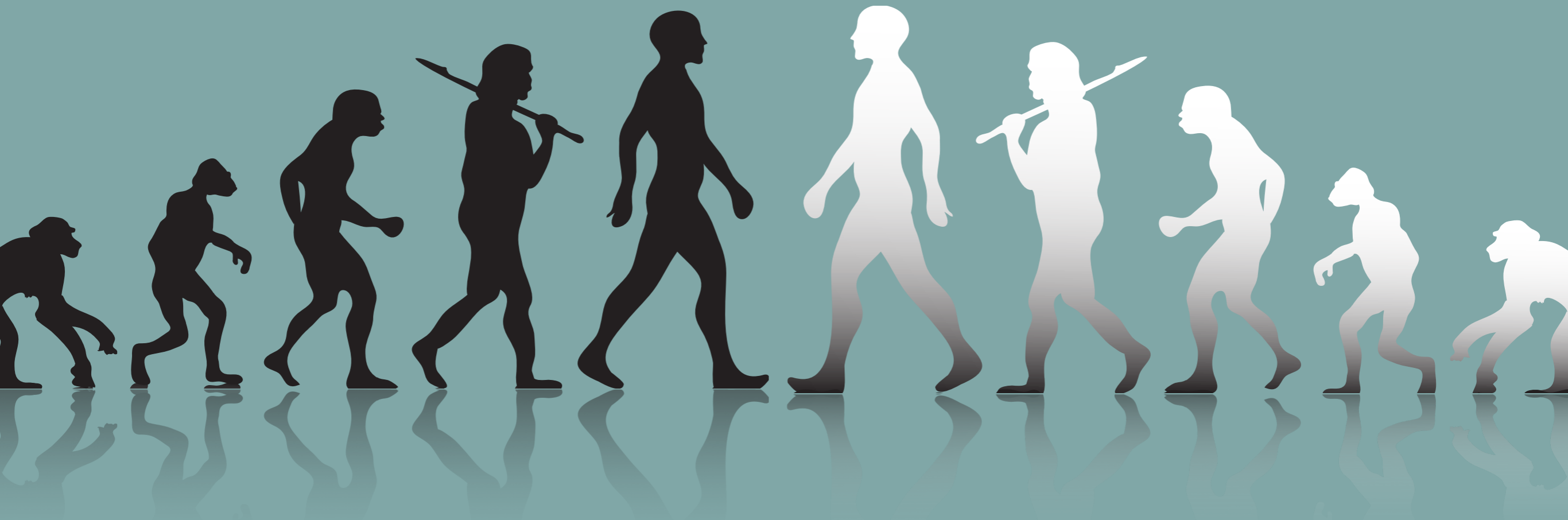
Please challenge!

Questions, Comments, Ideas



IHCHI

Institute for Human Centered Health Innovation



IHCHI is on a mission to shape the commons of the emerging human-centered health innovation ecosystem and drive collaboration in a multi-stakeholder setting. We believe that change towards a more participative, preventive and predictive as well as personalized healthcare, in short P4 Medicine, is imminent. At its core human centered health innovation means a change in perception. Instead of the mere focus on disease we instigate a more holistic and integrative approach towards a better understanding of health itself. This paradigm shift will be largely facilitated by the wide adoption of digital technologies and data sciences in health innovation.

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Who is „we“?

An Innovation Community of 150+ people from different stakeholders and geography's

An association founded in Basel, CH, beginning of 2022. Funding through memberships (privat, organizations), partnerships, donations, etc.

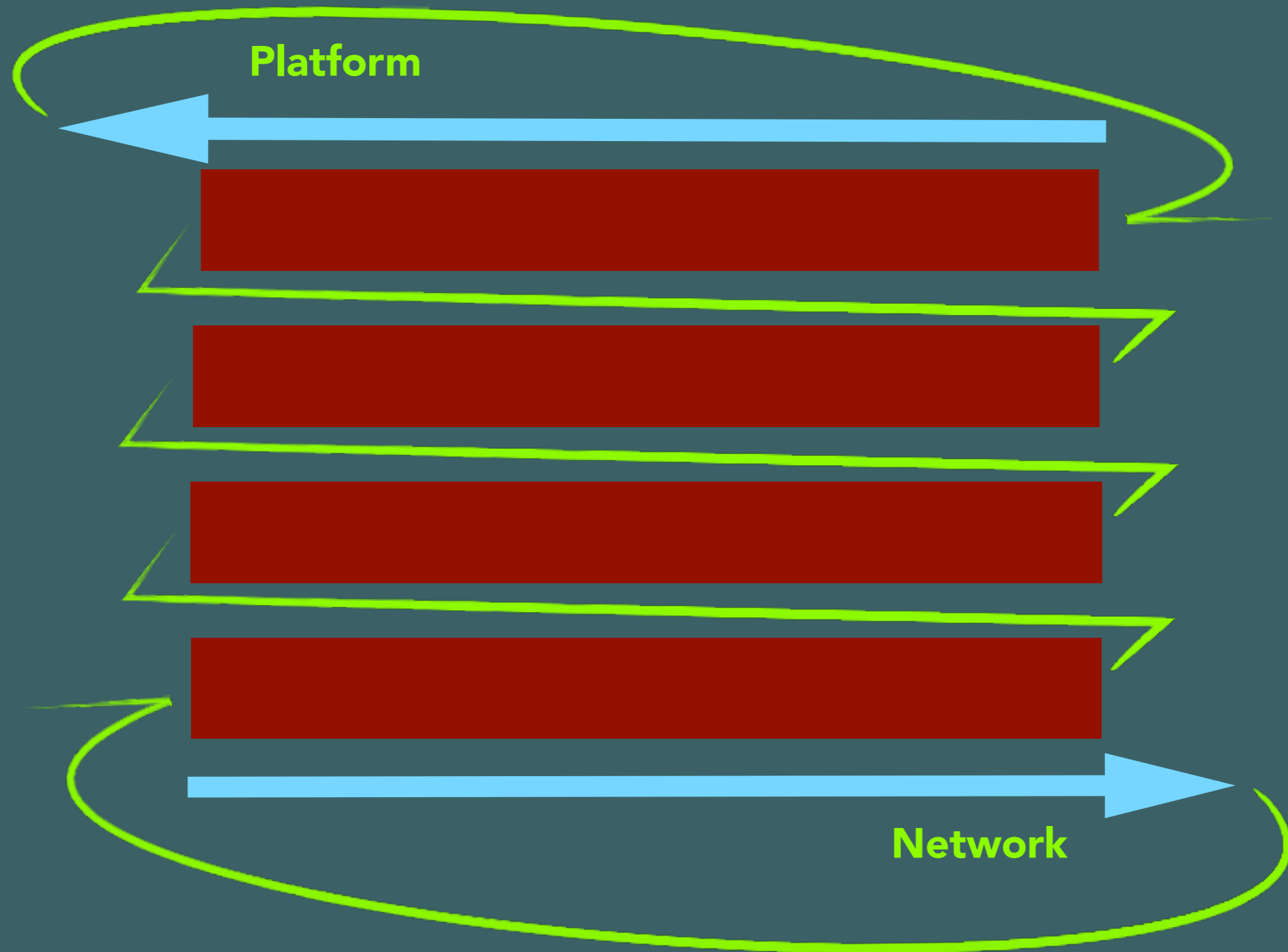
We work together in „workstreams“ on common challenges in physical meetings as well as through a collaboration platform

The goal is to collectively establish research, innovation, entrepreneurial projects that can then be taken to a next level.

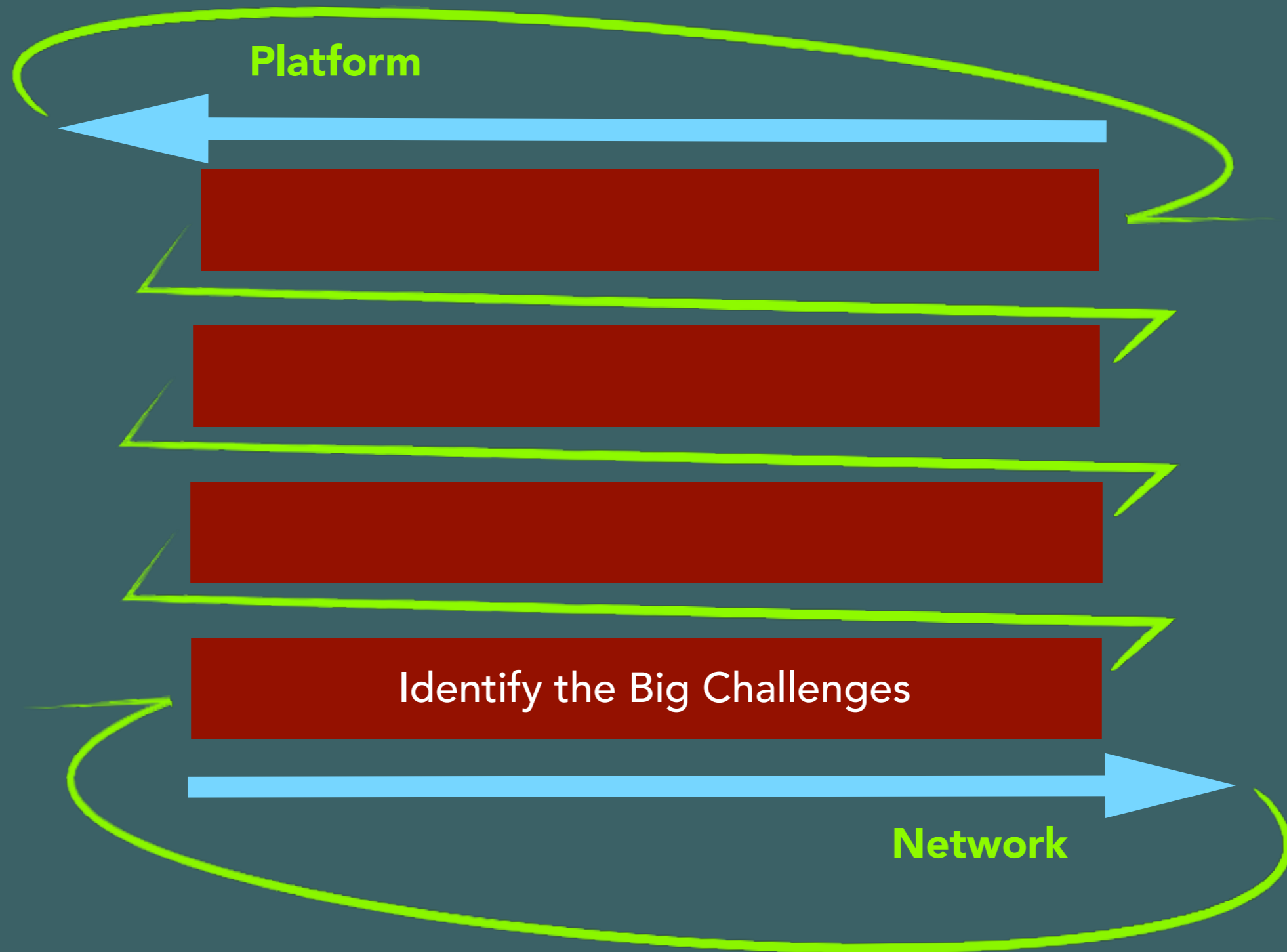
Self organized, bottom-up, build on diversity, inter generational, trans disciplinary

And we are an experiment! And we are just starting.

„The IHCHI-Burger“ — bottom up activity model

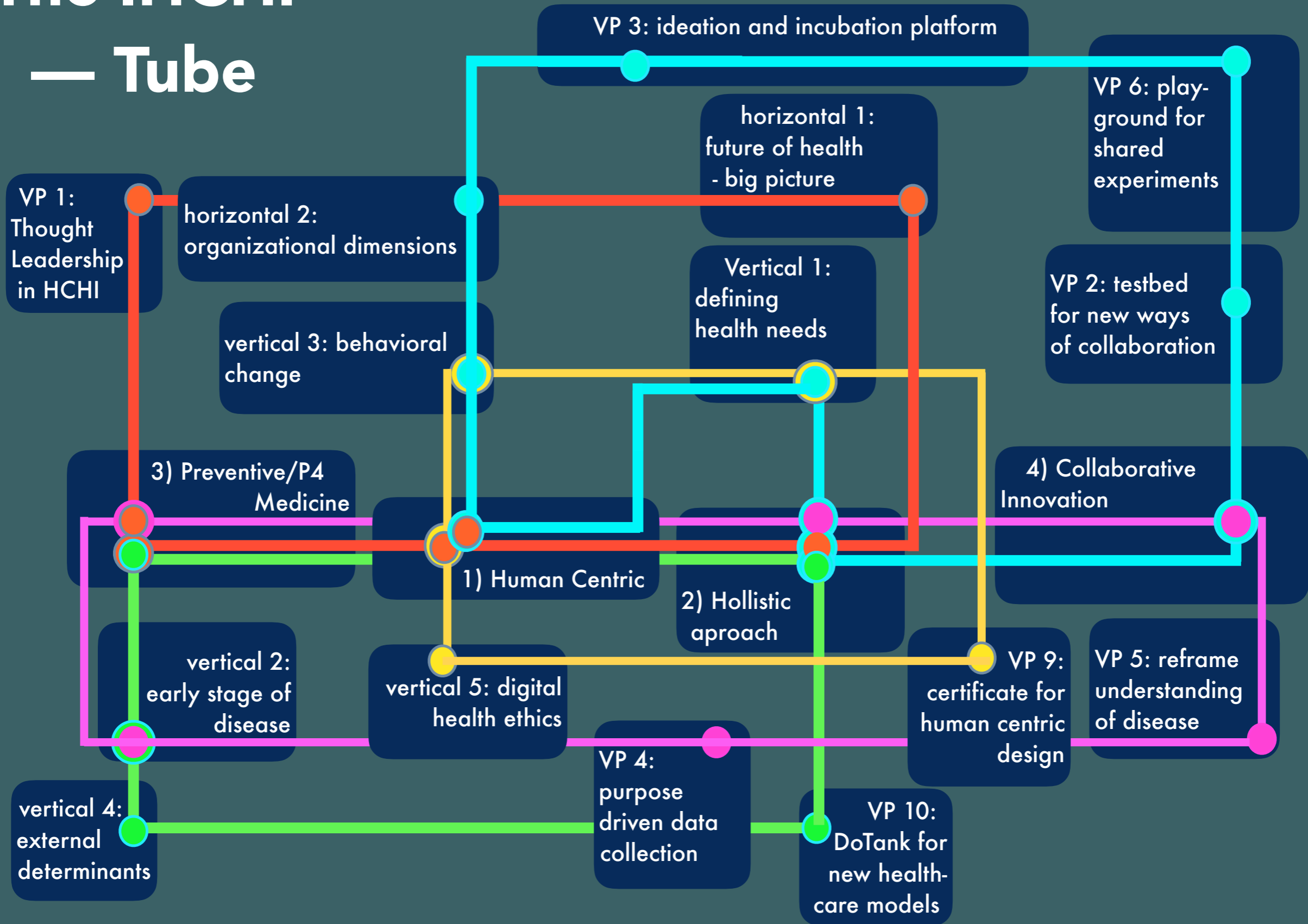


„The IHCHI-Burger“ — bottom up activity model



The IHCHI

— Tube



Principle Circle Line

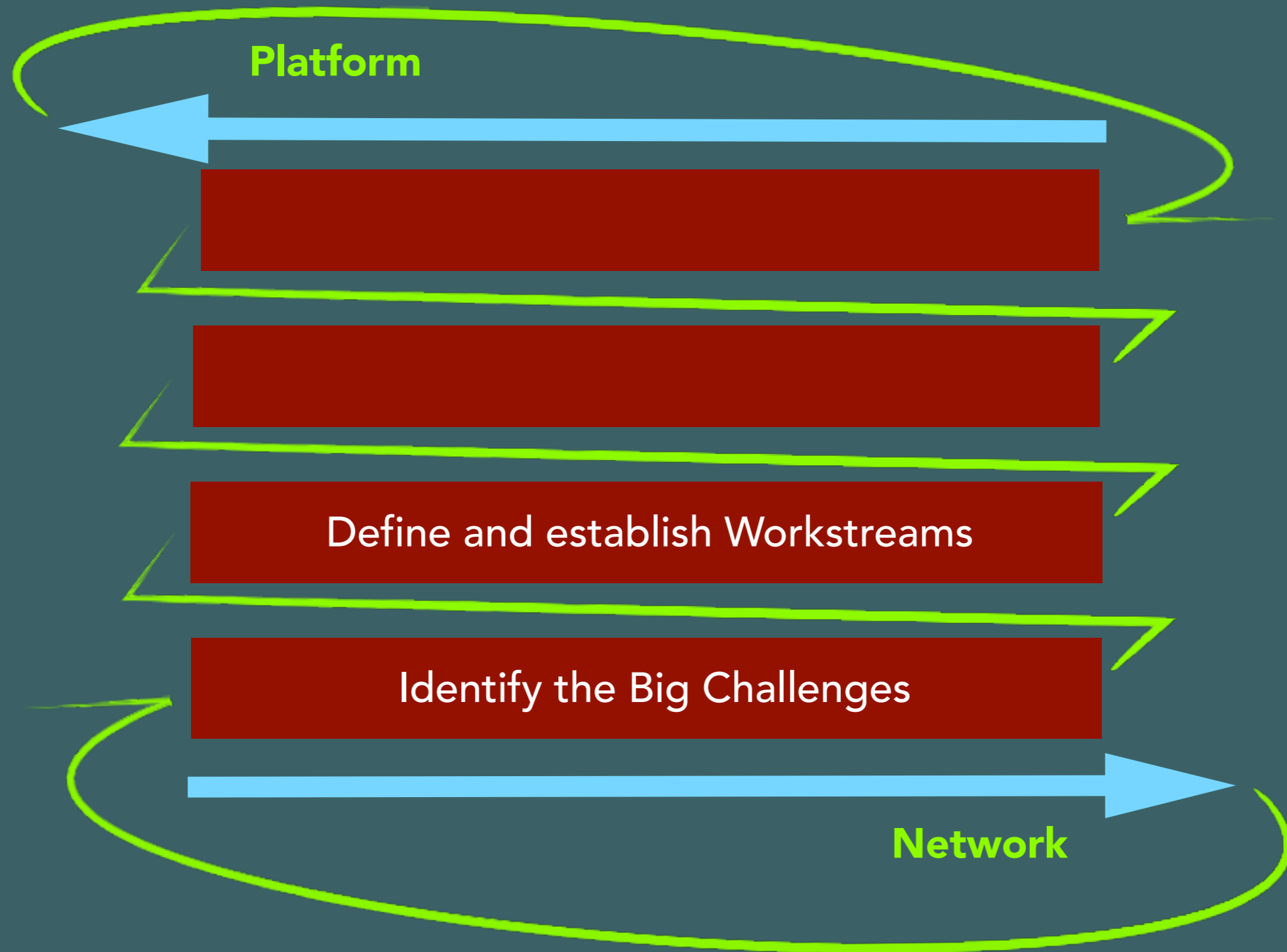
Panorama Line

Scientific Basics Line

Hands-on Line

Exploration Line

„The IHCHI-Burger“ — bottom up activity model



The 5 workstreams and their intersection are exemplified in the IHCHI Tube Map and described as follows:

Principle Circle Line in which we will co-define what an ideal human centered health innovation journey should encompass and co-create a playbook for innovators.

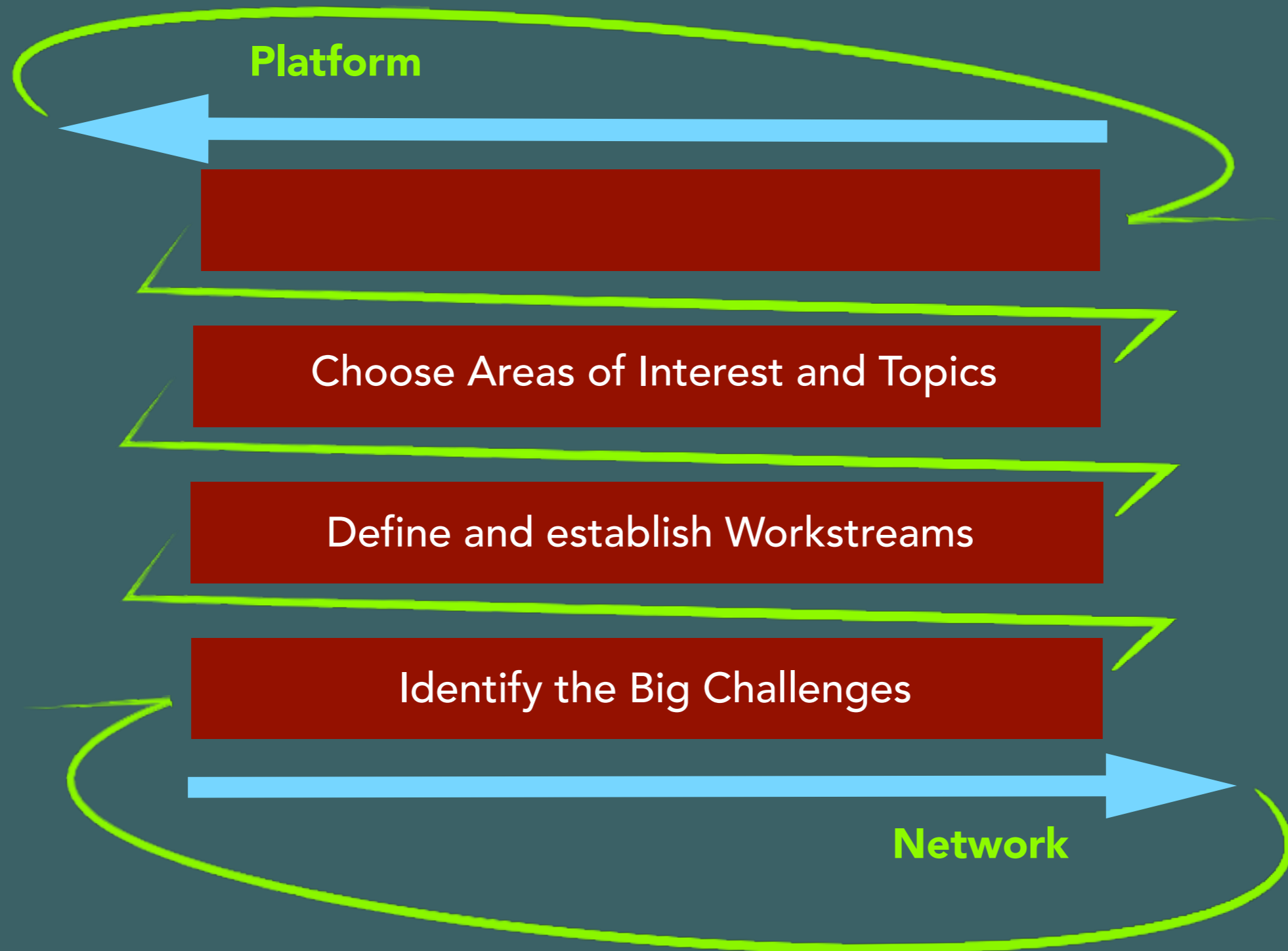
Panorama Line in which we will capture the bigger picture of the ecosystem landscape by co-creating a compelling and unambiguous semantically sound narrative for a human centred approach to health innovation.

Scientific Basics Line in which we will co-create a reference model that allows for a more holistic view of disease by integrating external health determinants.

Hands-on Line in which we will explore new forms of collaboration around concrete health needs with a special focus on building de-centralized minimal viable ecosystems (MVE's).

Exploration Line in which we will create future health scenarios that will enable business model innovation for preventive medicine and catalyze concrete solutions to implement.

„The IHCHI-Burger“ — bottom up activity model



Call for proposals for topics in key areas of interest

Area of Interest: **Preventable/Lifestyle induced health states**

—> Pre-CDV

Area of Interest: **Business Modells for Prevention**

—> Pre-Natal Screening

Area of Interest: **External health determinants**

—> MS

Area of Interest: **Complex conditions, undiagnosed, unmet needs**

—> patient data platform

Area of Interest: **Healthy Aging**

—> Nutrition

„The IHCHI-Burger“ — bottom up activity model



IHCHI Operating Model & Platform

Kick-off

- (1) Goal, Outcome
- (2) Deliverables
- (3) Areas of Interest
- (4) Workpackages and Milestones
- (5) Charter of Commitment

Workshop 1

Co-Create & Document

Workshop 2

Co-Create & Document

Workshop 3

Co-Create & Document

Outcome

Harvest & Present

● feedback loops: challenger board

● touch points: operating team

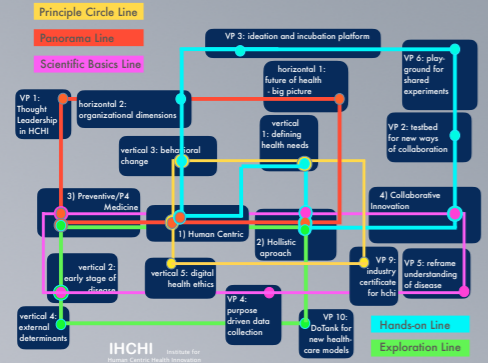
IHCHI Symposium

Workstreams & Platform Set-up

Crossroad meetings on outcomes of shared topics with other workstreams

T1 T2 T3 T4 T5 T6 T7 T..

Outcome: deep dives sessions + opinion papers



Please challenge!

Questions, Comments, Ideas

why?

The Healthcare System is reaching it's limits

Rising costs are not sustainable

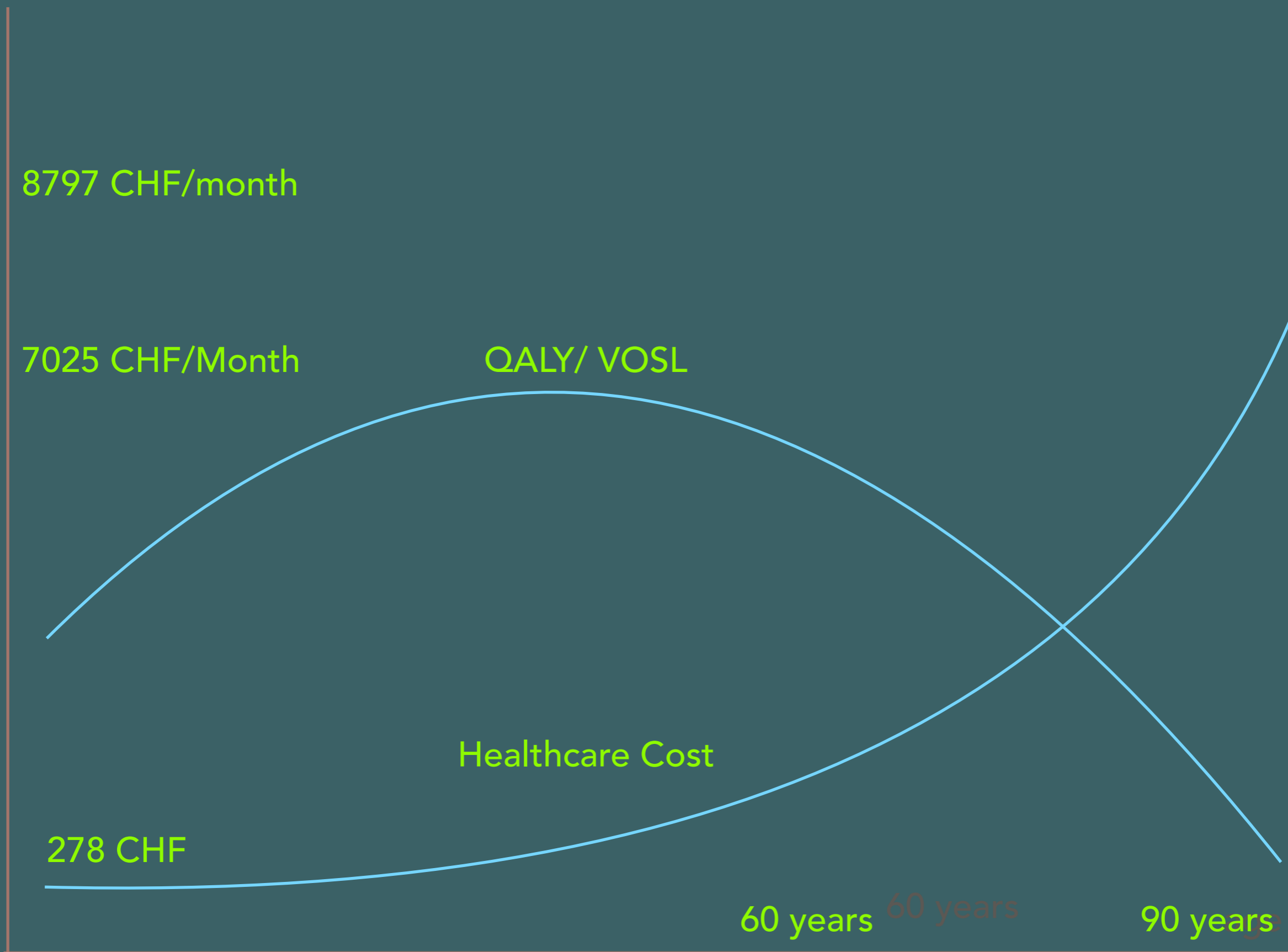
Many needs remain unmet

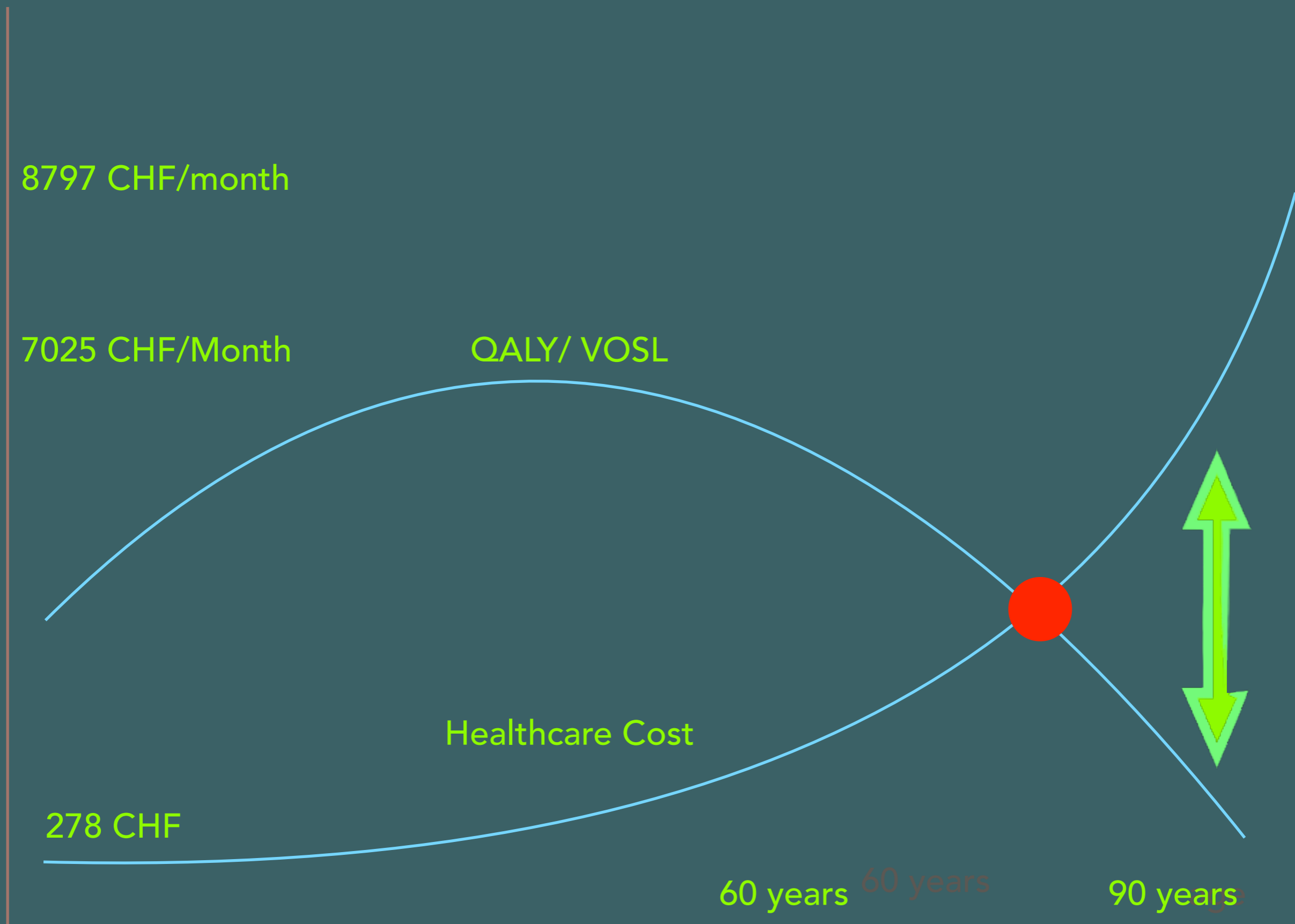
Incentives to innovate are lacking

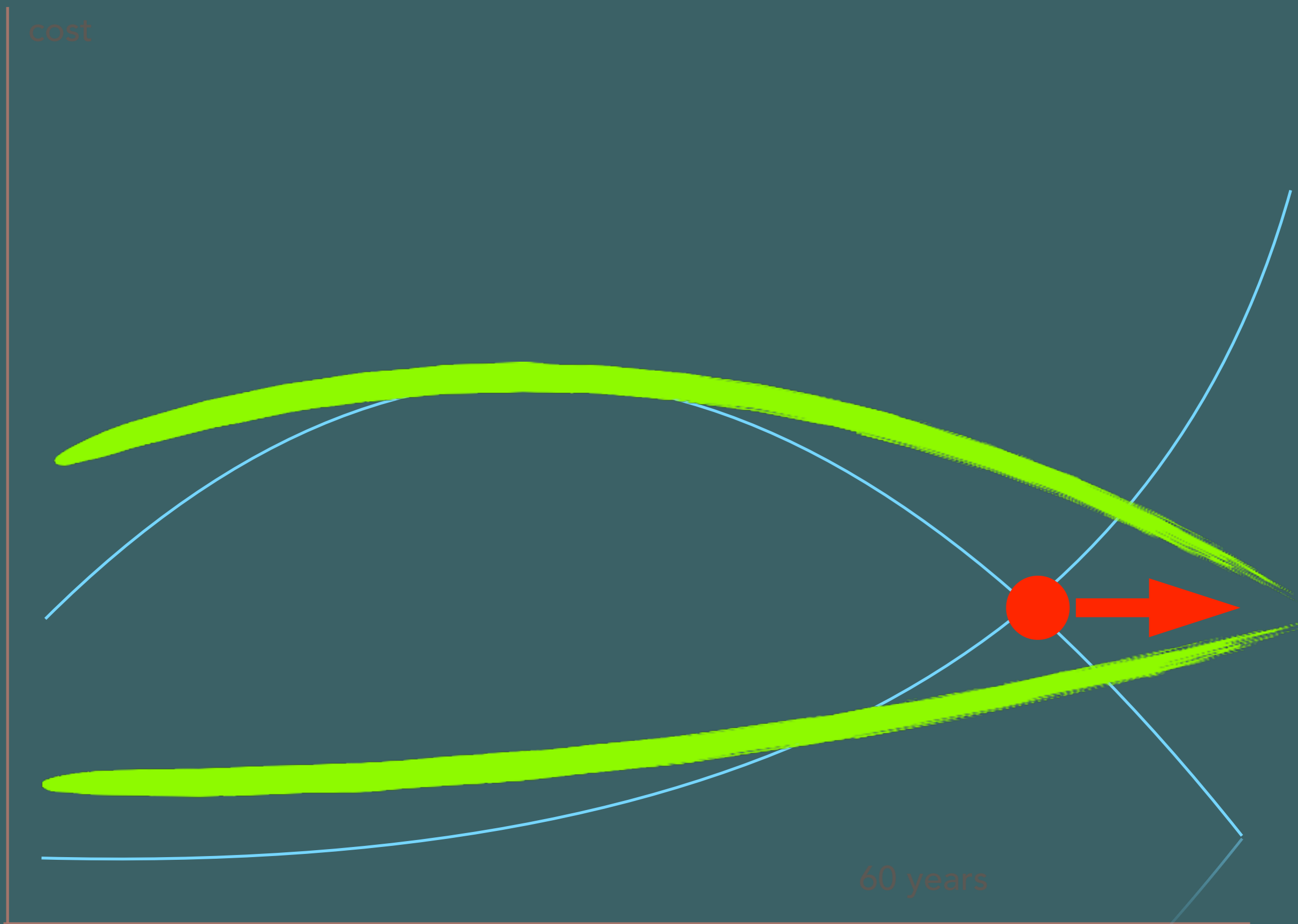
Return on investment remains unclear

Change is needed

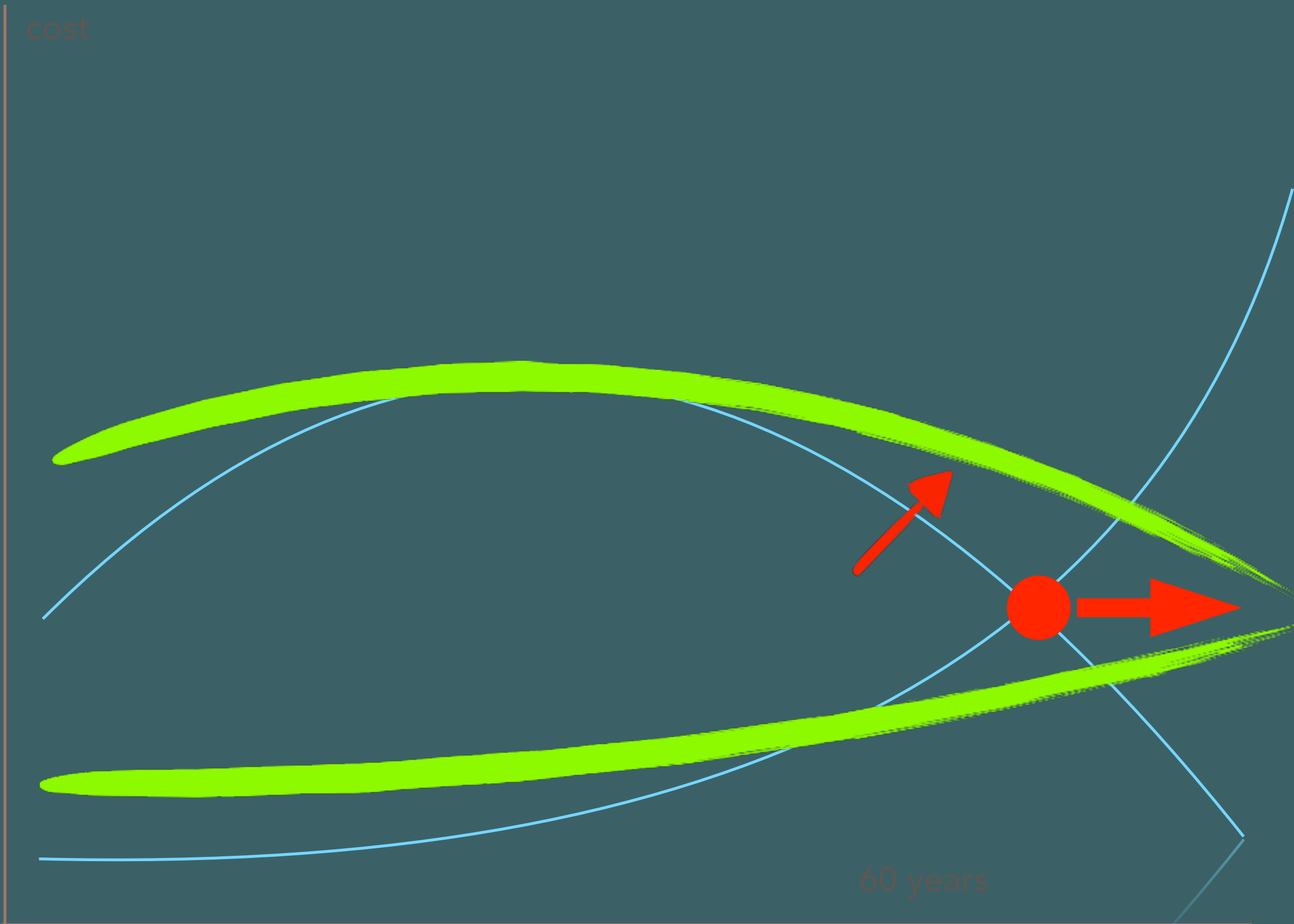
Patients, People (customer) are to be empowered



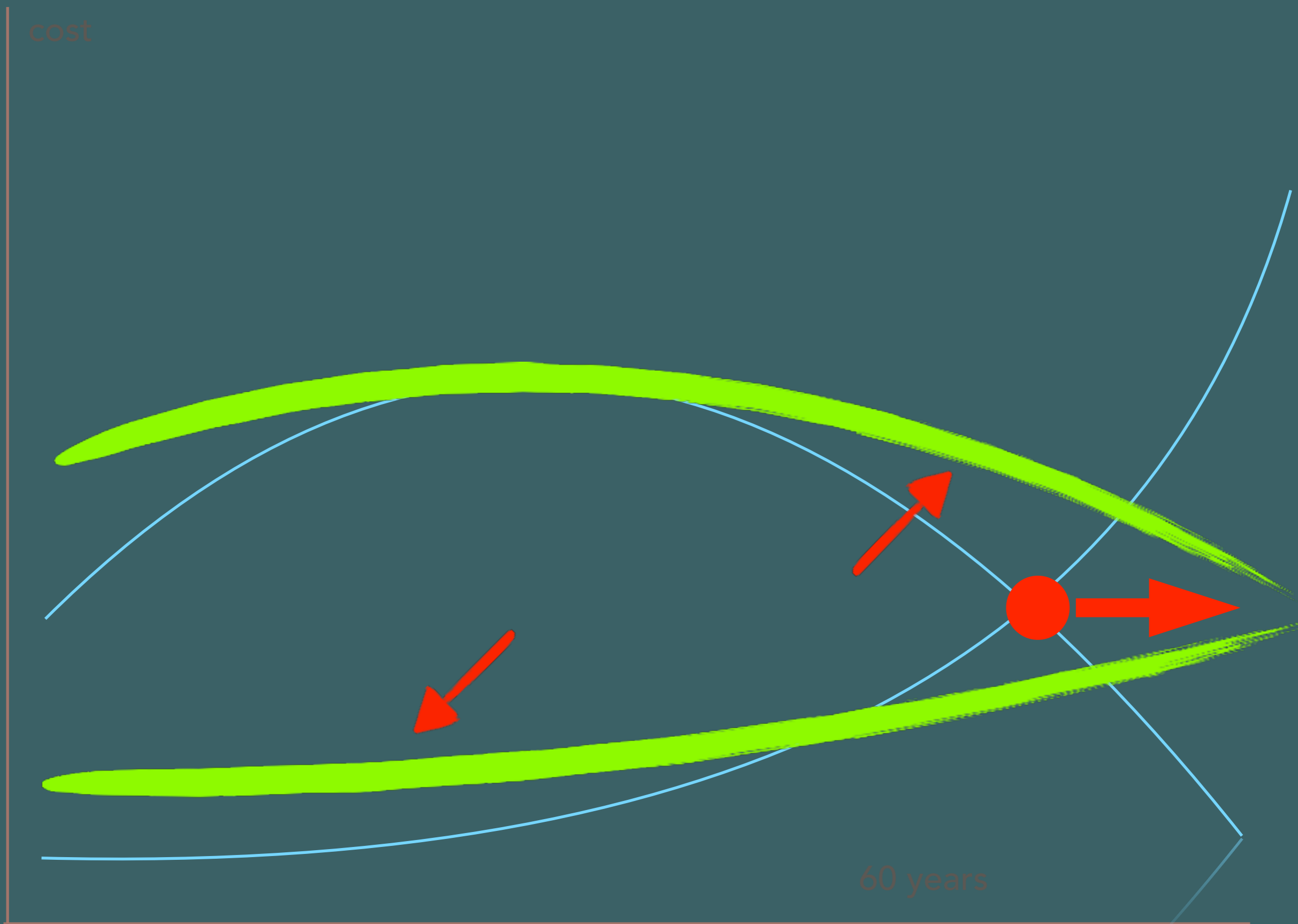




cost



60 years



Health



Disease



H



clinical data

diagnose

treatment



nth

Health



Disease



H

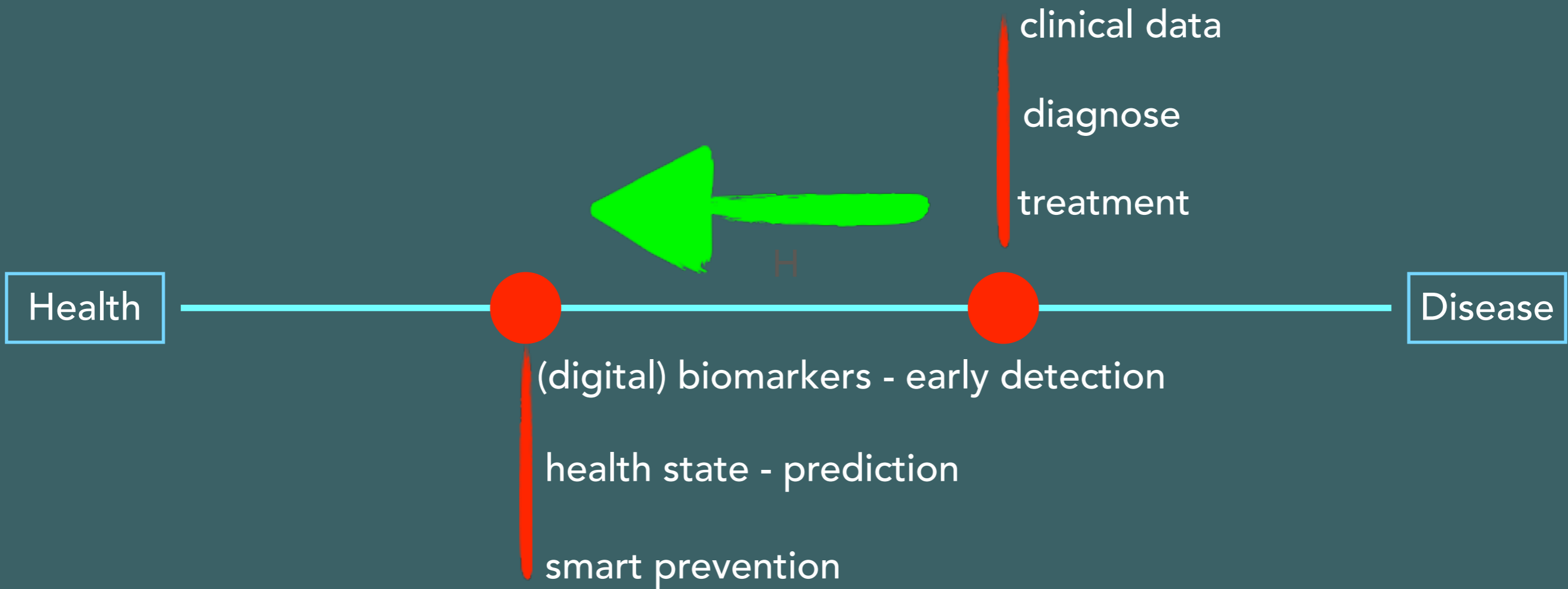
clinical data

diagnose

treatment



nth



nth

Health

CH: 2,7 percent of healthcare spending on prevention = 219 Euro per Capita/Year

smart prevention

health state - prediction

(digital) biomarkers
- early detection



H

clinical data

diagnose

treatment

CH: 97,3 percent =
8111 Euro per
Capita/Year

nth

Disease

The new health innovation paradigm:

Product >>> Patient centric
Volume >>> Value based
Silos >>> Ecosystem driven

We have the concept: **P4 Medicine**
Participatory, Predictive, Preventive, Personalized

We have the tools: **X-Omics Technologies, Data Science, Digital Devices,**
Social Media, Crowd Sourcing, Open Source etc.

Human Centered – a new paradigm? or rather: a lost paradigm?

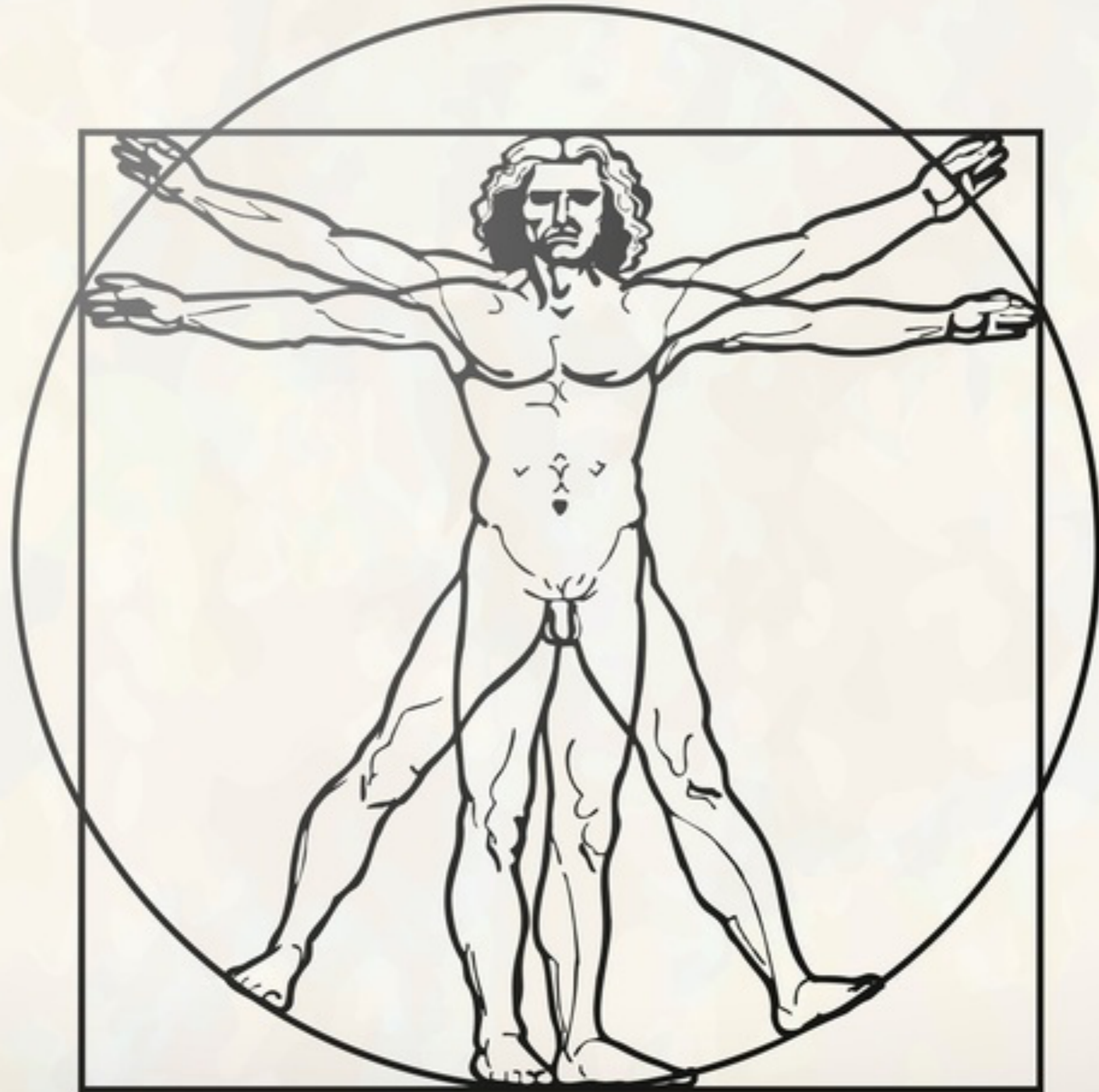
~~the dehumanized~~. Die Erkenntnis gilt in der Medizin heutzutage allgemein, daß die Aufgabe des Arztes darin besteht, den kranken Menschen zu behandeln und nicht eine abstrakte Krankheit, die irgend jemand haben könnte.

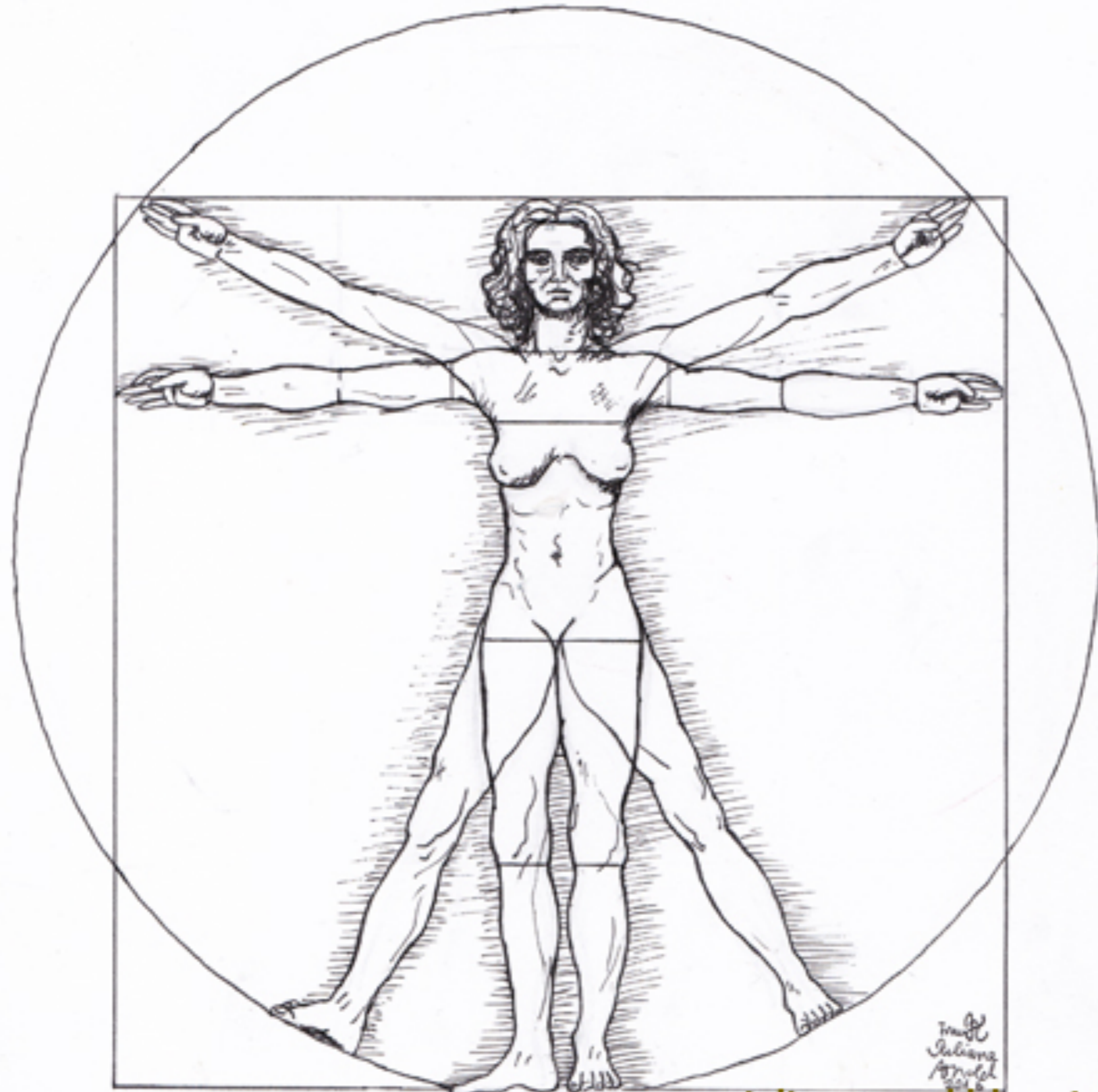
C.G. Jung — „Gegenwart und Zukunft“, 1957

Please challenge!

Questions, Comments, Ideas

how?

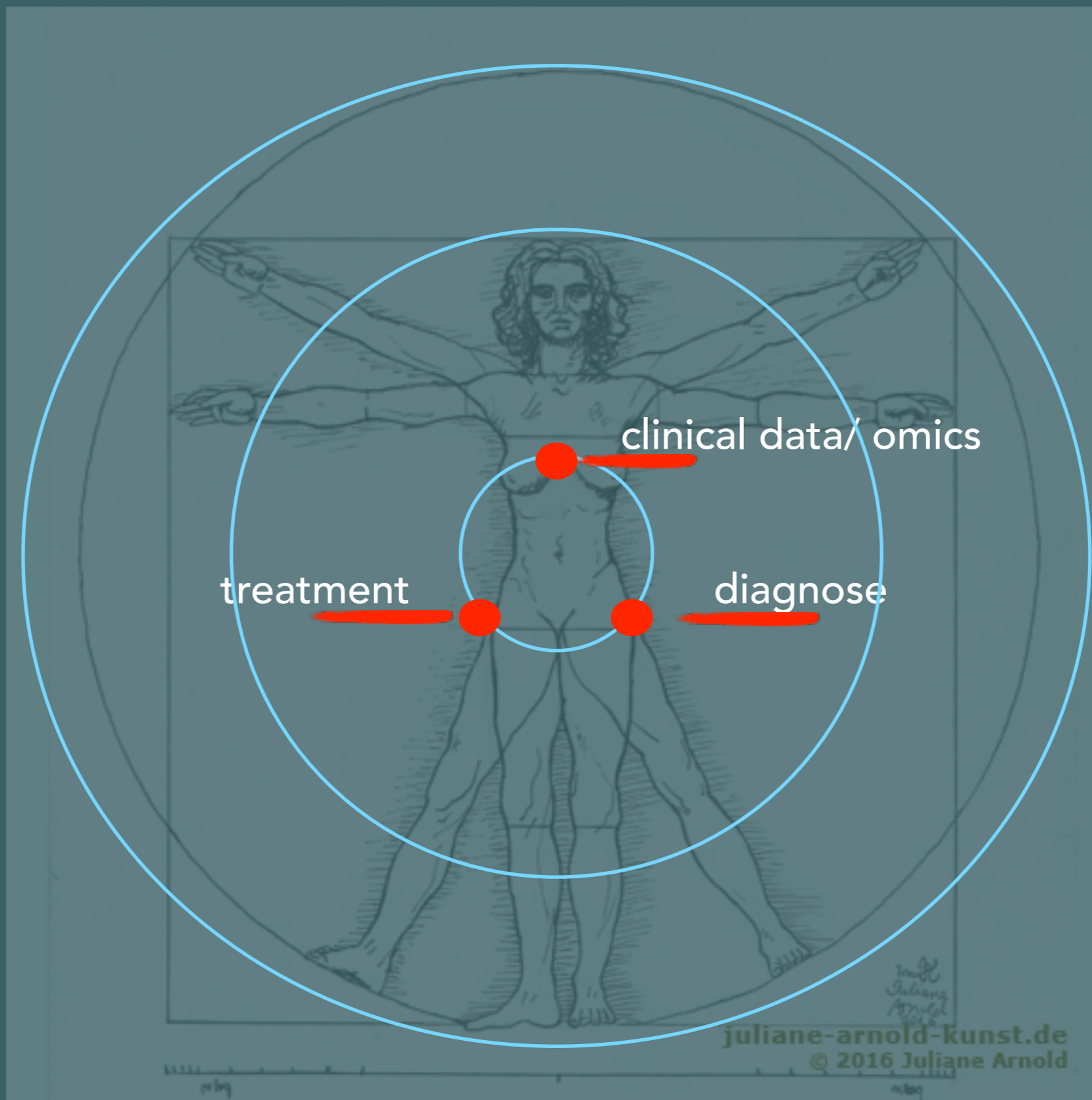




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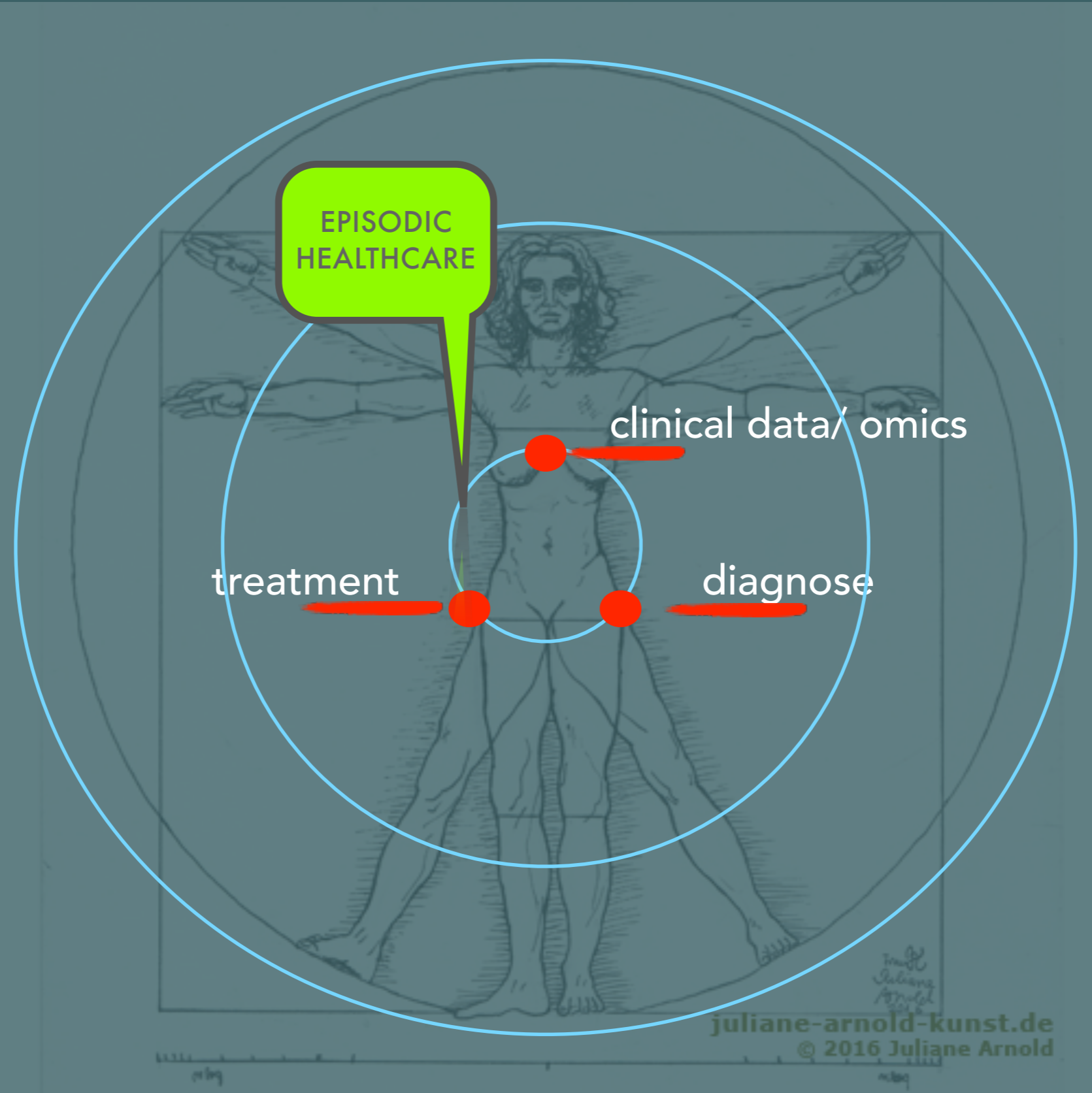


clinical data/ omics

treatment

diagnose

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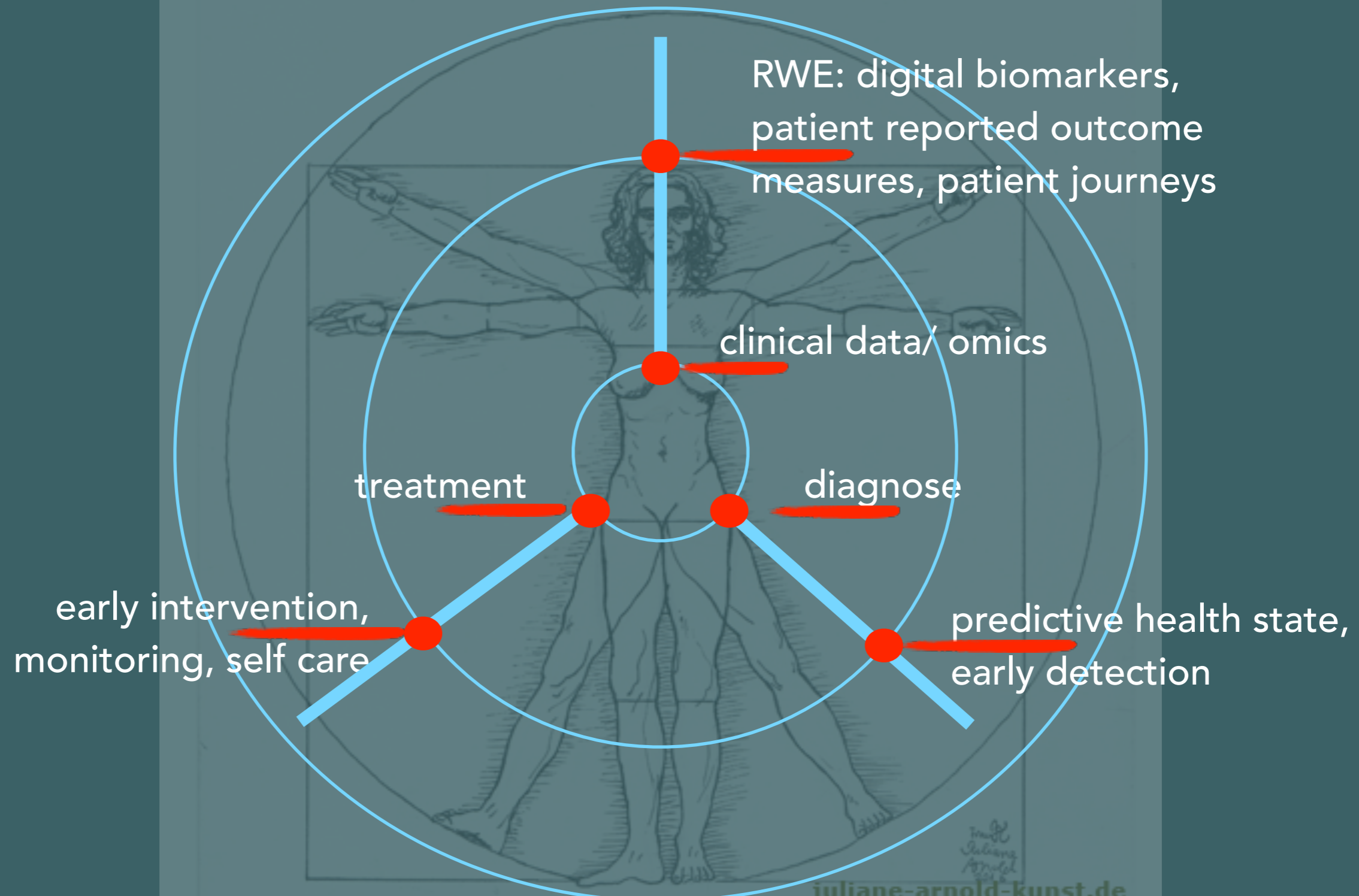


EPISODIC
HEALTHCARE

clinical data/ omics

treatment

diagnose



PATIENT
ENGAGED
HEALTHCARE

RWE: digital biomarkers,
patient reported outcome
measures, patient journeys

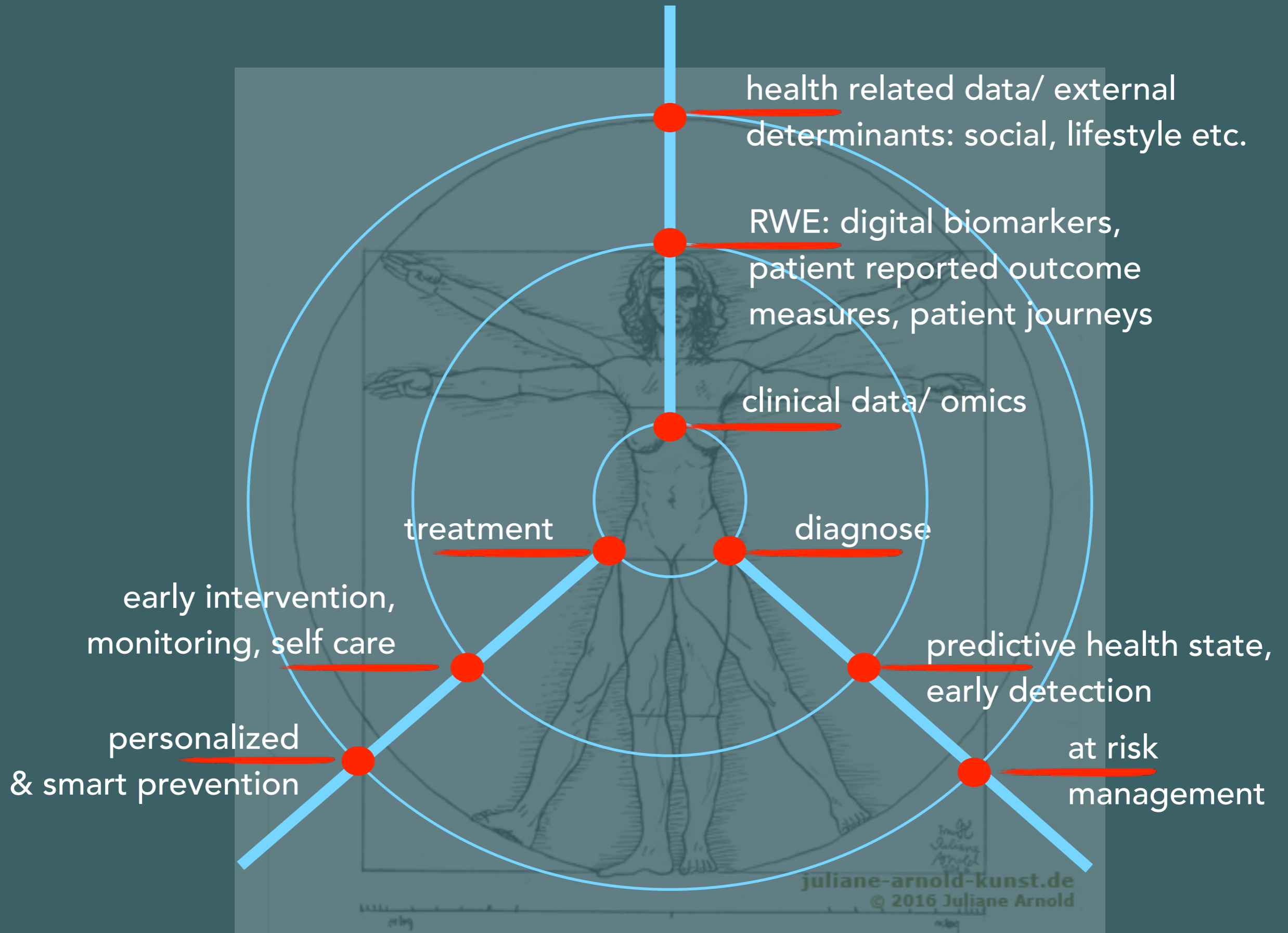
clinical data/ omics

treatment

diagnose

early intervention,
monitoring, self care

predictive health state,
early detection



PEOPLE
EMPOWERED
HEALTH

health related data/ external
determinants: social, lifestyle etc.

RWE: digital biomarkers,
patient reported outcome
measures, patient journeys

clinical data/ omics

treatment

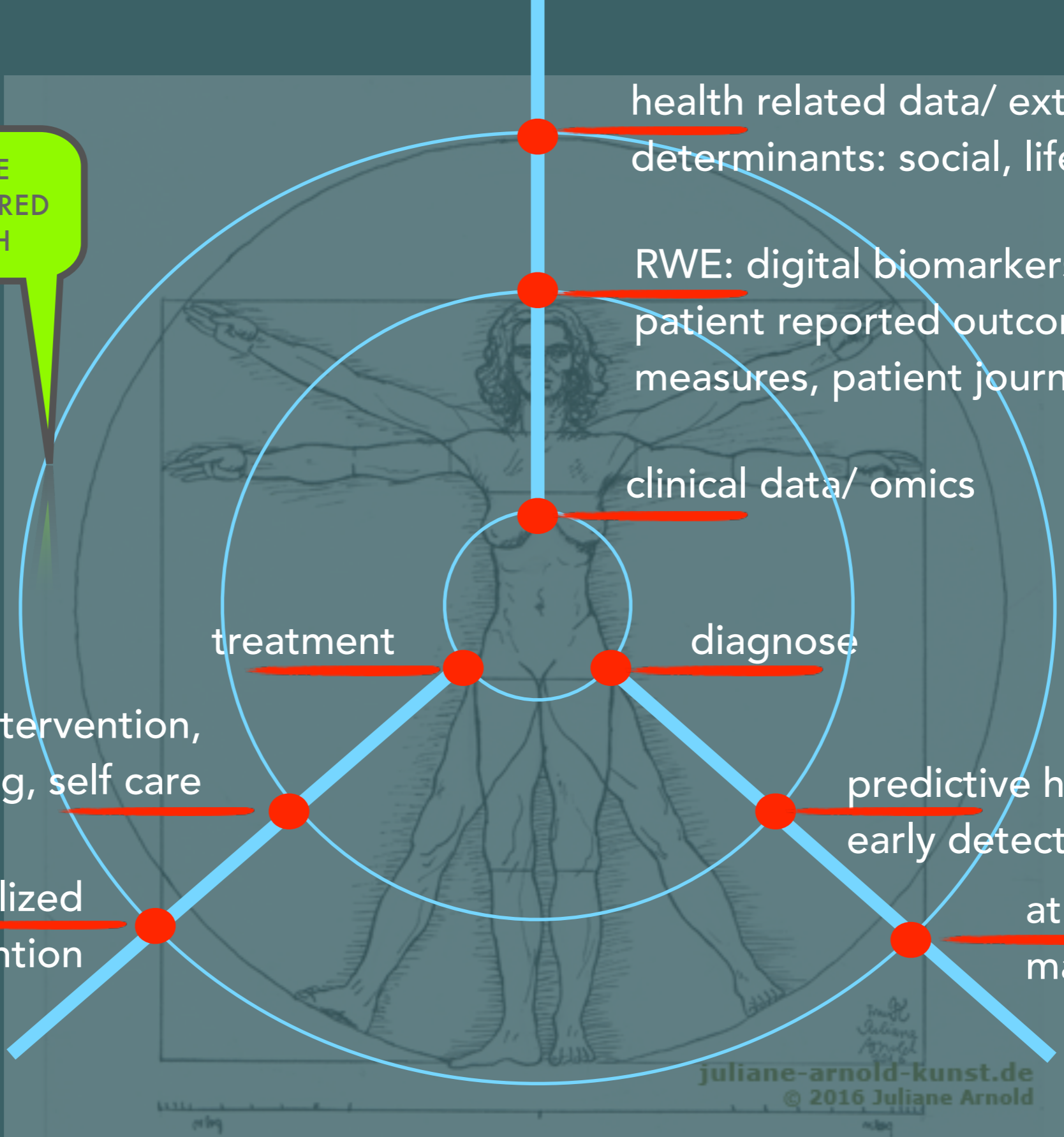
diagnose

early intervention,
monitoring, self care

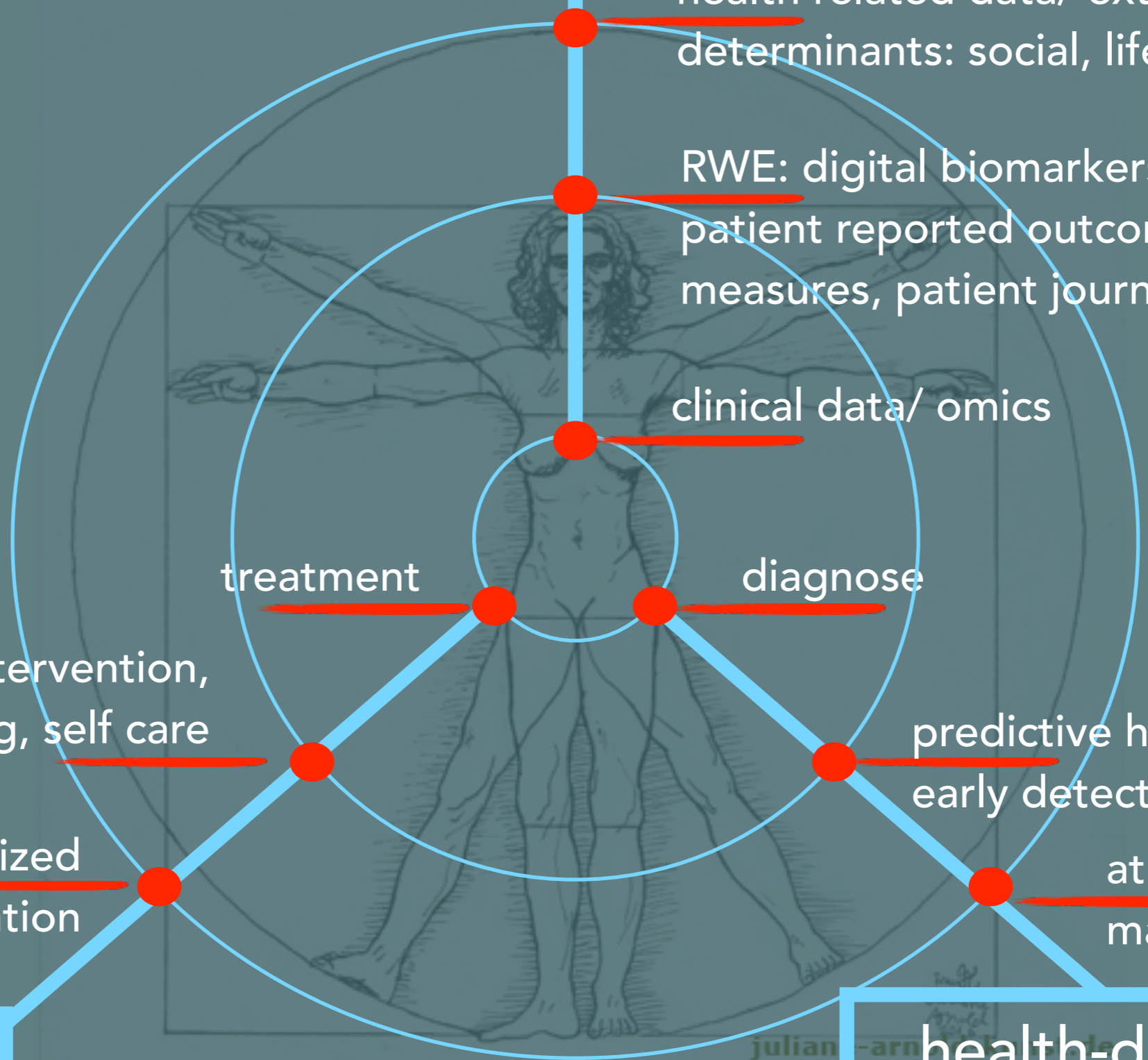
predictive health state,
early detection

personalized
& smart prevention

at risk
management



health data ecosystem



health related data/ external determinants: social, lifestyle etc.

RWE: digital biomarkers, patient reported outcome measures, patient journeys

clinical data/ omics

treatment

diagnose

early intervention, monitoring, self care

predictive health state, early detection

personalized & smart prevention

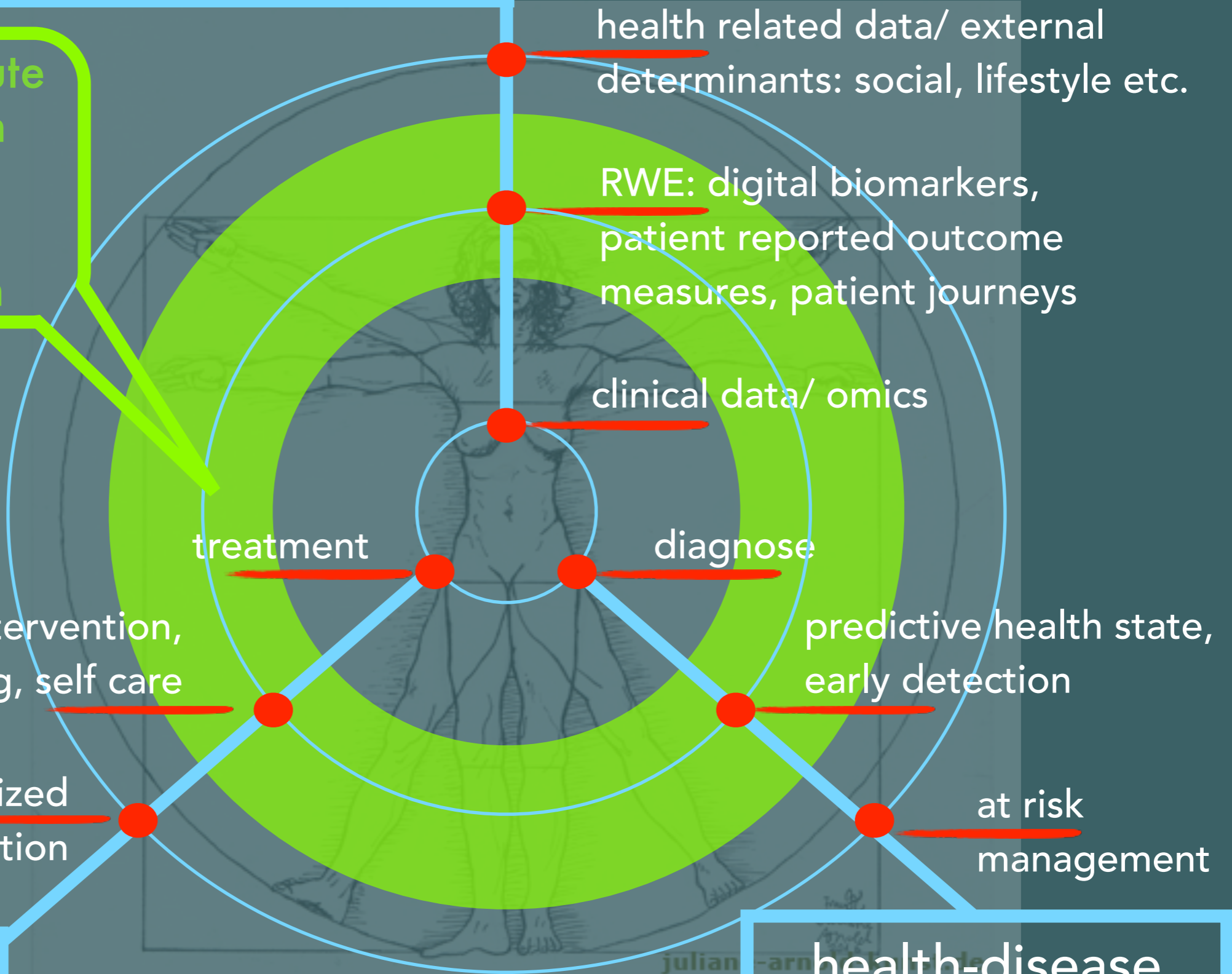
at risk management

sick-to healthcare

health-disease continuum

health data ecosystem

IHCHI Institute
for Human
Centered
Health
Innovation



sick-to
healthcare

health-disease
continuum

Please challenge!

Questions, Comments, Ideas

what?

People, Patient Centric
healthcare

Big Tech

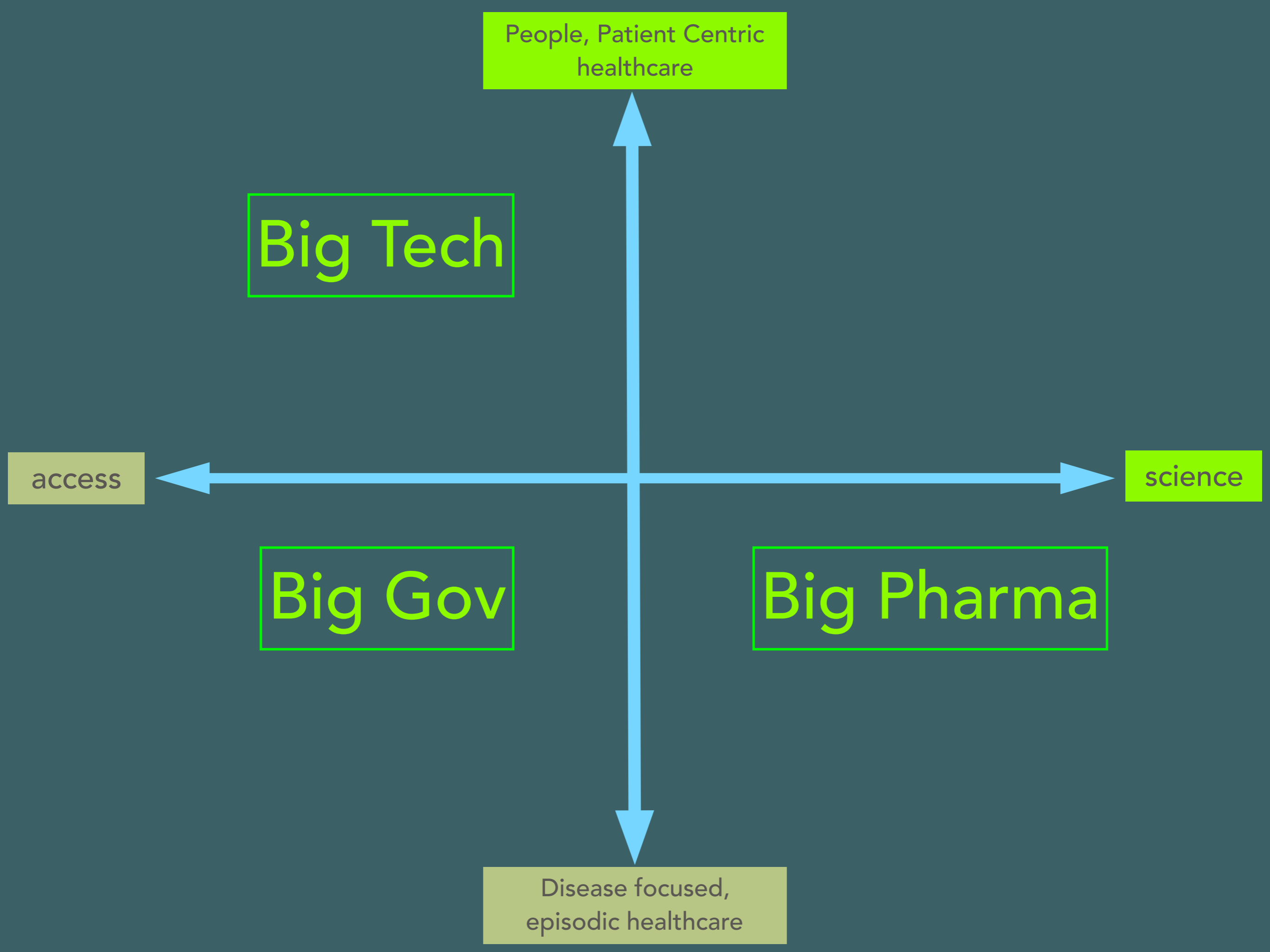
access

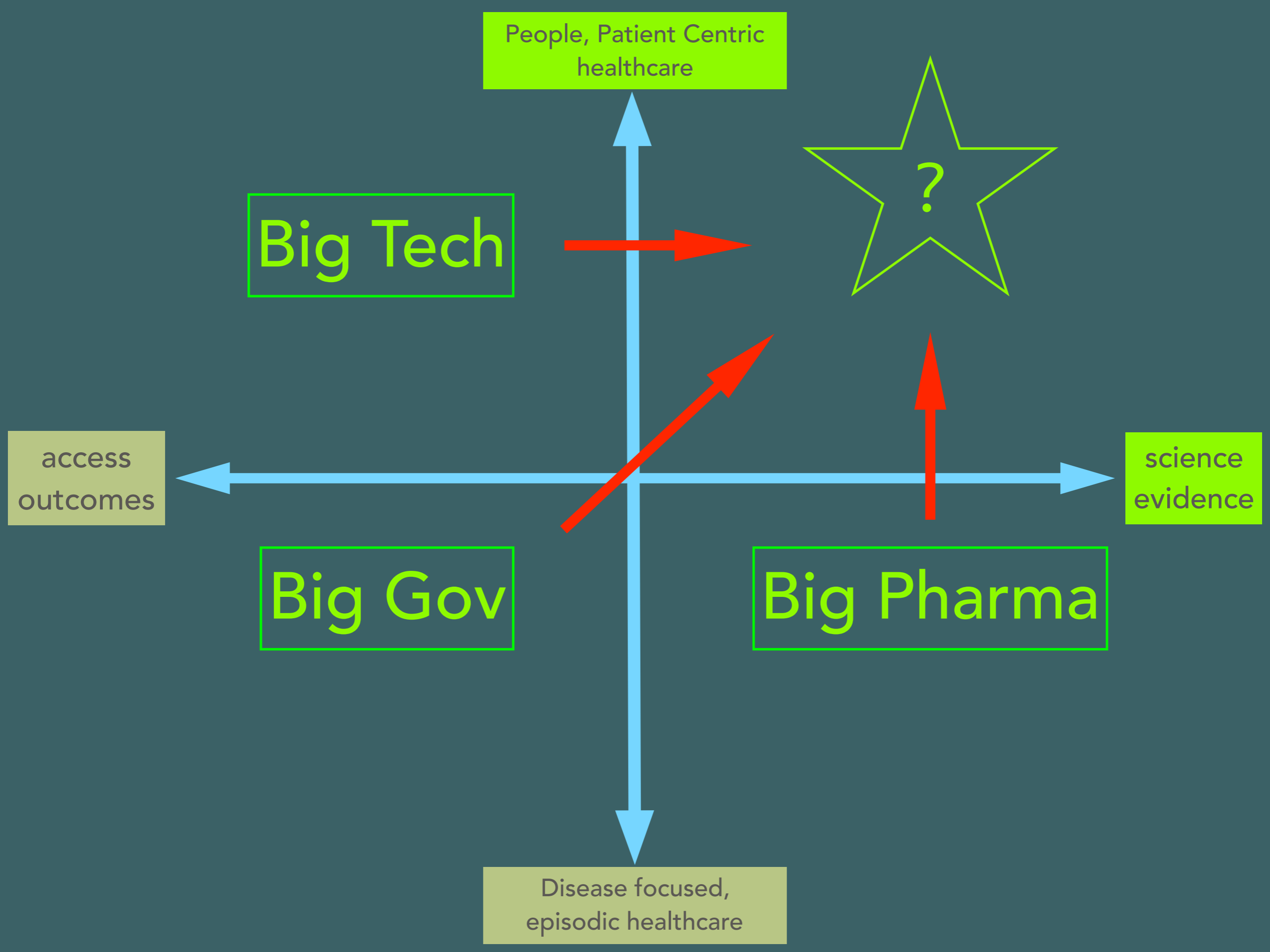
science

Big Gov

Big Pharma

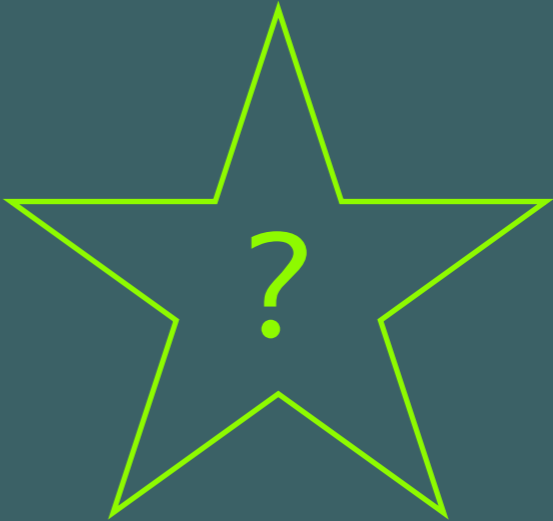
Disease focused,
episodic healthcare





People, Patient Centric
healthcare

Big Tech



access
outcomes

science
evidence

Big Gov

Big Pharma

Disease focused,
episodic healthcare

People, Patient Centric
healthcare

Big Tech:
participation
personalization



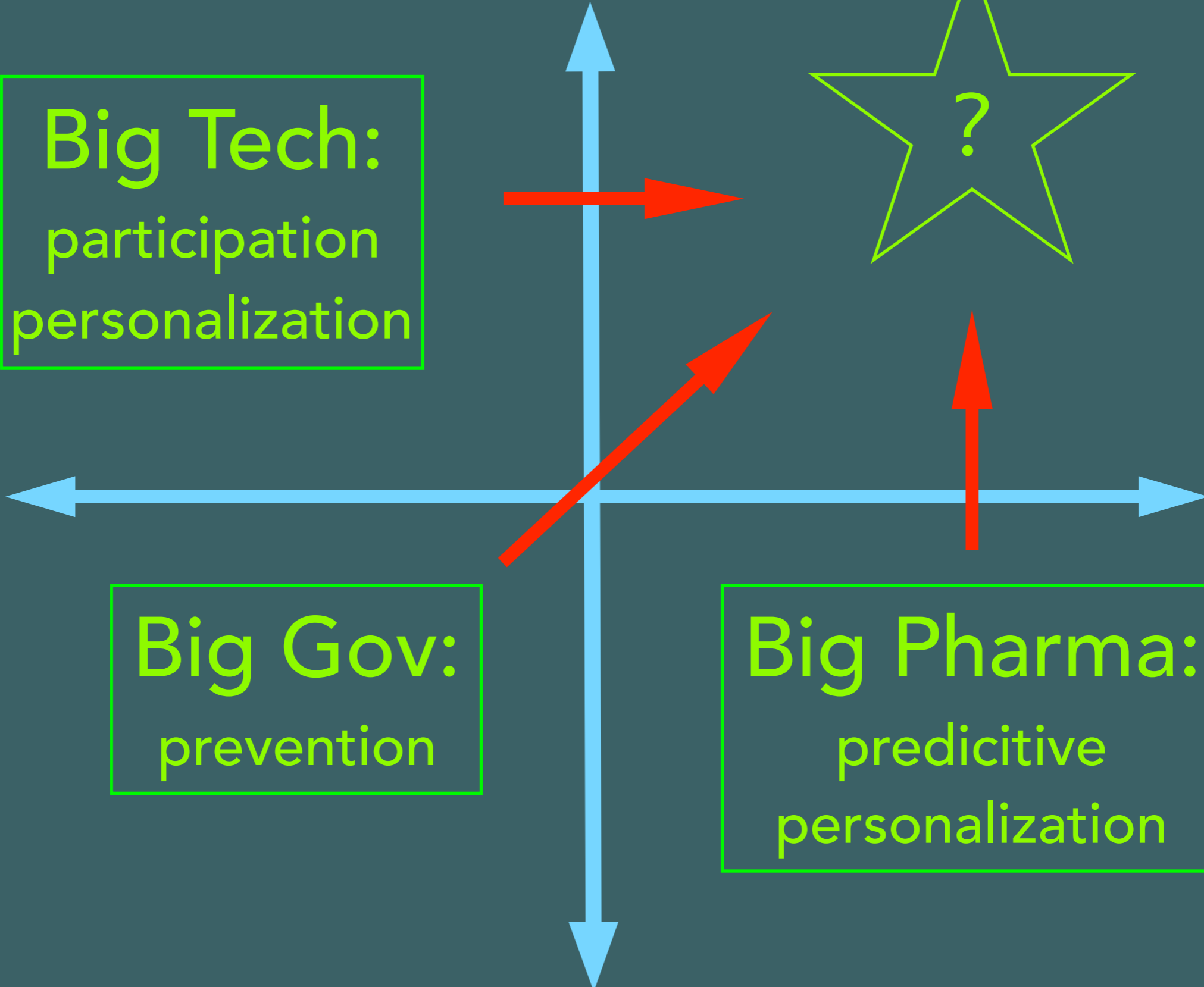
access
outcomes

science
evidence

Big Gov:
prevention

Big Pharma:
predictive
personalization

Disease focused,
episodic healthcare



People, Patient Centric
healthcare

people

(re-)shape the
ecosystem

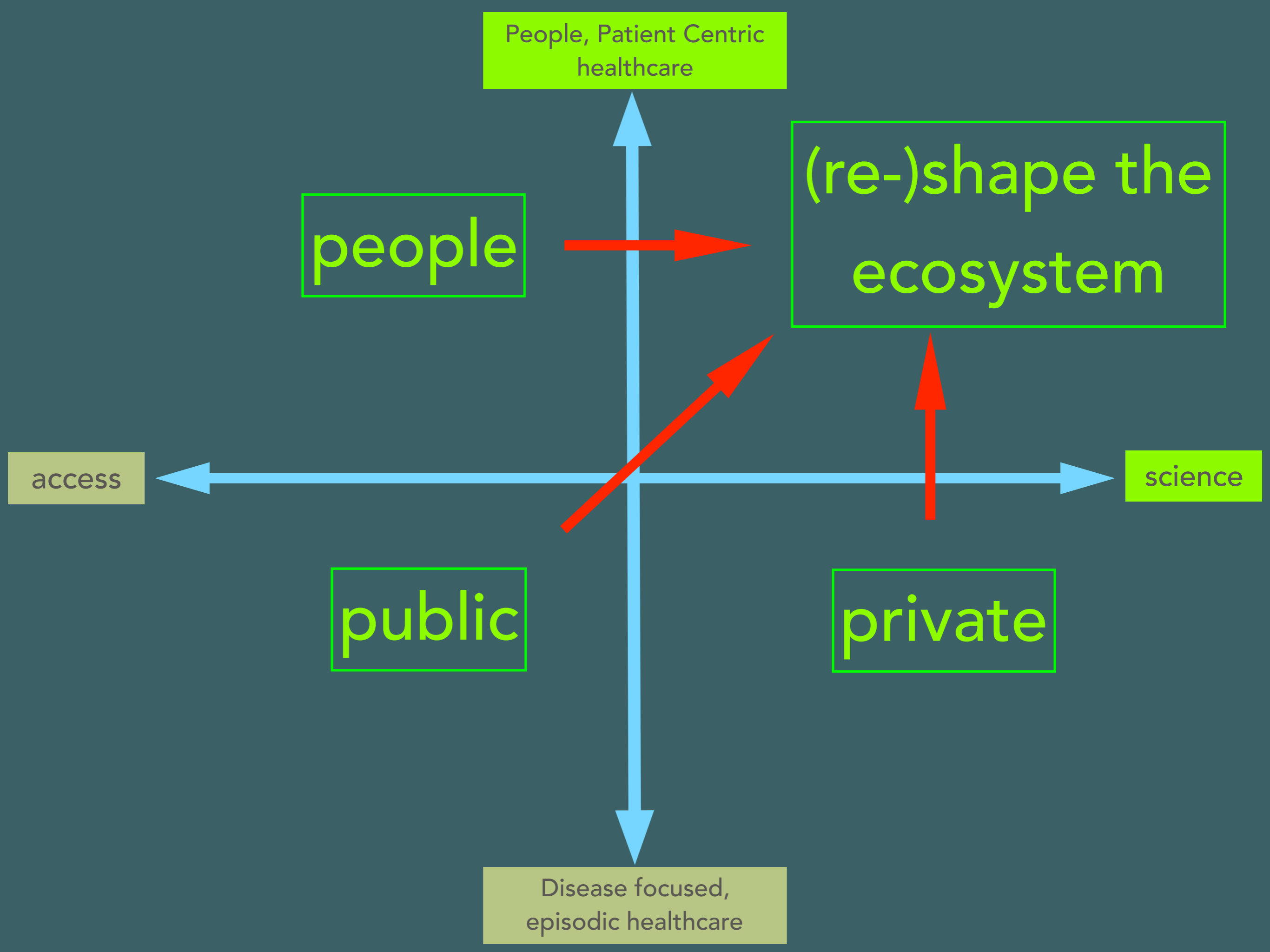
access

science

public

private

Disease focused,
episodic healthcare



People, Patient Centric
healthcare

people

build the
commons

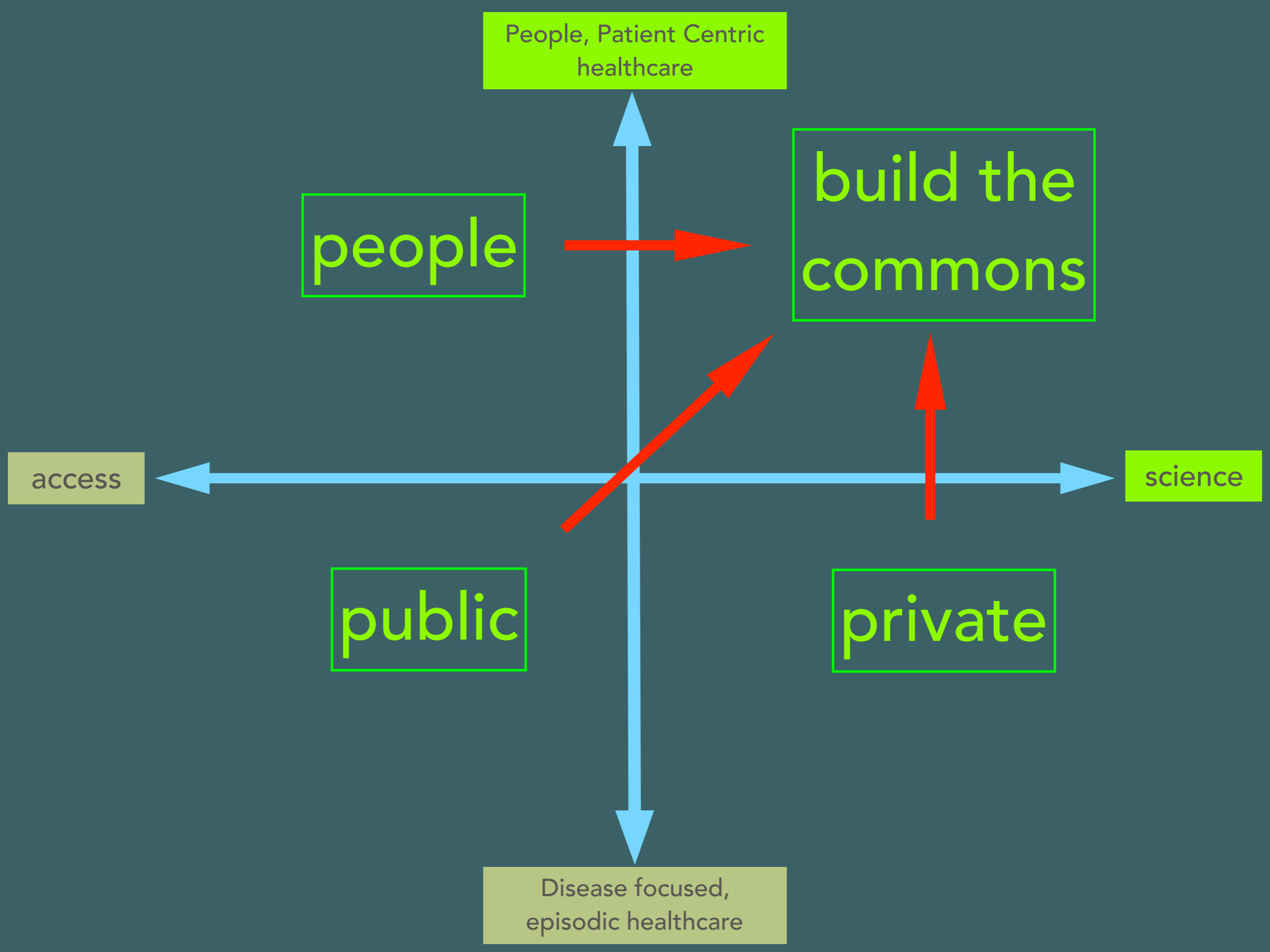
access

science

public

private

Disease focused,
episodic healthcare



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Questions, Comments, Ideas

Board of Managers

Laurenz Baltzer, Co-Founder/Executive Director IHCHI

Thomas Brenzikofer, Co-Founder/Executive Director IHCHI

Peter Groenen, Co-Founder

Michael Rebhan, Co-Founder

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