

Notes - Group A - Data Analytics

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- Healthcare system must undergo so fundamental changes
- Problem (especially in Germany): individual privacy and the collective benefits of medical research
- The more data that can be analyzed, the better the medical insights and the more lives that can be saved
- Need of bits and bytes for new products
- Fast changes need to come from startups

→ Who is interested in using the data?

- Difficult to detect the players
- Doctors are afraid of being replaced by machines
 - possible for some parts but this will also allow them to spend more time with each patient → big need
- New players are a risk for the big / dominant players in the market
- Not clear yet who will be one of the new dominant players
- IBM Watson is opening a new market (one of the big winners)
- A company needs to adopt and develop solutions to remain a cash cow and not a poor dog in the future
- Difficult to detect needed solutions of the future → needle in the hay
- Technology → IBM: Doesn't know what to do with their invented artificial intelligence (Watson)
 - With new technologies we are able to reform the healthcare system in Germany
- Question: What / Where is the Joint Venture / How can we bring those ideas together with the needs of the people
- Start-ups are very attractive for the big players
- Difficulty 1: Gap in timeline → Bringing a new product to the market → Usage → Earn money with it (gap is hard to handle for start-ups)
- Difficulty 2: prospective character → Am I going to be successful?
 - risk of putting a lot of money into a new solution
- For a revolution of the healthcare system we do need free driving factors e.g. doctors do not get enough money for more patients
- Germany is pretty difficult: How to find a gap in the market?
 - Big need of money (especially for startups with great ideas) and believe → Build trust
- Like the United States Physician Payments Sunshine Act → strict regulations for disclosure of information, especially concerning any form of sponsoring and cooperation's with doctors
- Data security is taking up the biggest space
 - Security of personal data
 - The security of corporate data from unauthorized access or from loss
- Money is available (e.g. big companies do have innovation capital available):
 - Risk management → Money is available but granting of capital is difficult

- Society is not prepared for risks → Need of change in mentality
- Money is not the big problem, it's the need of changing the mind of the people
- Big companies need to change: They pay very late even if the products are delivered very fast (bad payment behavior) → pretty difficult for SME's to handle
- Roche works with startups:
 - Different brands get different amounts of money to work with
 - Roche works with some of them from the beginning on and with others at an advanced stage
- Pharma is not risk friendly
 - Most of the innovation processes are happening in small fields like manufacturing
 - "If you can make it in pharma you can make it anywhere"
- Technical people and doctors need to be brought together (EIT?)
- Prototypes need to be brought to customers
- Put some challenges in the middle which are real problems for the customers → bring experts from both sides together → discuss those problems → experiments → solve those problems

→ How can EIT Health help?

- brings people together to resolve and talk about different problems
- Contact with others
- Sense of community: "We are not alone":
 - Similar problems
 - Dealing with the same topics / challenges
- Possibility to:
 - Ask other People/areas for advice/help
 - Share experiences
 - Share success stories → Motivation
 - Talk about similar issues → Connects people
 - Network → brings right people to the table
 - People who are willing to take the risk
 - Seek the view of interested parties on this issue
- Big need of reforming the supply chain and insurance system to deal with and solve those problems
- Innovation: Able to think out of the box is the most important fact
 - "Get out of your comfort zone"
 - comes with thinking out of the box:
 - Possible through startups
 - Selection process
 - Solve the following question: How to make a business out of it? → Need of coaching (education) → If not it is a waste of time
 - Enable a platform to meet and match
 - get new processes running
- Hackathon: Start with small questions for small improvements
 - (step by step process)
- "Startup tourism" → finding the right startup for your company
- need of compiling a whole list of problems → then call for good minds
 - Work around problems → detect players → bring them together → find solutions