

DIGITAL HEALTH GOLF



- Meet the Players
-  **John Patient**
 -  **Sophie Hospital CEO**
 -  **Florence Researcher**
 -  **Katie VP Business Dev.**
 -  **Tom Senior Policy Advisor**

The Game For:






- Patients
- Researchers
- Healthcare Professionals
- Industry & Policymakers

ARE YOU READY TO PLAY DIGITAL HEALTH GOLF?

FTI Consulting is proud to present **Digital Health Golf** – a game of skill and cooperation guaranteed to help all stakeholders in European health navigate the three big challenges on the course: **the sandtrap of interoperability, the waters of privacy and the woodland of reimbursement.**

STEP 1:

Choose your player:

-  **John the Patient**
-  **Sophie the Hospital CEO**
-  **Florence the Researcher**
-  **Katie the VP of Business Development**
-  **Tom the Senior Policy Advisor to the MoH**

STEP 2:

Choose your club:

- Driver: GDPR**
 A solid swing with the GDPR driver will get you across the Waters of Privacy
- Iron: ESF+**
 Use the low iron ESF+ to punch your way out of the Woodland of Reimbursement
- Wedge: Standards**
 The wedge of standards will blast you out of the Sandtrap of Interoperability

STEP 3:

Develop your strategy:

- **Keep the needs of patients front and centre**
- **Adopt new business models**
- **Ensure financial sustainability**
- **Embrace the power of AI**

NOW IT'S TIME TO PLAY!

