The Future of Mobile Health in Europe

Empowering Citizens Through Technologically Integrated Healthcare

Tuesday 28th February 2017

Thon Hotel Brussels City Centre,
Brussels

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Overview

According to the International Telecommunication Union, around 7 billion people, or 95% of the global population, live in areas covered by mobile-cellular networks, and 84% are reached by mobile-broadband networks. The resulting proliferation of smartphone technology has opened up a prominent gap in the market for mobile health, or mHealth, defined by the World Health Organisation (WHO) as the "medical and public health practice supported by mobile devices". The projected global revenue for mHealth applications in 2016 is estimated to be €12.5 billion.

Public expenditure on healthcare and long-term care amounted to 8.7% of European GDP in 2015, and it is projected to rise to 10.6% of GDP by 2060. Mobile health provides an opportunity for healthcare systems to achieve important cost reductions by enhancing an individual patient's stake in the management of their health, with wellbeing apps encouraging the adoption of healthier lifestyles, collectively improving public health. Mobile health devices furthermore allow the user to monitor vital signs, such as heart rate, blood glucose levels, blood pressure, and brain activity thereby providing valuable support to healthcare professionals. Through smartphone apps and external portable devices, doctors can monitor chronically ill patients and reduce unnecessary hospital admissions.

The European Commission has prioritised the development of mHealth in the Digital Single Market strategy, launching a Green Paper and Public Consultation in 2014. In response to concerns over privacy, security and the reliability of information provided by wellbeing apps, the Commission facilitated the design of an industry-led privacy Code of Conduct and set up a working group on mHealth assessment guidelines, aiming to provide a certified quality of data essential to increasing the integration of mHealth technologies into the primary healthcare systems.

Despite these measures, mobile telemedicine remains a grey legal area, with liability for damages arising from the use of mHealth solutions still unclear. Moreover, problems persist in the lack of interoperability between mHealth solutions and EU healthcare systems. This timely symposium will provide a valuable opportunity to assess these challenges and present evidence of mHealth's potential to transform the way people care for themselves. It will also enable all relevant stakeholders to share and benefit from examples of best practice with experts, practitioners, and policymakers at EU level.

> ***E-health is about changing the behaviour of patients and healthcare systems. The aim is to move the place of care from hospitals to homecare and even to the pockets of citizens [smartphones]."***
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> **- Marc Lange, European Health Telematics Association, `July 2015**

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium

Why Attend?

- ✓ **Review the regulatory environment of the mHealth sector**
- ✓ **Analyse the progress made in the EU legal framework for mHealth and assess the EU Code of conduct on privacy for mHealth apps**
- ✓ **Explore how to embed mHealth into public healthcare systems**
- ✓ **Scrutinise the reliability of medical information provided through mHealth apps**
- ✓ **Explore legal issues surrounding mobile telemedicine, including liability and fair remuneration**
- ✓ **Consider how to strengthen partnerships between app developers and traditional healthcare companies**
- ✓ **Present the advantages of effective system interoperability**

Who Should Attend?

- Health Professionals
- Healthcare Providers
- Public Health Authorities
- European Organisations
- European Institutions
- National Governmental Organisations
- Local Governmental Organisations
- Health Insurers
- Pharmaceutical Industries
- Hospitals
- Social Services
- Health Promotion Advisers
- Medical Associations
- Trade Unions
- Employers' organisations
- Public Health Unions
- Health Research Institutes
- International Centres for Health Protection
- Health Networks
- Patient Associations
- Charitable Foundations
- Associations of Schools of Public Health
- Health Forums
- Natural Medicine Associations
- Associations of Hospital Managers
- Hospital Pharmacists Associations
- Legal Health Professionals
- Academics and Researchers
- Local Authority Officers and Councilors

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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	**Analysing the Progress Made in the EU Legal Framework on mHealth** • Revising the Steps Taken: From the Green Paper Onwards • Integrating mHealth Into Public Healthcare Systems • Encouraging Digital Skills Training for Healthcare Professionals • Recommendations for Future Policy Actions
10:40	**First Round of Discussions**
11:10	Morning Coffee Break
11:30	**Tackling The Issue of Consumers' Data Protection** • Introducing the Manufacturers' Code of Conduct on Privacy for mHealth Apps • Assessing the EU Data Protection Directive Reform and its Effects on Mobile Health • Discovering the Research Potential for Big Data Collected Through mHealth
12:00	**Second Round of Discussions**
12:30	Networking Lunch
13:30	**Delving Into the Quality of Data and the Transparency of Information to the Customer** • Reviewing the Progress of the Working Group on mHealth Assessment Guidelines • Evaluating the Impact of the New Medical Devices Regulation on Mobile Health • Exploring Legal Issues Surrounding Mobile Telemedicine: Physician Liability and Fair Remuneration
14:00	**Third Round of Discussions**
14:30	Afternoon Coffee Break
14:50	**Promoting Interoperability and Highlighting Market Opportunities** • Driving Device Interoperability and Intra-Sector Specialization • Improving Partnerships between App Developers and Traditional Healthcare Companies • Sharing Developers and Innovators Best Practice
15:20	**Fourth Round of Discussions**
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Close

** Please note that the programme is subject to change without notice**

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact us on **+44 (0) 20 3137 8630**
or email **info@publicpolicyexchange.co.uk**

Event Details

Date: Tuesday 28th February 2017
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels

Speakers Include:

✓

Forthcoming Events

✓ Young People's Sexual and Reproductive Health: Towards Improved Standards for Sexual Education in Europe
12th January 2017

✓ Food Safety in the EU: Fostering Innovation and Securing Consumer Protection Throughout the Agri-Food Chain
24th January 2017

✓ Finalizing the Unitary Patent Package: Challenges and Ways Forward
8th February 2017