Health data economy: Vehicles for discovery

Today health-care data are mined to benefit knowledge discovery and make processes more efficient, but there is a need to overcome the technical, regulatory and investment roadblocks that stand in the way of making data a tangible public good.

The health-care continuum produces astronomical volumes of real-world data, but we can't them if we can't share them effectively. We have to overcome a global patchwork of mismatched consent and privacy rules. Even when these rules align, data—in many formats and systems—often do not. The need to overcome these barriers is urgent, since the potential benefit of initiatives like the UK's 100,000 Genomes Project and "All of Us" in the US is so great.

**But how does our audience feel?**
Of those surveyed, an overwhelming 84.4% reckoned that in the digital age, individuals own the data that represent them, while a minority (15.6%) believe data belong to the entity that collects them.

When it comes to identifying the biggest barrier to creating a global health economy, 46.3% claimed it was mismatched consent and privacy rules, 31.7% pointed to unstructured and non-standardised data, and 22% believed it to be misaligned stakeholder incentives.

The biggest potential use of data was thought by 50% of respondents to be knowledge discovery. For 39.5%, predictive analytics came to mind, and the remaining 10.5% saw it as more efficient business processes.

Who should own the data in the digital age?

- The person the data represents
- The entity that collects it

84.40%

15.60%
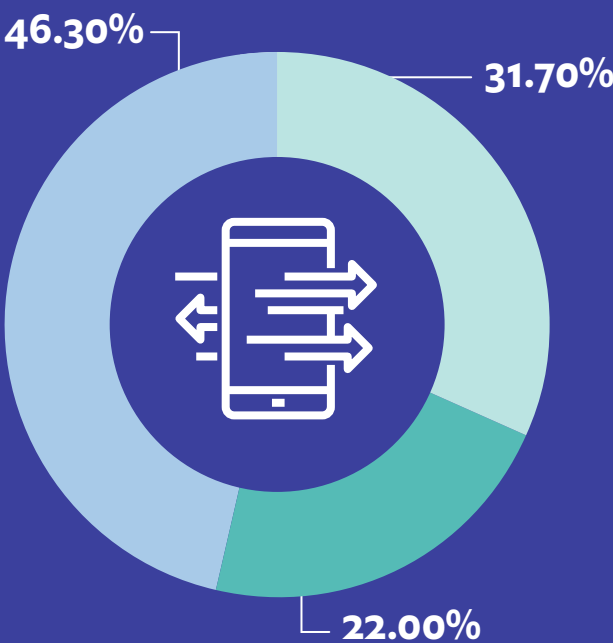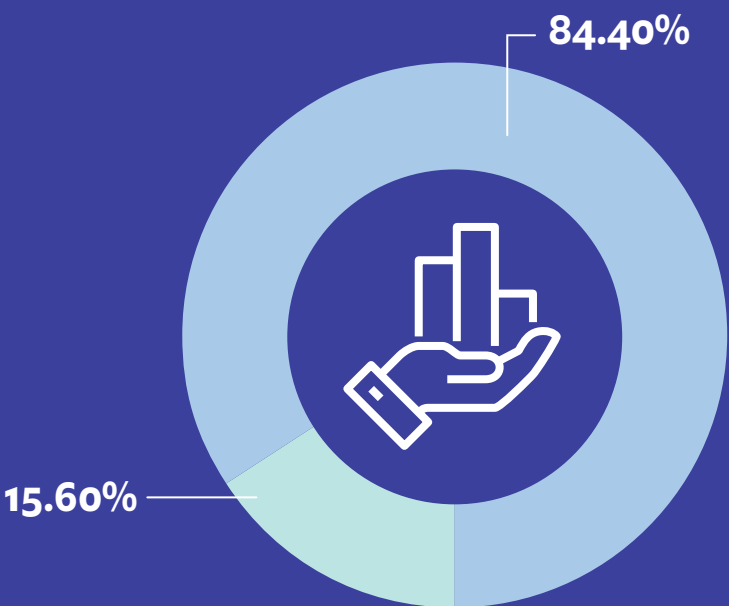
What is the biggest barrier to creating a global health data economy?

- Mismatched consent and privacy rules
- Unstructured and non standardized data
- Misaligned stakeholder incentives

46.30%

31.70%

22.00%

What is the biggest potential use of data?

- Knowledge discovery
- Predictive analytics
- More efficient businesses processes

50.00%

39.50%

10.50%