



The position of eHealth solutions in Europe

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eHealth and Big data solutions will revolutionise health care services as well as could provide adequate answers for global health challenges. Mobile, eHealth, wearable devices and point of care technologies have the potential to take health to places where it has never existed before, and do it in a cost effective way. This is such an opportunity of the XXI. century as vaccination was in the XX. century, just take Africa into consideration where more people has access to mobile phones than access to clean water.

eHealth will grow to be a new form of care somewhere supporting, somewhere complementing existing forms, but also opening new dimensions like artificial intelligence or cognitive systems supporting predictive and prognostive diagnostics.

eHealth will change the work of professionals. It will have an impact on the relationship with patients and relationships inside the professional domains and will offer new ways of patient participation and individual responsibility for health. The magnitude of change expected can only be compared to what happened in the transformation of social to digital communities and require profound change management and policy reform interventions.

Europe will have to prepare for the legal and ethical debates of data driven health care and also to be able to harness the research and innovation potential that the collected health data sets offer. Some European countries have leading role in data integration and adapting eHealth solutions and also using health data for research and innovation. European stakeholders compete with private global data and social media enterprises in this niche. The potential for a European digital health ecosystem cannot be seen on the horizon of European legislation. The various national and cultural approaches to data protection make the emergence of a European health data strategy a difficult exercise. This also means that Europe will lag behind with exporting these kind of technologies to the developing part of the world. This brings a threat that new emergent health services will not be based on solidarity and universal health coverage principles and our core European values will face a new challenge.

The potential of better health, creating new jobs, leading in innovation depends on Europe's potential of adaptation for these challenges. At present health data that emerges from mobile and wearable devices are feeding the research and innovation potential of mobile and social media ecosystems that are outside European domains. So do the artificial intelligence sources we rely on in our everyday life with internet search engines and traffic efficiency...