Professor Daniel Hamilton
Director - Centre for Transatlantic Relations
Johns Hopkins University
The IT to ET Project scope

- Position technology as a key enabler for economic growth and societal benefits across the following sectors:
  - Health services
  - Environmental sustainability
  - Education
  - Efficient government

- Develop empirical evidence and rationale for government authorities to:
  - Increase investment in technology deployment and innovation
  - Promote a policy framework that supports innovation (focus on emerging/enabling products, services)

- Raise awareness on Cloud Computing and its benefits
Credible academic methodology: The TEMPEST Model

84 Indicators:

7 TEMPEST categories, 3 sub-categories, 4 indicators per sub-category
# Eight Priority Areas for a Healthier Europe

<table>
<thead>
<tr>
<th>Informational eHealth</th>
<th>Transformational ET Health</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fragmented</strong> healthcare</td>
<td><strong>Integrated</strong> healthcare</td>
</tr>
<tr>
<td><strong>Problems</strong> with access and mobility</td>
<td><strong>Mobile and accessible</strong></td>
</tr>
<tr>
<td><strong>High</strong> cost</td>
<td><strong>Affordable</strong></td>
</tr>
<tr>
<td><strong>Standardized</strong> solutions</td>
<td><strong>Customized/Personalized</strong></td>
</tr>
<tr>
<td><strong>IT</strong> centric</td>
<td><strong>Patient</strong> centric, <strong>data</strong> and <strong>IT</strong> Enabled</td>
</tr>
<tr>
<td><strong>Poor</strong> Clinician and Patient <strong>Engagement</strong></td>
<td><strong>Clinical and Patient Buy-In</strong></td>
</tr>
<tr>
<td><strong>Perverse</strong> incentives</td>
<td><strong>Clearer</strong> Value Proposition</td>
</tr>
<tr>
<td><strong>Re-engineer</strong> existing work practices</td>
<td><strong>New Business Models</strong> for Health Care</td>
</tr>
</tbody>
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Evidence-based toolkit for decision makers

- **A toolkit for businesses and policy-makers**
  - To understand the potential impact of specific technologies and systems and the barriers to achieving this impact and how these can be overcome by industry or by governments.

- **A collection of case studies.**
  The case studies will demonstrate the application of the tool above with respect to specific products, services and infrastructures in specific countries.
Coalition of stakeholders

- Independent academic research
  - Coordinated by Johns Hopkins University
  - Health Chapter: Warwick Business School
  - Environmental Chapter: Imperial College

- Broad and diverse group of stakeholders
  - Private sector
  - Public sector
  - NGOs

### Academic peer-reviewers vs. Stakeholders

<table>
<thead>
<tr>
<th>Academic peer-reviewers</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athens University of Economics and Business</td>
<td>CSR Europe</td>
</tr>
<tr>
<td>Empirica</td>
<td>EABIS</td>
</tr>
<tr>
<td>Erasmus University Rotterdam</td>
<td>Accenture</td>
</tr>
<tr>
<td>European Academy of Business in Society</td>
<td>AGFA</td>
</tr>
<tr>
<td>Frauenhofer Institute</td>
<td>Government of Catalonia</td>
</tr>
<tr>
<td>INSEAD Centre for Social Innovation</td>
<td>COCIR</td>
</tr>
<tr>
<td>University of Bern</td>
<td>European Patients Forum</td>
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<tr>
<td>University of Madrid</td>
<td>FIEEC (France)</td>
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<tr>
<td>University of Warwick Medical School</td>
<td>GE Healthcare</td>
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<td></td>
<td>Philips</td>
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<td></td>
<td>Telefónica</td>
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<td></td>
<td>OECD (TBC)</td>
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Thank you...

For more info please visit www.microsoft.eu/health

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