

Shaping the health data future – DayOne Scenarios

Executive Summary

Digitalization is driving an exponential growth in the availability of health data and has the potential to radically transform patient lives, health industries and enable the creation of new business ecosystems.

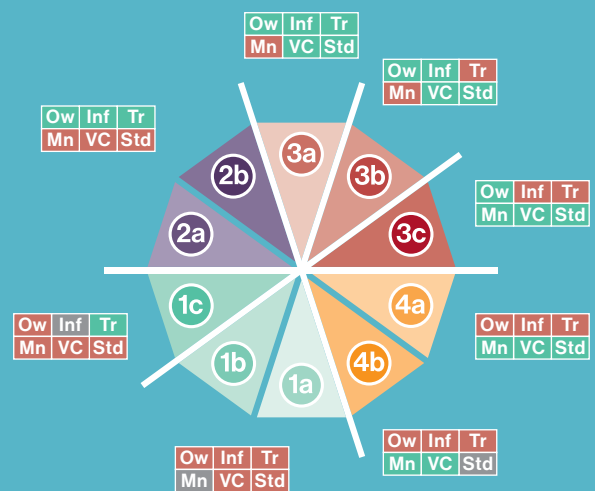
In this rapidly changing environment, it is critical for the public, business and governments alike to understand the potential of this transformation. The future landscape of health data depends on multiple complex societal, technological, environmental and political factors and is therefore associated with tremendous uncertainties. To help address these uncertainties, DayOne launched the Health Data Scenario Planning project. Our goal is to offer an insight into the future of health data in Switzerland, to educate the general public and provide guidance for decision-making for private and public organizations.

This summary provides an overview of the key scenarios which were considered and developed and the key findings of the process.

During the scenario process, we created ten scenarios describing the future of health data. Each scenario contains information on one of the selected 20 key factors. While all ten scenarios show unique individual combinations of these factors, they can be described by two main axes: both changes in patient behavior/culture as well as changes in technology define the future of health systems. Especially concerning the characteristics of health data, the scenarios show differences.

The scenarios which were created can be summarised as follows:

- Traditional system moderate growth
- Resurgence of nationalism
- Global Health authority
- Power to the patients
- Low tech high health literacy
- One world framework for holistic growth
- Free market meets regulation
- Conception drives cooperation
- Health tech as trusted health partner
- Big Tech drive traditional (monopolistic systems forward)



Key Findings

We expect disruptive change but it is unclear from which forces this will arise

Stakeholders expect technological disruption rather than cultural change

The role of consumers will significantly change the healthcare system

People and companies' ownership of health data must co-exist in a fragmented system

Stakeholders have a high desire for cultural change in the healthcare system

Closed systems and mistrust are slowing down the transformation of health systems

Next Steps

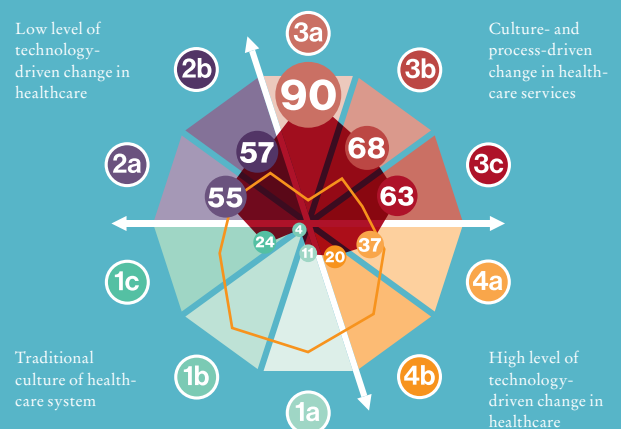
In its next steps, the DayOne Health Data Scenarios project will aim to provide concrete recommendations for the health data ecosystem in Switzerland and the trinational area. The project will identify concrete areas of cooperation between technology companies and the ecosystem as well as concrete gaps in demand. The technology companies will then evaluate concrete projects in the ecosystem network and identify possible solutions.

Join Us!

Participants in the second phase of our Health Data Scenario Planning Project will have the opportunity to:

- Understand the business opportunities and challenges offered by the future of health data in our region and beyond
- Participate in collaborative sessions allowing to directly interact with multiple stakeholders from industry, startups and government
- Be visible at the forefront of a unique exercise addressing the uncertainties of the future health data landscape

Contact lucas.scherdel@baselarea.swiss for more information, and to receive the full report.



In addition to the joint scenario creation, the resulting scenarios were evaluated concerning their closeness to the current situation as well as expected future. Furthermore, the desired future was assessed. As shown above, especially the current situation and desired future vary greatly leading to a clear call for action in order to design desired health data systems. Above we list key points of the assessment.