

*Covid 19, digital technologies &
innovation ecosystem development*

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Covid ...

- The need to be agile / entrepreneurial / sensing opportunities
- Forced us to discover the potential of digital technologies
- The need to work in a coordinated / integrated way across industries or different parts of society
 - Quarantine & tracing

Digitalization & ecosystem thinking ...

- Digitalization is defining the new competition
 - No longer competition in industry terms
- Digital technologies develop at high speed and so are new BMs (digital giants and start-ups)
- The major barrier is the slow adoption of existing industry architectures
- The need to work in a coordinated / integrated way in ecosystems (digital platforms)

Digital technologies and business process changes:


Example “Hypertension monitoring for pregnant women”

Adoption / integration risk


Loss of income for gynecologists

PREMOM


Prenatal Remote Monitoring Of Mothers at risk





LCRP | Limburg Clinical Research Program



JESSA ZIEKENHUIS










universiteit hasselt KNOWLEDGE IN ACTION



universiteit hasselt Mobile Health Unit

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Premom as a project

- 2014 – start of the project in 5 Flemish hospitals (70+ in Flanders) – duration 4 years.
- Objective: reducing problems with hypertension among pregnant women (starting at 11-14 weeks of pregnancy)
- What ?
 - TELEMONITORING : a pregnant woman takes a blood pressure monitor home that is linked to an app.
 - The values are checked daily by a midwife at a hospital
 - If abnormal values appear, she will contact the gynecologist. If necessary, the pregnant woman visits the hospital
 - She can always contact her gynecologist or midwife if she has questions
 - Control group – no telemonitoring
- Results:
 - Fewer prenatal admissions (till delivery) to the hospitals
 - Less cases of hypertension
 - New borns were on average 10 days older at birth
 - Fewer birth inductions
 - Major cost reductions: neonatal admissions are one of the most expensive interventions
 - In 2016: a cost reduction per pregnancy of 1950 euro
- Premom 2 : 2019-2023

Premom as a project – why it may end with the project?

- **Benefits for**
 - Patient:
 - less complications,
 - less risks for the mother
 - More comfort – stays at home,
 - Baby is on average born 10 days later
 - Less inductions
 - Government
 - Significant cost reductions
 - Less healthcare costs afterwards
- **What about gynecologists and hospital directors**
 - Gynecologists lose income through telemonitoring
 - Hospital directors **oppose telemonitoring** because they want a high occupancy rate of the neonatology department – lower income (wrong financing system of hospitals)

Ecosystem orchestration

- Unipolar orchestration doesn't work in institutionalized industries
 - Amazon and Kindly
 - Digital health: Tencent / Alibaba / Ping An
- Need for co-creation between different partners and a multipolar orchestration
 - That's a completely different logic based on ecosystem wide dialogue, coalitions and consortia
 - Ecosystem orchestration becomes a core task of governments, regulatory bodies, associations etc..
 - Federated governance models to facilitate and structure the exchange of data