PERSONALIZING THE HEALTHCARE ENTERPRISE: THE ENABLING ROLE OF DIGITAL HEALTH

ANTOINE GEISSBUHLER
<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tbody>
<tr>
<td>Largest hospital in Switzerland</td>
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<td>Biggest employer in Western Switzerland</td>
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<td>10 hospitals</td>
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<td>40 healthcare facilities</td>
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<td>2’000+ beds</td>
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<td>11’000+ collaborators (2’000 doctors, 5’000 nursing staff)</td>
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<td>970’000 outpatient visits</td>
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<td>650’000 impatient days</td>
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<td>90’000 emergency visits</td>
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DEMOGRAPHIC CHALLENGES
AGEING POPULATION, ACTIVITY UP BY 3% PER YEAR
WORKFORCE CHALLENGES
TASK SHIFTING, NEW PROFESSIONS, NEW GENERATION

HEALTHCARE
Gero-kinesiologist

HEALTHCARE
Healthcare Navigator

TECHNOLOGY
Big Data Wrangler

HEALTHCARE
Pharmacist

HEALTHCARE
Wearable Technology Therapist

PROFESSIONAL SERVICES
Simplicity Expert

Source: http://careers2030.cst.org/
CUSTOMER CHALLENGES
NEW EXPECTATIONS, INFORMATION LITERACY,
ROLE OF FAMILIES
STRAIGHTIC GOALS
2016-2020

- Partner with patients
- Reclaim quality time with patients
- Improve the patients’ experience
- Collaborate in new ways
- Develop the healthcare network
- Research and innovate differently
- Be socially and environmentally responsible
PARTNER WITH PATIENTS
INVOLVED IN GOVERNANCE
EQUIPPED WITH ADAPTED TOOLS
TOWARDS VALUE-BASED HEALTHCARE
RECLAIM QUALITY TIME WITH PATIENTS

PROCESS REDESIGN, CULTURE CHANGE
COLLABORATE IN NEW WAYS

MULTIDISCIPLINARY, REAL-TIME, DATA-DRIVEN
DEVELOP THE HEALTHCARE NETWORK WITH PATIENTS AS ITS DRIVING FORCE

"J'ai accès à mon dossier médical en ligne à tout moment."

MonDossierMedical.ch
Connecté à ma santé
TECHNOLOGY VS. HUMANITY

The coming clash between man and machine

Gerd Leonhard
HI$^5$lab

Health Informatics for Innovation, Integration Implementation & Impact

Prof. Antoine Geissbühler, MD

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Director, innovation center @ HUG
Chair, department of radiology and medical informatics @ UniGe
Director, WHO collaborating center for eHealth

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