



ePatienten

und die digitale Transformation im Gesundheitswesen

Andréa Belliger





Vernetzte Kommunikation

Konnektivität

Organisation der Welt in Netzwerken



Paradigmenwechsel
Von Systemen zu Netzwerken 

Netzwerke

- 1 keine fixen Rollen und Funktionen
- 2 soziotechnisch
- 3 keine klaren Grenzen, offen und durchlässig
- 4 nichthierarchisch, bottom up
- 5 komplex und ständig im Wandel
- 6 eigene Werte und Normen



Digitale Transformation

Let's connect!

96-99%

der CH Bevölkerung zw. 15-54

100%

Teens 14-19

2/3 in mindestens einem sozialen online Netzwerk

3.7 Mio = 50%

Facebook

96%

der u30

77%

der Senioren (65-74)

Rentner postet auf Facebook...

...und fliegt aus dem Altersheim!



in Netzwerken

Paradigmenwechsel

Von Systemen zu Netzwerken



Netzwerke

1

keine fixen Rollen und Funktionen

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Veränderte Wertschöpfungsketten

distributed & connected business models

Aspekt 2: Customer Experience



Aspekt 1: B2B2C (Plattform, Connector)



13 Mrd. Überbuchungen pro Monat weltweit (2016)
kein Store, sondern eine Plattform, ein Community-Marktplatz für Buchung und Vermittlung von Unterkünften

Aspekt 3: on demand & Personalisierung



Aspekt 6: Peer2Peer - Mittler ausschalten



Aspekt 5: In demand



Aspekt 4: System- und Marktgrenzen sprengen



Ökostädte? Marktüberwindung
P2P Financing



Ökostädte (Jan. 2014 - 2016)

13 Mio. Personen - 3,2 Mio. Dollar - 130.000 Projekte



google wallet, apple pay,
android pay, samsung pay...



3D-Druck



Virtual & Augmented Reality (VR-AR)



Aspekt 7: Smartness



Next Level...

- zur Plattform, zum Connector werden
- customer experience
- on demand
- personalisiert
- System- und Marktgrenzen sprengen
- P2P - Mittler ausschalten
- seamless (online - offline, Multichannel)

Konnektivität im Umgang mit Gesundheit

vernetzte Patienten & Gesundheitskonsumenten



vernetzte Health Professionals (medizinische Fachpersonen)



Vernetzte Industrie - Pharma 3.0 & Co



Konnektivität im Umgang mit Gesun

vernetzte Patienten & Gesundheitskonsumenten



Online Health Communities PatientsLikeMe.com

Find Patients Just Like You

Do you have a life-changing condition? Learn from the real-world experiences of other patients like you.

Join Now! (It's free!)

Common Disease Communities:

- Prostate Diseases
- ALS/PMD
- Stroke
- Stemmyoga
- Chronic Fatigue Syndrome/CFS
- IBS/IBD
- Visual Cortex
- Alzheim
- Stroke
- Depression

©2013 PatientsLikeMe.com. All rights reserved.

We are all here on PatientsLikeMe for a reason. For me, the more I understand, the more I can do for myself. I share my insights and every word I type to help my community members, etc. so that hopefully, someone else has access to my information as well as thousands of others...

—Nood Conditions Community Member

See how PatientsLikeMe can help you take control of your health:

Share your health profile

Answer simple questions to create a shared health profile to see how you're doing over time.

Find patients like you

Search by gender, age, treatments, symptoms, and time since diagnosis to easily connect with patients like you.

Learn from others

Learn from real-world treatments and symptom reports. For an in-depth look at the pros and cons of various treatments and more.

Patients with Parkinson's

Where do I talk to patients with Parkinson's?

Parkinson's Disease Room

More like this:

- Just released from hospice (1934, 7 days)
- Sobbing Tundra (1934, 7 days)
- LOL, I'm interested (1934, 7 days)

Who has Parkinson's at PatientsLikeMe?

6,600 patients have this condition

85 from Parkinson's Disease Room

85M - Parkinson's Disease Room (100% of 85M)

Age at first symptom

Age Range	Count
18-24	10
25-31	25
32-38	40
39-45	100
46-52	150
53-59	200
60-66	150
67-73	100
74-80	50

Types

Type	Count
2-3 PD/MSD	100
1-2 PD/MSD	100
1-1 PD/MSD	100
1-0 PD/MSD	100
0-1 PD/MSD	100
0-0 PD/MSD	100

Diagnosis source

Source	Count
Physician	100
Self-diagnosed	100
Family member	100
Other	100

What do patients talk to best: Parkinson's and its symptoms?

Commonly searched and frequently used treatments:

Treatment	Search Index	# of Patients
Levodopa	100	100
MAO-B Inhibitors	100	100
COMT Inhibitors	100	100
Dopamine Agonists	100	100
Anticholinergics	100	100
Amantadine	100	100
Deep Brain Stimulation	100	100
Stem Cell Therapy	100	100
Gene Therapy	100	100
Transcranial Magnetic Stimulation	100	100
Exercise	100	100
Yoga	100	100
Meditation	100	100
Acupuncture	100	100
Herbal Supplements	100	100
Other	100	100

vernetzte Krebspatienten



Kate Granger Resources
justgiving.com/kategranger
facebook.com/kategranger
hellenymaineis.org.uk



Kate Granger (britische Ärztin und Krebspatientin) - #deathbedlive



Lisa Adams



Wolfgang Herrndorf



Can a 140-character tweet really convey a serious message? I firmly believe it can. It is perfectly possible to share feelings, symptoms and fears within the character limit and there is always the possibility of accompanying blogs to explore more complex issues in greater depth. Tweeting takes very little physical effort and is far less intrusive than, for example, allowing a documentary maker into my life. I personally find writing an extremely therapeutic exercise, with my tweeting and blogging helping me to rationalise the difficulties and decision making I face every single day with regard to my health. Being a member of the Twitter community is also like belonging to a huge support group, which you can access any time of day or night.



Dear Cancer Part 6

Posted on [July 29, 2015](#)

Dear Cancer,

Well, this was never a letter I expected to write... 4 years we've shared this curious relationship of ours. 4 years. Who'd have thought it?

Last time I wrote I was incredibly frightened. You had woken up just before Christmas and caused no end of issues. I'm not sure if I was more fearful of the impact of you on my creaking body or the impact further chemotherapy and the associated unrelenting infections were going to have on me.

I struggled so much with the poisoning this time, not just physically, but mentally too. It

24

ARCHIVES

- [July 2015](#)
- [June 2015](#)
- [December 2014](#)
- [November 2014](#)
- [August 2014](#)
- [July 2014](#)
- [March 2014](#)
- [February 2014](#)
- [December 2013](#)
- [November 2013](#)
- [October 2013](#)
- [September 2013](#)
- [August 2013](#)
- [July 2013](#)
- [June 2013](#)
- [May 2013](#)
- [April 2013](#)



TWEETS	FOLGE ICH	FOLLOWER	FAVORITEN
10,1 Tsd.	1.018	37,6 Tsd.	1.236

K_te Gr_nger

@GrangerKate

Wife, daughter, sister, aunty, friend, doctor, patient and author. Always trying to look on the bright side of life... #hellomynameis

Wakefield

theothersidestory.co.uk

Beigetreten März 2012

Tweet an K_te Gr_nger

6 Follower, die Du kennst



760 Fotos und Videos



Tweets Tweets & Antworten Fotos & Videos

K_te Gr_nger retweetete



Anna Spiers @annabspiers · 6 Std.

@GrangerKate this time tmw we @WkfdRunningMama will be doing our 20mile bed push from Newmillerdam to LGI in aid of @CandlelightersT RT

↳ ↻ 5 ★ 3 ⋮



K_te Gr_nger @GrangerKate · 8 Std.

9 days of freedom left. The sun is shining. A nice trip to @YSPsculpture with a good friend is in order methinks...

↳ ↻ ★ 44 ⋮



K_te Gr_nger @GrangerKate · 7. Aug.

Lovely afternoon with @kaybee1978 Lunch & shopping for chemo clothes. Wish it was shopping for something else but hey ho the company was fab

↳ ↻ 2 ★ 51 ⋮



K_te Gr_nger @GrangerKate · 7. Aug.

Most unhelpful assistant in @BootsUK when trying to print a photo

Outst

www.outst.com

St. Gemma's Hospice

Be out of your comfort zone. We can help you. We'll be there for you. #OutstChallenge

JustGiving

Kate's pa

Raising £250,000 for the quality of life for patients

Story

I was diagnosed with... unfortunately... As part of my luck to raise £20,000 for had gone much fun



K_te Gr_nger
@GrangerKate

[Follow](#)

Rigoring. Temp 38.1. Pulse 120. BP ok. Sit it out or seek help? :-
(

11:46 PM - 28 Aug 2013

[↩](#) [↻](#) 6 [★](#) 1

The immediate response from everyone was get myself to the ED. I did as I was told...



K_te Gr_nger
@GrangerKate

[Follow](#)

In the ED. Temp 38.9, pulse 150, RR 30, NEWS 8, lactate 3.
Feel shocking...

1:45 AM - 29 Aug 2013

[↩](#) [↻](#) 4 [★](#) 2

I am assessed in the ED by the Urology SHO on call...



K_te Gr_nger
@GrangerKate

[Follow](#)

Despite a NEWS of 8 all the urology SHO examined was my
abdomen...

5:35 AM - 29 Aug 2013

[↩](#) [↻](#) 8 [★](#)



K_te Gr_nger
@GrangerKate

[Follow](#)



Laid
staff

5:25



I wa
were

5:27



I ha
cann

5:30

TWEETS
12,5 Tsd.

FOLGE ICH
1.256

FOLLOWER
47,7 Tsd.

GEFÄLLT MIR
2.261

welcome.
atekate

ok
nris
ey on



624 1,6 Tsd. 5,7 Tsd. ...



Kate Granger @GrangerKate · 19. Juli 2016

Sorry for the distinct lack of #deathbedlive tweets. Ive not had the energy...Im so grateful for everyones support, messages & presents.TY x

433 257 2,7 Tsd. ...



00:06 / 53:00

Is there an honourable way to deal with terminal illness?



We discuss the lively debate currently in the media and online about an American woman tweeting regular detailed updates of her daily life with breast cancer. Journalist Bill Keller wrote in the New York Times...

Available now

🕒 55 minutes

In March 2014 NHS Employers and NHS England launched The Kate Granger Compassionate Care Awards to highlight how innovation, practicality and especially compassion are essential in everyday NHS care.

Sadly, Dr Granger passed away at the age of 34 on 23 July 2016 after reaching her target of raising £250,000 for cancer charities.

Find out more about the #hellomynameis campaign and show your support by using the hashtag in your tweets.

Can a 140-character tweet really convey a serious message? I firmly believe it can. It is perfectly possible to share feelings, symptoms and fears within the character limit and there is always the possibility of accompanying blogs to explore more complex issues in greater depth. Tweeting takes very little physical effort and is far less intrusive than, for example, allowing a documentary maker into my life. I personally find writing an extremely therapeutic exercise, with my tweeting and blogging helping me to rationalise the difficulties and decision making I face every single day with regard to my health. Being a member of the Twitter community is also like belonging to a huge support group, which you can access any time of day or night.

Tweets

Tweets & Antworten

Medien



Kate Granger @GrangerKate · 27. Sep. 2016

Hi, its @PointonChris here. Come & celebrate Kate's life - all welcome. Sat Oct 29th Leeds. Details & tickets jumblebee.co.uk/celebratekate
RT



14



339



558



Kate Granger @GrangerKate · 26. Juli 2016

TY all for being part of my life. Pls look after my amazing hubby @PointonChris (Ps - Don't let him spend all his money on a Range Rover) xx



212



1 Tsd.



4,9 Tsd.



vernetze Menschen mit psychischen Erkrankungen



vernetzte Palliativpatienten Umgang mit dem Tod & Sterben online

vernetzte Palliativpatienten



vernetzte Angehörige



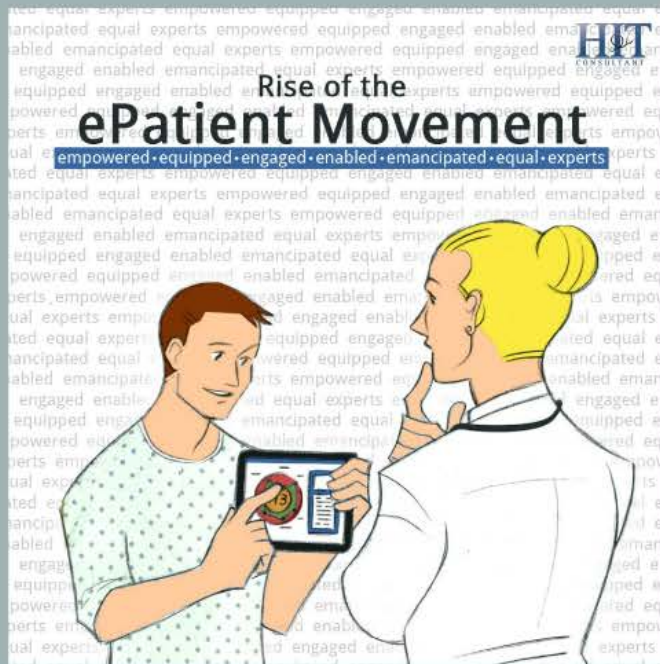
...beyond death



Advanced Care Planning und digitaler Nachlass



ePatienten-Bewegung



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Digitale Transformation

Werte



offene Kommunikation

Partizipation

Transparenz

Flow

Empathie

Authentizität

Heterogenität & Variabilität

Technologie

mobile, cloudbased, social, local

mobile
seamless health

Next Generation Health Spaces - Healing Architecture



Technologien
mit exponentiellem Potential

Think in Seconds - "Seamless Health"

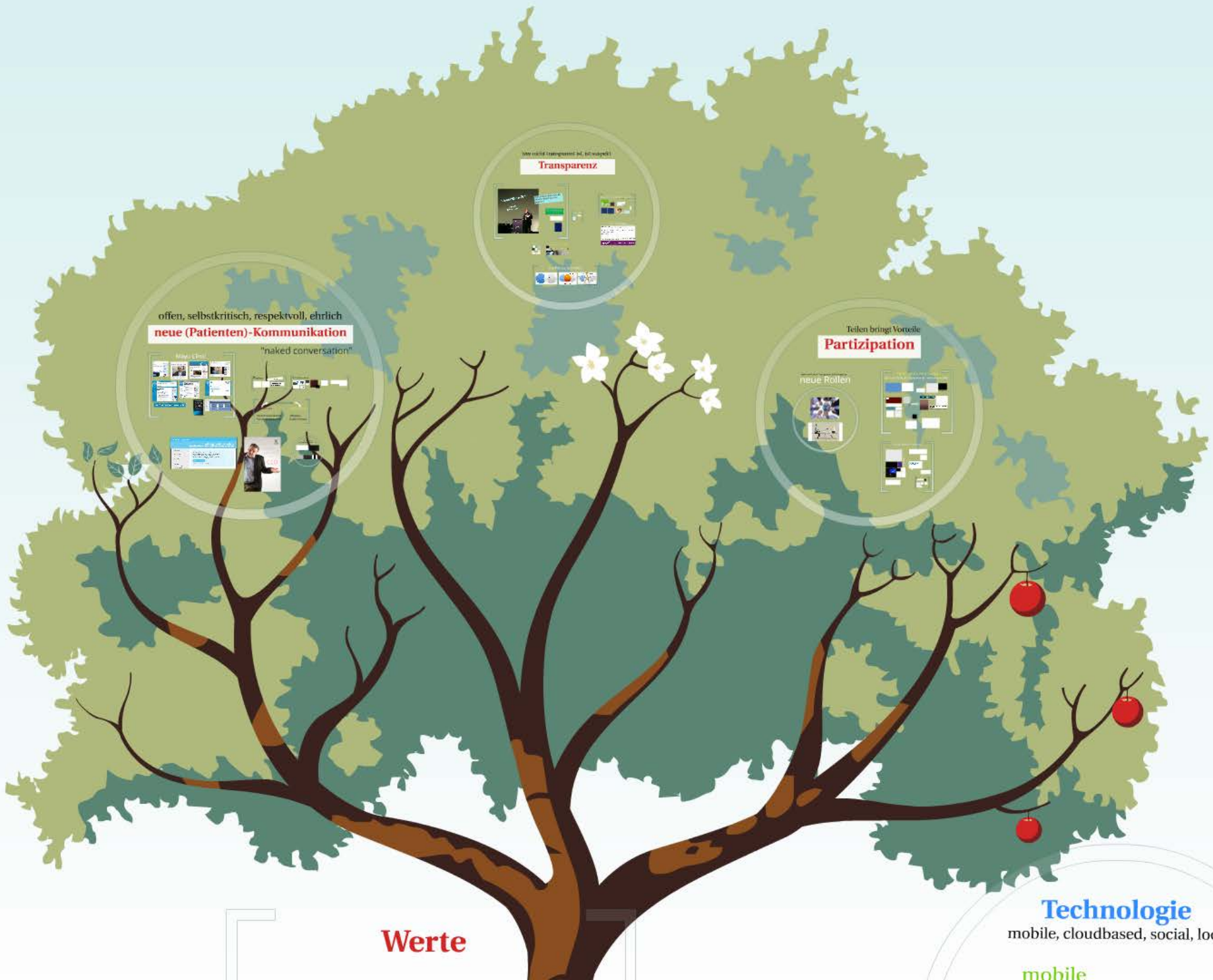
1. Cloud-based Apps

mHealth

3. Mobile Services / Devices / Sensors

2. Health Data - Analytics & Visualization





Wie wird transparent? (z.B. Infowatch)

Transparenz

Images: Screenshots of a website and a person at a computer.

offen, selbstkritisch, respektvoll, ehrlich

neue (Patienten)-Kommunikation

"naked conversation"

Images: A person speaking at a podium, a smartphone, and a tablet displaying a patient interface.

Teilen bringt Vorteile

Partizipation

neue Rollen

Images: A group of people, a smartphone, and a tablet displaying a patient interface.

Werte

Technologie
mobile, cloudbased, social, local

mobile

offen, selbstkritisch, respektvoll, ehrlich
neue (Patienten)-Kommunikation

"naked conversation"



medizinstudenten übersetzen befunde in eine für patienten leicht verständliche sprache. kostenlos.

für patienten

- Start
- Befund einsenden
- Häufig gestellte Fragen
- Datenschutz
- Warum kostenlos?
- Tipps für Ihren Arztbesuch

für mediziner

- Ehrenamtlich mitmachen
- Universitäre Ausbildung

Befund einsenden und übersetzen lassen

Hier können Sie Ihren ärztlichen Befund kostenlos von Medizinstudenten in eine für Sie leicht verständliche Sprache übersetzen lassen.

Bitte beachten Sie, dass Ihre Einsendung nur einen Befund umfassen darf, der einen Umfang von maximal zwei DIN-A4-Seiten hat.

Befund einsenden

Haben Sie Fragen zu dieser Website und unserem Angebot?
Passende Antworten erhalten Sie bei unseren [häufig gestellten Fragen](#).



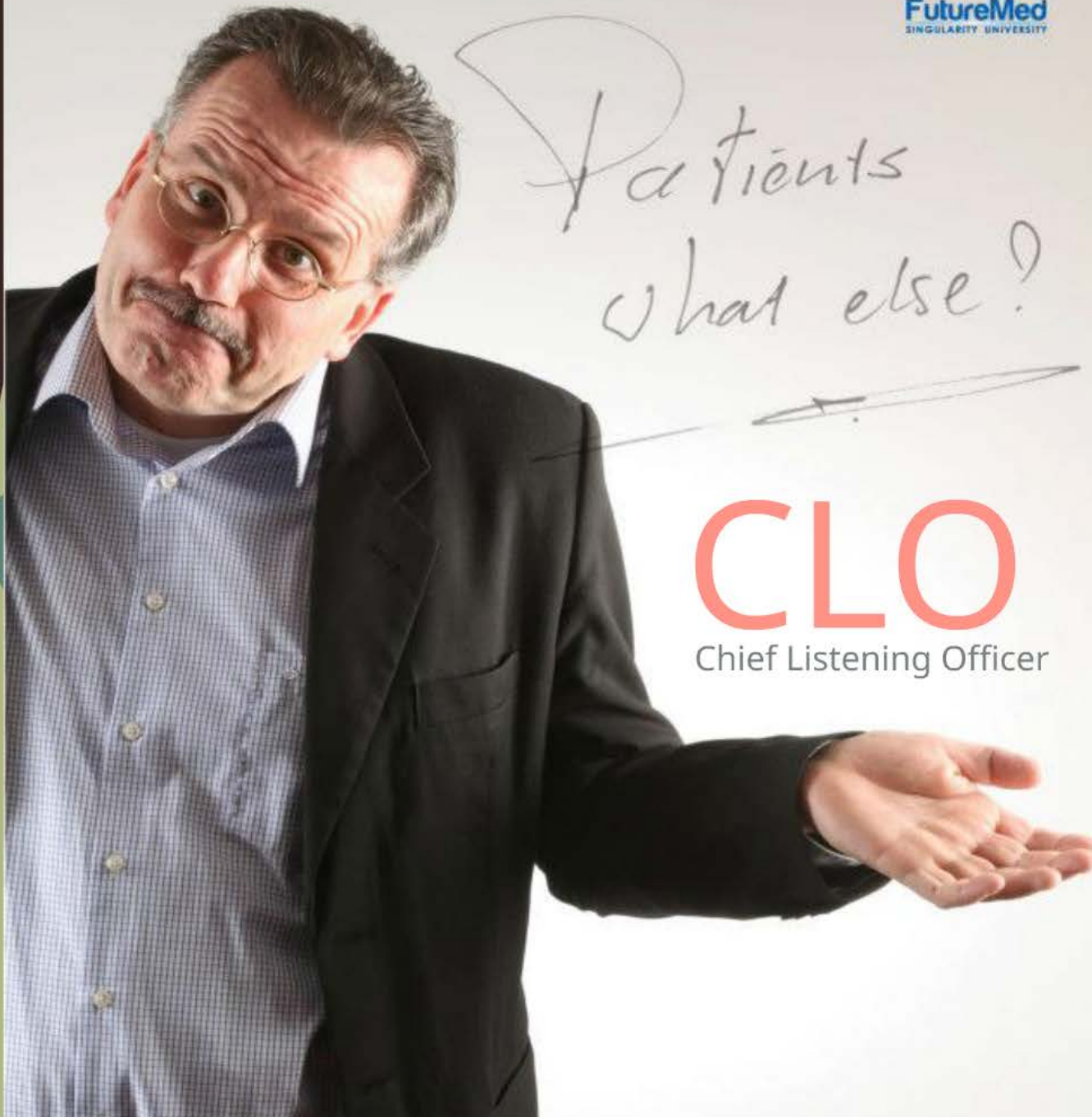


FutureMed
SINGULARITY UNIVERSITY

Patients
what else?

CLO

Chief Listening Officer



Teilen bringt Vorteile

Partizipation

Kommunikation, Transparenz & Partizipation =
neue Rollen



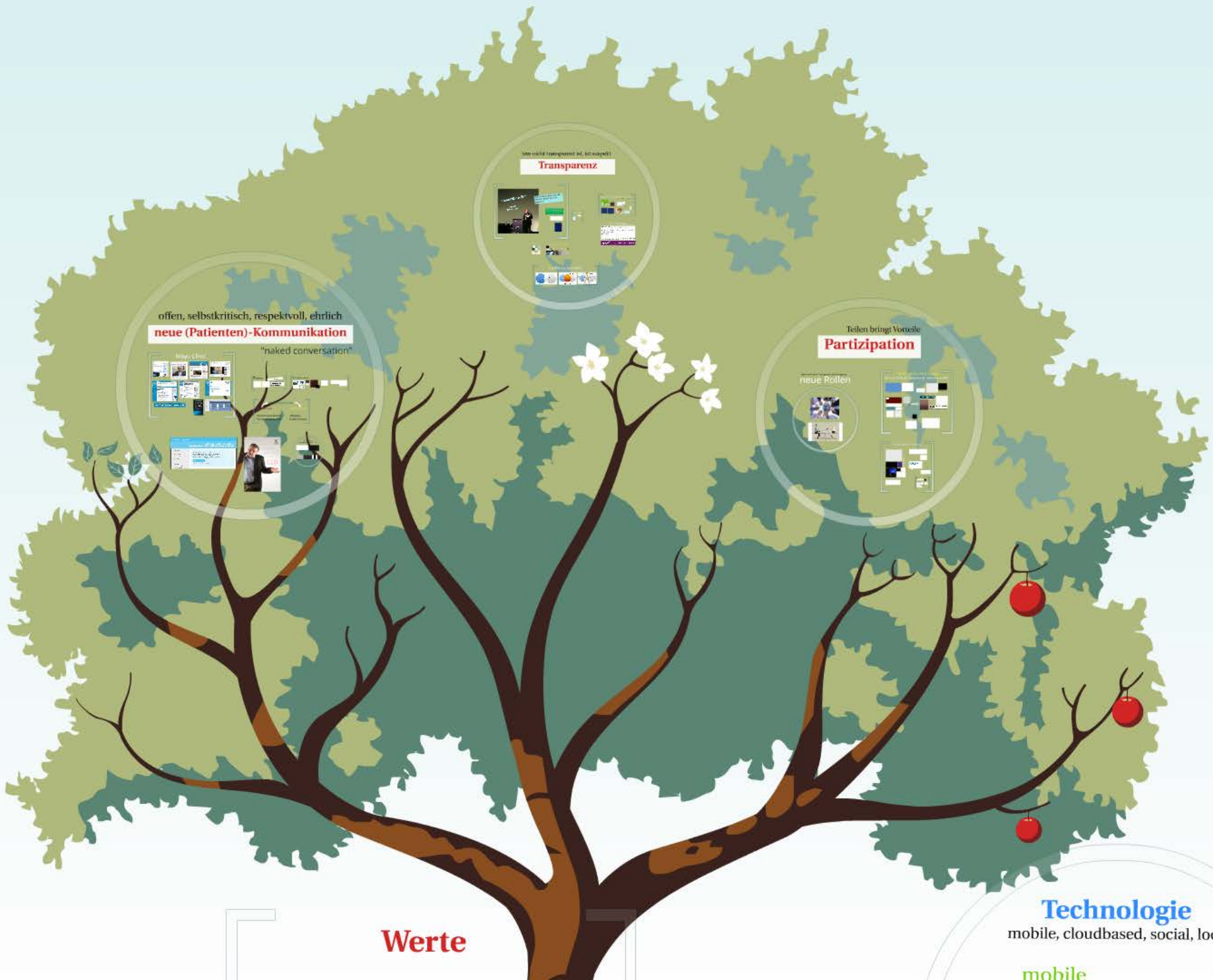
Partizipative Forschung

die neue Rolle der Patienten als "citizen scientist"

A collage of various images and documents related to participatory research. It includes a person in a lab coat, a person in a white coat, a person in a blue shirt, and several documents or posters with text and graphics. A yellow arrow points from the left side of the collage towards the right.

Shared Decision Making

A collage of various images and documents related to shared decision making. It includes a person in a white coat, a person in a blue shirt, and several documents or posters with text and graphics. The word "ePatients" is written vertically in the center of the collage.



Wie wird transparent, etc. (Klinik)
Transparenz



offen, selbstkritisch, respektvoll, ehrlich
neue (Patienten)-Kommunikation

"naked conversation"



Teilen bringt Vorteile
Partizipation

neue Rollen



Werte

Technologie
mobile, cloudbased, social, local

mobile

