

AGENDA



5 - 6 October 2016

OECD Expert Consultation

*Co-sponsored by Harvard Global Health Institute, Swedish Vinnova,
Canada Health Infoway and Global Coalition on Aging*

Mobile technology-based services for global health and wellness: Opportunities and challenges

Venue: Hillel House - Harvard University - Boston - US

Wednesday 5 October 2016

08:30-09:00	Registration/coffee
09:00-09:15	Welcome remarks and introduction
	<p>Roundtable I: Health and Wellness through mHealth</p> <p>Roundtable I will review global trends and examples of applications in OECD and non-OECD countries for prevention, health promotion, diagnosis, access to treatment, treatment adherence, monitoring pharmacovigilance and disease surveillance. It would set the scene for the workshop's policy debate.</p> <p>Moderator:</p> <ul style="list-style-type: none">• Ashish Jha, M.D., M.P.H. Director, Harvard Global Health Institute, US
09:15-10:45	<p>Session 1: Use of mobile technology for more effective Health Promotion, Treatment Adherence and Care Delivery</p> <p>UHealth in Korea for health and wellness</p> <ul style="list-style-type: none">• Mr Jongtae Park, Professor, Kyungpook National University, Korea, Korea <p>An mHealth system for maternal and infant mortality reduction in Guatemala</p> <ul style="list-style-type: none">• Ignacio Prieto-Egido, Professor, Juan King Carlos University, Spain

	<p>British Colombia's mHealth programmes using WelTel</p> <ul style="list-style-type: none"> • Richard Lester, Co-Founder and Executive Director, WelTel International mHealth Society <p>The opportunities of MHealth for ageing populations: private sector perspectives</p> <ul style="list-style-type: none"> • Michael Hodin, Executive Director, Global Coalition on Aging <p><i>Followed by Rountable discussion</i></p>
10:45-11:00	Coffee break
11:00 - 12:30	<p>Session 2: Key Policy Issues - Setting the Scene</p> <p>Prioritising mHealth strategies to address health system challenges and support UHC</p> <ul style="list-style-type: none"> • Maeghan Orton on behalf of Garrett Mehl, Scientist, World Health Organisation, Switzerland <p><i>Followed by Q&A</i></p> <p>Patient privacy while working to fully utilise the potential of mHealth information exchange for better patient care</p> <ul style="list-style-type: none"> • Lucia Savage, Chief Privacy Officer, Office of the National Coordinator for Health, US <p><i>Followed by Q&A</i></p> <p>What might we expect from next-generation mobile health?</p> <ul style="list-style-type: none"> • Tanzeem Choudhury, Associate Professor, Cornell University, US <p>Scaling Mobile technologies for health: a private sector perspective on the challenges</p> <ul style="list-style-type: none"> • Robert Pettitt, Global Director for Business Client, Mobilit, Distributed Care Intel <p><i>Followed by Q&A</i></p>
12:30-13:30	Lunch
	<p>Roundtable II: Towards evidence-based implementation</p> <p>Roundtable II would discuss the development of indicators to monitor the use of MHealth and build on lessons learned in the pilot testing of an OECD Model Survey for benchmarking information and communication technologies (ICTs) in the health sector. It will consider measurement needs for evidence-based policy and benchmarking indicators.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Jennifer Zelmer, President, Azimuth Health Group, Canada
13:30-14:30	<p>Session 1: Monitoring the use of mHealth: what do we have?</p> <p>Results of the 2015 World Health Organisation Global Survey of eHealth policies</p> <ul style="list-style-type: none"> • Joan Dzenowagis, International Health Policy Specialist, World Health Organisation, Switzerland <p>Implementation and evaluation of mHealth in resource limited settings</p> <ul style="list-style-type: none"> • Tom Olouch, Health Scientist/Deputy Brand Chief, Centre for Disease Control and

	<p><i>Prevention, US</i></p> <p><i>Followed by Roundtable discussion</i></p>
14:30-16:00	<p>Session 2: What are the measurement needs for evidence-based policy? What could countries measure/benchmark today?</p> <p>Data challenges in evaluating the Patient Engagement, Quality and safety of Mobile health Applications</p> <ul style="list-style-type: none"> • David Bates, Chief, Division of General Internal Medicine, Brigham and Women's Hospital, US <p>Data needs from the Commonwealth Fund perspective</p> <ul style="list-style-type: none"> • Robin Osborn, Vice President and Director, Commonwealth Fund, US <p>Lessons learned from the piloting of the OECD model survey to benchmark adoption and the use of health ICTs</p> <ul style="list-style-type: none"> • Fabio Senne, Project Coordinator/Analyst, Regional Centre for Studies on the Development of the Information Society, Brazil • Julia Adler-Milstien, Associate Professor, University of Michigan, US <p><i>Followed by Roundtable discussion</i></p>
16:00-16:15	Coffee break
16:15 - 17:30	<p>Breakout Session 1: Measuring the mHealth ecosystem - Adoption and Use: what are the policy needs? What are the key questions?</p> <p>Experts will be asked to break out into four discussion groups to address a range of issues related to the three main topics of the Roundtable and identify key data needs and questions for an international survey.</p>
18:00 Cocktail	
<p>19:00 Dinner</p> <p>Nubar at the Sheraton Commander Hotel</p> <p>16 Garden Street Cambridge, MA, 02138</p> <p>Dinner speaker:</p> <p>Brieuc Van Damme, Deputy Head, Cabinet of the Minister of Public Health and Social, Belgium</p>	

Thursday 6 October 2016

Participants please arrive by 9am sharp

Roundtable III: Trust in the mHealth and Apps ecosystems

This Roundtable aims to: i) discuss through concrete case studies the privacy, security and quality assurance challenges raised by big data collections through mobile technologies for health care, public health and disease surveillance purposes (e.g. health emergency response to Ebola); ii) document the development of relevant frameworks and recommendations to promote the implementation of good data governance practices and iii) offer perspectives on policy and research priorities.

Moderators:

- **Effy Vayena**, Professor, University of Zurich, Switzerland
- **Jenni Nordborg**, Director and Head, Health Division, Vinnova, Sweden

09:00-10:00

Session 1: Data governance challenges in the use of mobile technologies: what do we know?

Use of mobile operator data to monitor population displacement and for predicting the spread of cholera

- **Linus Bengtsson**, Executive Director, Flowminder Foundation, Sweden

Privacy challenges of digital humanitarian coordination in health emergencies - lessons learnt from from the Ebola outbreak in West Africa

- **Sean Martin McDonald**, Chief Executive Officer, Occam Technologies, US

Followed by Roundtable discussion

10:00-11:00

Session 2: Strengths and limitations of data privacy and security of mHealth Apps: what do we know?

Mobile apps for senior populations in Japan: regulatory issues

- **Yoko Nakata (Ms)**, Deputy Director, Ministry of Internal Affairs and Communications, Japan

Accreditation of health and wellness apps

- **Dr Josip Car**, Director, Centre for Population Health Sciences and Chair, Health Services and Outcomes Research Programme at LKC Medicine, Singapore/Imperial College, UK

The development of a national app evaluation framework in England

- **Felix Greaves**, Deputy Director, Public Health England, UK

Followed by Roundtable discussion

11:00-11:15

Coffee break

11:15-12:30

Session 3: Emerging Health Data Governance Frameworks and Codes of Conduct

MIT framework for sharing mobile phone data in privacy-conscientious ways

- **Yves Alexandre de Montjoye**, Lecturer (eq. Asst. Professor) Imperial College London, UK

	<p>MHealth privacy and security considerations and best practices from a US consumer protection standpoint</p> <ul style="list-style-type: none"> • Cora Han, Senior Attorney, Federal Trade Commission, US <p>Draft OECD Council Recommendation on the governance of health data use</p> <ul style="list-style-type: none"> • Elettra Ronchi, Senior Policy Analyst, Organisation of Economic Cooperation and Development. France <p><i>Followed by Roundtable discussion</i></p>
12:30-13:30	Lunch
13:30-14:30	<p>Session 4: Promoting individual awareness and accountability: Key Issues</p> <p>How can accountability be implemented in the context of experimental growth in observable health data?</p> <ul style="list-style-type: none"> • Peter Cullen, Executive Strategist for Policy Innovation, the Information Accountability Foundation <p>New models for individual's control over use of their own health data</p> <ul style="list-style-type: none"> • Effy Vayena, Professor, University of Zurich, Switzerland <p><i>Followed by Roundtable discussion</i></p>
14:30-16:00	<p>Breakout Session 2: Measuring the mHealth ecosystem - Adoption and Use: what are the policy needs? What are the key questions?</p> <p>Experts will be asked to break out into four discussion groups to address a range of issues related to the three main topics of the Roundtable and identify key data needs and questions for an international survey.</p>
16:00-16:30	Coffee Break
16:30-17:30	<p>Roundtable IV: Reporting back from Breakout sessions</p> <p>The final Roundtable discussion will examine the priority policy needs identified and the possible feasible avenues for progress in measurement which could better inform policy analysis in those priority areas. It will also focus on the policy questions prioritised by experts.</p> <p>Moderators : Elettra Ronchi, Senior Policy Analyst (OECD); Ashish Jha, M.D., M.P.H. Director, Harvard Global Health Institute, US</p> <p><i>Roundtable discussion throughout</i></p>
17:30	Concluding remarks