

# APP DESIGN COMPETITION FOR THE FINNISH NATIONAL PHR

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Jari Porrasmaa

Senior advisor



# WHY BUILD IT AGAINST MYKANTA PHR? THE NUMBERS RATIONALE

- no 1 interoperability specification - FHIR - hotter than HEL in November - your app will have compatibility with leaders of the global EHR game and several national initiatives
- My Kanta 1 307 527 logins per month - the leading eHealth access channel for Finns
  - 2nd most popular and trusted web site in Finland
- 1 integration to access multiple sources - harmonized, standardized and structured data
  - data of 5 730 765 patients
  - from over a 1 000 provider organizations
  - 1 292 918 293 documents (patient records, prescriptions etc)

ONE MORE NUMBER

500 000 €

FOR WINNERS OF THE COMPETITION

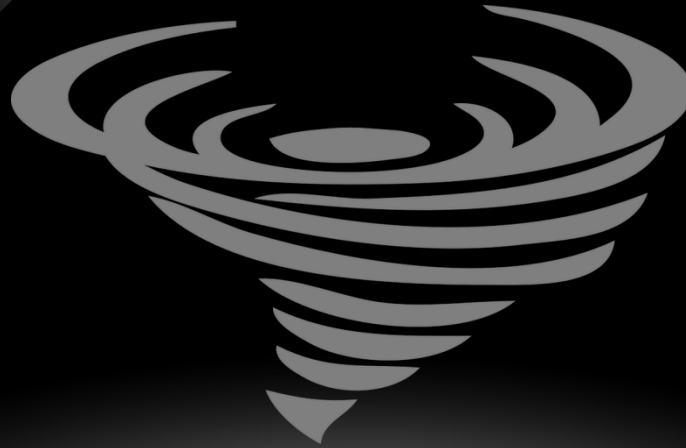
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# CONVERGENCE OF INTERESTS

ROBOTICS  
BIG DATA & ANALYTICS  
GENOMICS  
AI 5G IOT

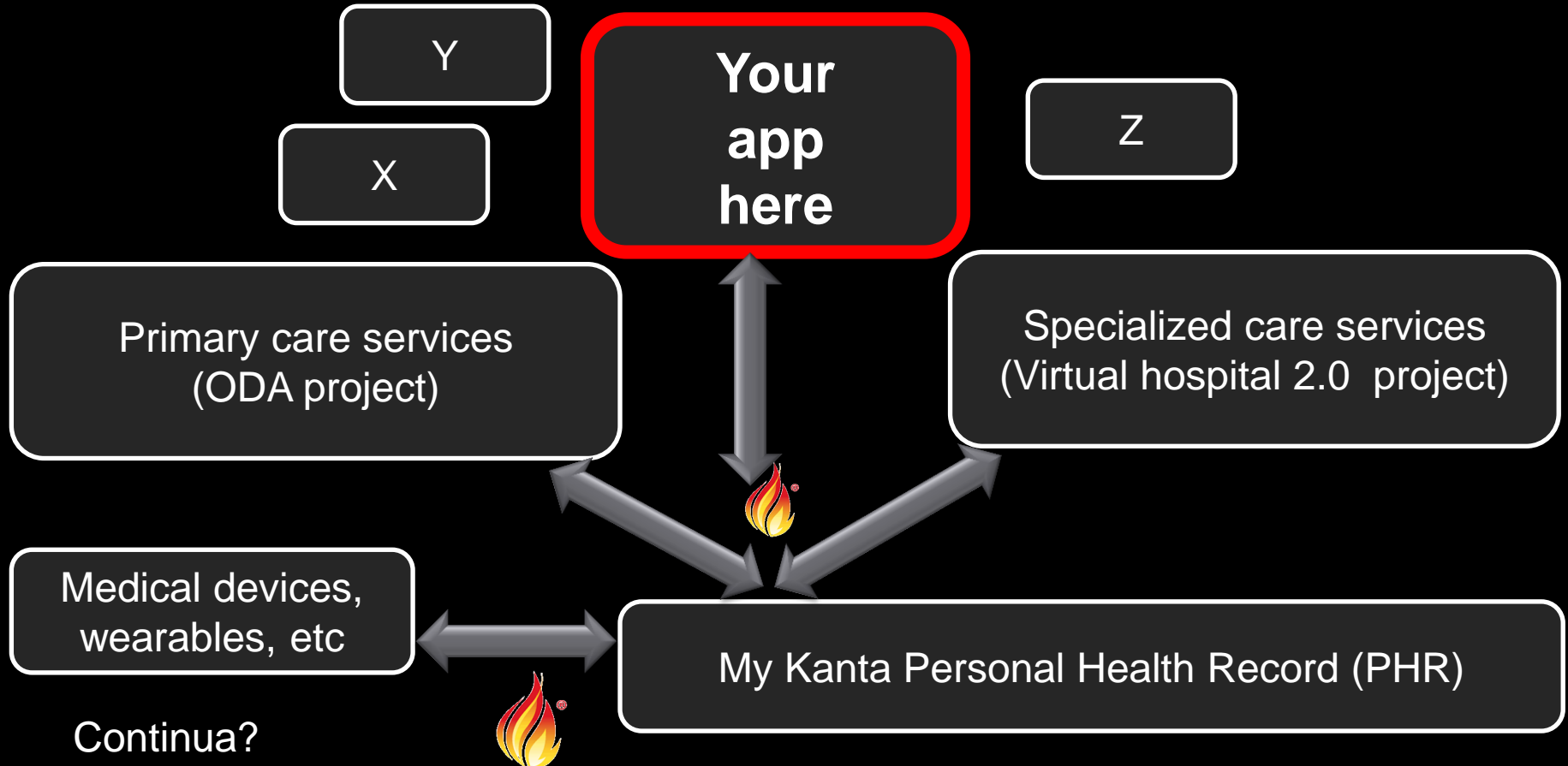
Consumer oriented  
health and wellbeing  
(unregulated)

Regulated medical  
devices (MDD and  
others)



## NEXT GEN HEALTH APPS

# PHR and service ecosystem



# WHAT ARE WE LOOKING FOR

- Health and wellbeing apps in 3 categories
  - A) Selfcare app for promoting health and wellbeing
  - B) Guided owncare (healthcare connection available)
  - C) Solution for solving device connectivity and commercial/consumer ecosystem connectivity (Apple, Google, Nokia...)
- App should address challenges outlined in the competition invitation
  - solve app fatigue, keeping the interest going for longer (gamification, social aspects etc.)
  - how to measure and prove effectiveness of the solution?
  - how to connect to professionals and ensure that relevant data is transferred?
  - creating a viable business plan for the app
  - solve device and ecosystem connectivity (category C especially)

Invitation  
published

# TIMELINE

30.11.2017  
14:20

Deadline for  
registration  
18.12.2017  
16:00

Announcement  
of selected teams /  
proposals  
22.12.2017

Deadline  
for questions  
9.1.2018 @ 16:00

Deadline  
for proposals  
17.1.2018 @ 16:00

Winners  
announced  
26.1.2018

Draft  
proposal

Initial  
selection

Answers

Questions

Answers

Final proposal

Jury work

sign  
the  
deal

# THANK YOU ALL FOR CREATING A VIBRANT EVENT

- TAKE PART IN THE COMPETITION
  - <http://stm.fi/hyvinvointisovellus>
  - ENJOY SLUSH AND PICK UP NEW IDEAS!
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