A vision for a person-centric health data sharing

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It’s Going to Get a Lot More Personal

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Fair data economy is the part of the economy that focuses on creating services and data-based products in an ethical manner.

Fairness means that the rights of individuals are protected, and the needs of all stakeholders are taken into account. Interests of individuals, companies/organisations and society are in balance.

Data economy is technology-enabled solutions combined with customer-driven business
Vision for a person-centric, fair European data economy

- Person-centred and data-driven healthcare
- Every person has full transparency over what happens to his or her data
- Person becomes an active co-architect of health and new digital services
- In future healthcare more data is generated by individuals outside of the healthcare system
- MyData is part of the healthcare system decision making process
Benefits

- **Individuals**
  - Informed decision-making based on personalised feedback
  - Improved diagnosis and treatment through self-generated data
  - Ability to become co-creators of health and well-being
  - Better social and health services that match the needs of individuals

- **Health systems**
  - Allows to plan, provide and monitor personalised treatment and services
  - Increases the effectiveness of medical/well-being interventions
  - Exploit untapped data resources and their potential
  - Accelerate the shift from reactive to proactive healthcare
  - Allows to provide new services in rural areas or areas with a poor healthcare infrastructure
Five factors to maximise the potential of data in the European ecosystem

1. Managing the cross-sectoral use of data
2. Creating a scalable infrastructure for viable data markets
3. New incentives to promote the use of person-generated data
4. Activating individuals and business to share data
5. Developing data spaces
Are the interest of individuals, companies and society in balance?

Poll question 1