DOYOU KNOW WITH CERTAINTY...

Who has **access** to your data?

If your data are accurate, reliable, and trustworthy?

If your data are **Sold**, **rented**, or shared with third parties for marketing or advertising purposes?



If your data are protected from **Cybercriminals**?

THE PROMISE: Data, Data, Data

Could consumers use PHT to better understand their health and modify their health behaviors?

Could data from PHT be used to Create personalized medicines that are unique to an

individual's genetic composition and lifestyle?

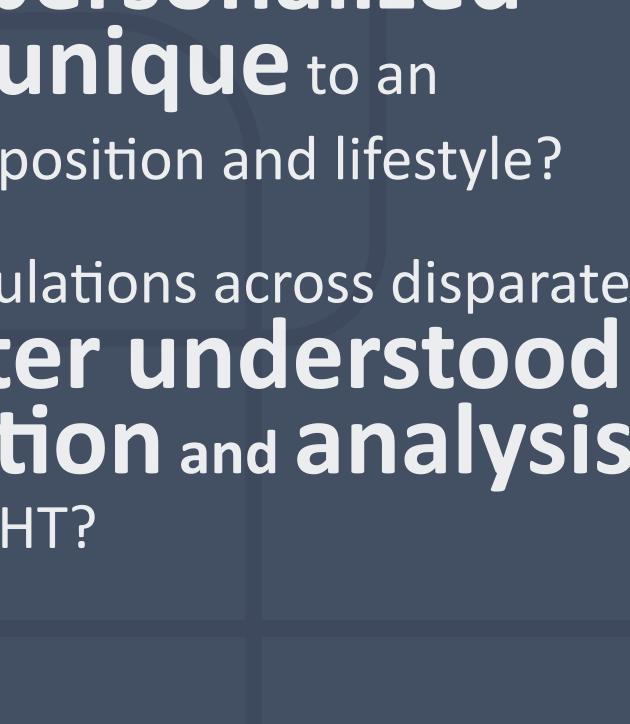


THE PITFALL: Data, Data, Data

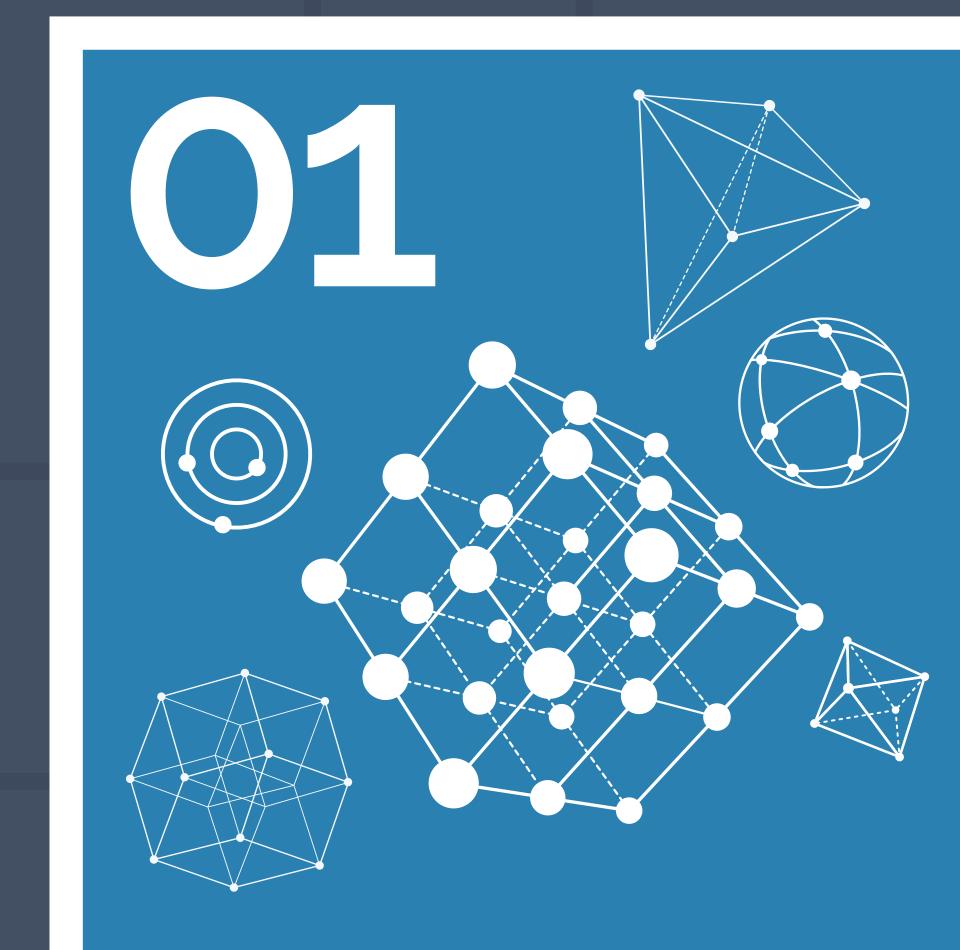
Dismissing data concerns as non-issues poses challenges to the health and technology industries.

Widespread use of PHT may be hindered and few advancements to health will be realized if society or the media are unconvinced by the devices.

A proactive approach to targeting ethical, legal, and social implications of PHT is required by industry leaders.



OBSTACLES



Build health technologies informed by science

Scale affordable health

technologies

Personalized Health Technology:

Responsible Innovation for Individual and Societal Benefit

Guidelines for

lechnology

Guidelines focus on the responsible design and deployment of PHT and the

appropriate stewardship of personal health data

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Personalized Health

Guide interpretation of health data

Protect and secure health data





WEARABLES:

Fitbit, Jawbone, Microsoft Band, Xiaomi

SMARTWATCHES:

Apple Watch, Garmin, Polar, TomTom



Endomondo, MapMyFitness, RunKeeper, Strava



In July 2015, Vitality, Microsoft, and the Qualcomm Institute published an article in the Journal of Health Communication that described ethical, legal, and social implications with PHT.

Call to action was a 90-day global public consultation on a draft set of guidelines for PHT.

Input from public and private sector stakeholders: National Academy of Medicine, HIMSS Personal Connected Health Committee, and Vitality Institute Commissioners.



What: Vitality and partners to launch finalized guidelines at HIMSS16.

When: Wednesday, March 2, 2016 at 7:30-9:00am

Where: The Venetian, San Polo Room 3405, Las Vegas



July 2015

July - October 2015

March 2016

Onward

Perspective Published in Journal of Health Communication

Global Public Consultation to identify Best Practices

Launch of Finalized Guidelines at HIMSS16

Pilot and implementation of Guidelines with Partners