

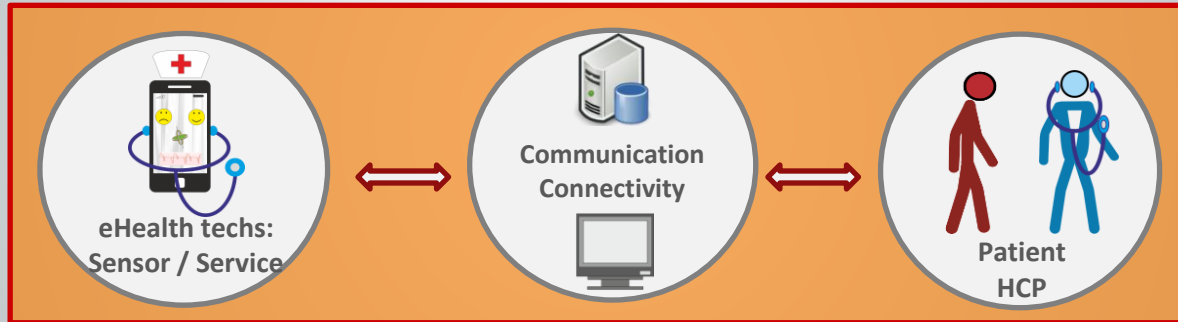


MEDICAL VALLEY
DIGITAL HEALTH
APPLICATION CENTER

Does COVID change the way we DONATE our DATA?

Prof. Dr. med. Jochen Klucken

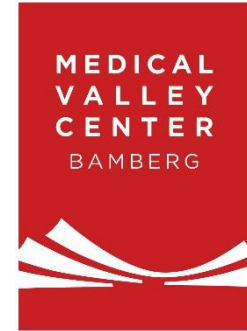
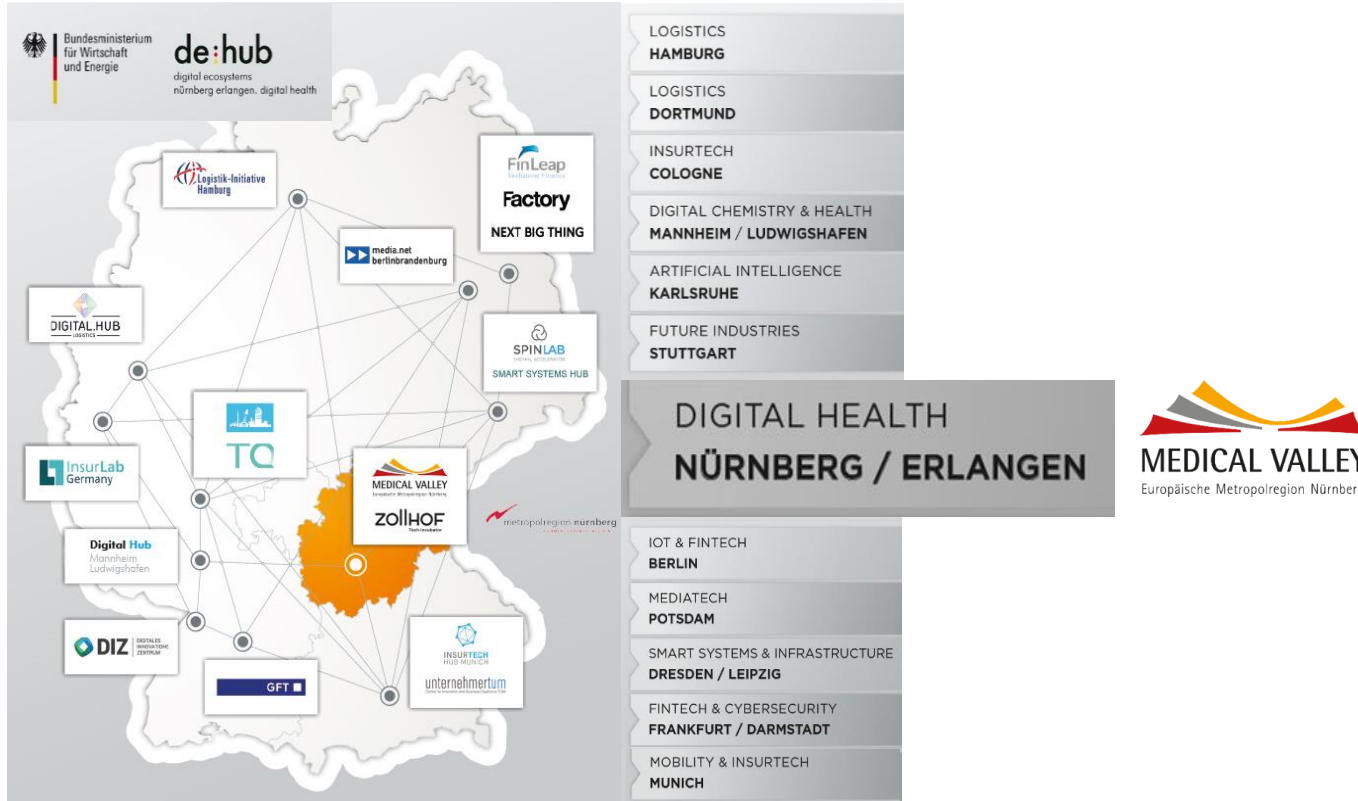
Medical Valley Digital Health Application Center – dmac, Bamberg
University Hospital Erlangen
Fraunhofer IIS, Erlangen



24. Juni 2020

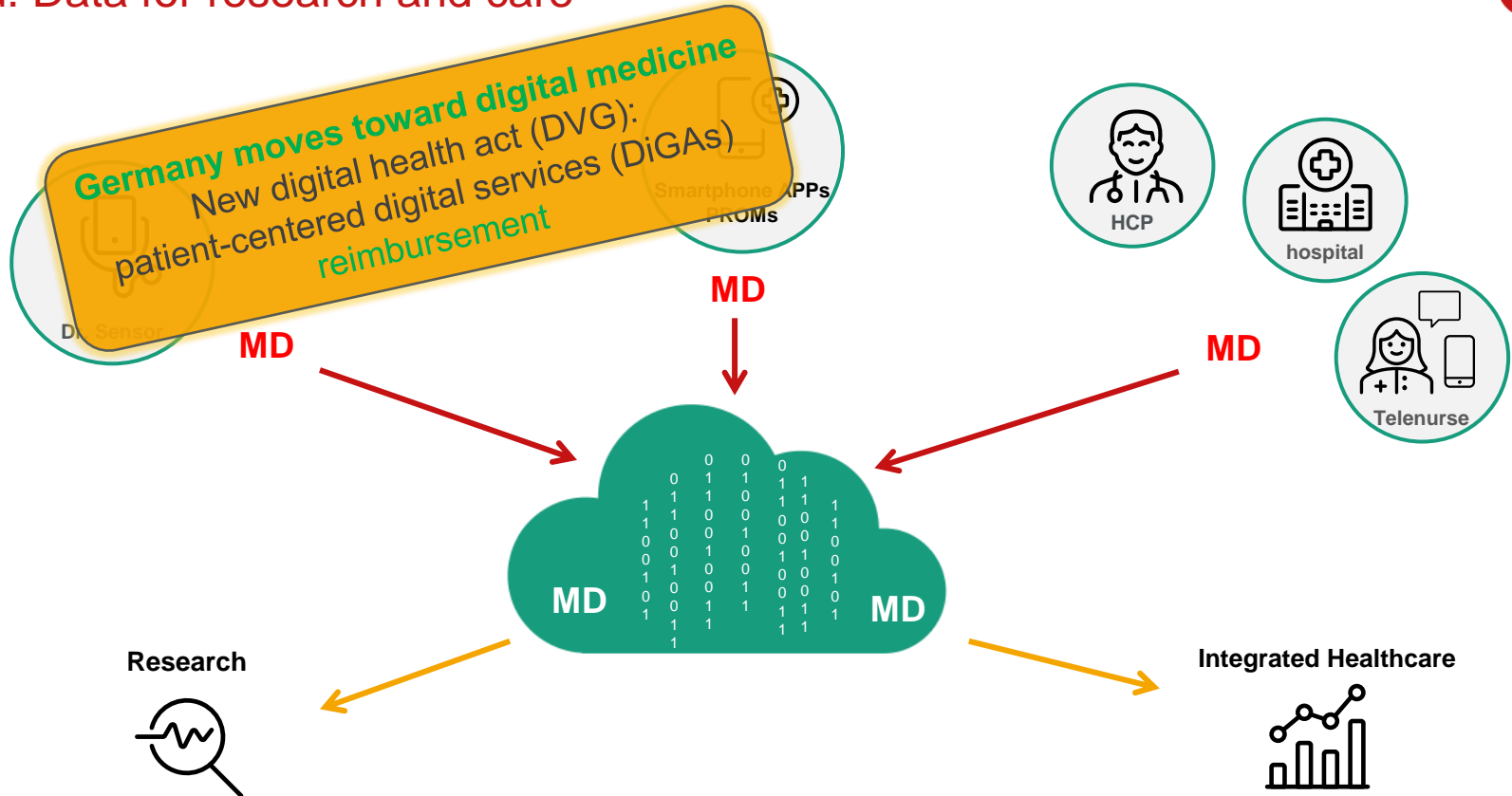
Medical Valley - dmac

Digital Health Hub in Germany



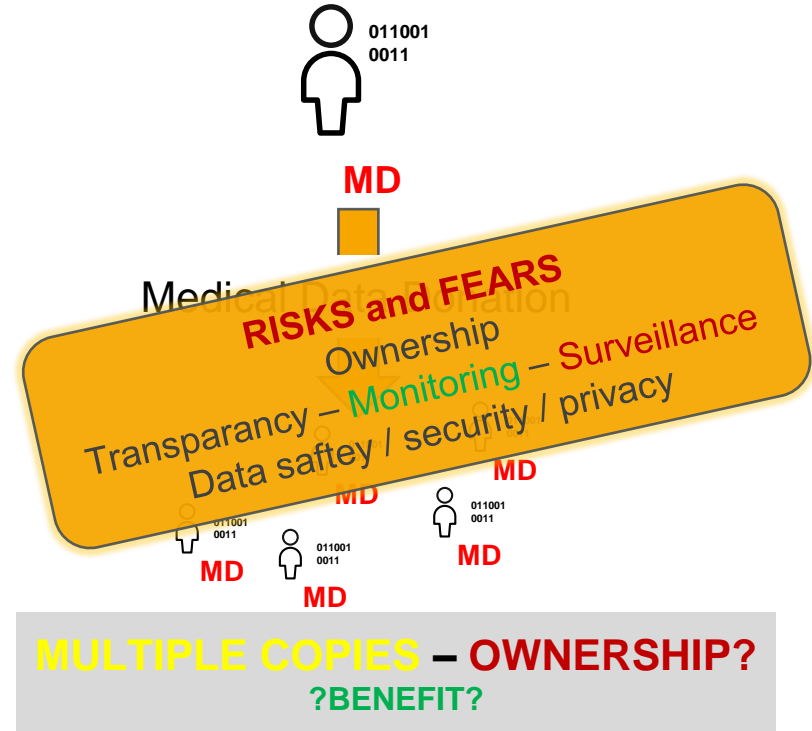
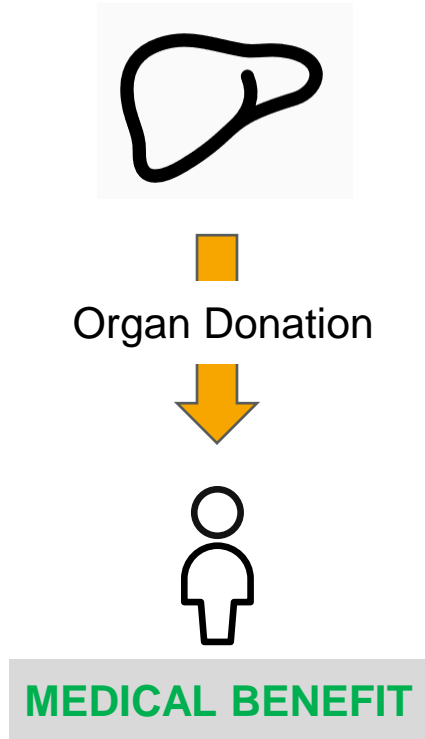
Digital Health Ecosystem => need for data

Med. Data for research and care



„Medical Data Donation“

What's the problem?



How might COVID change the perception?

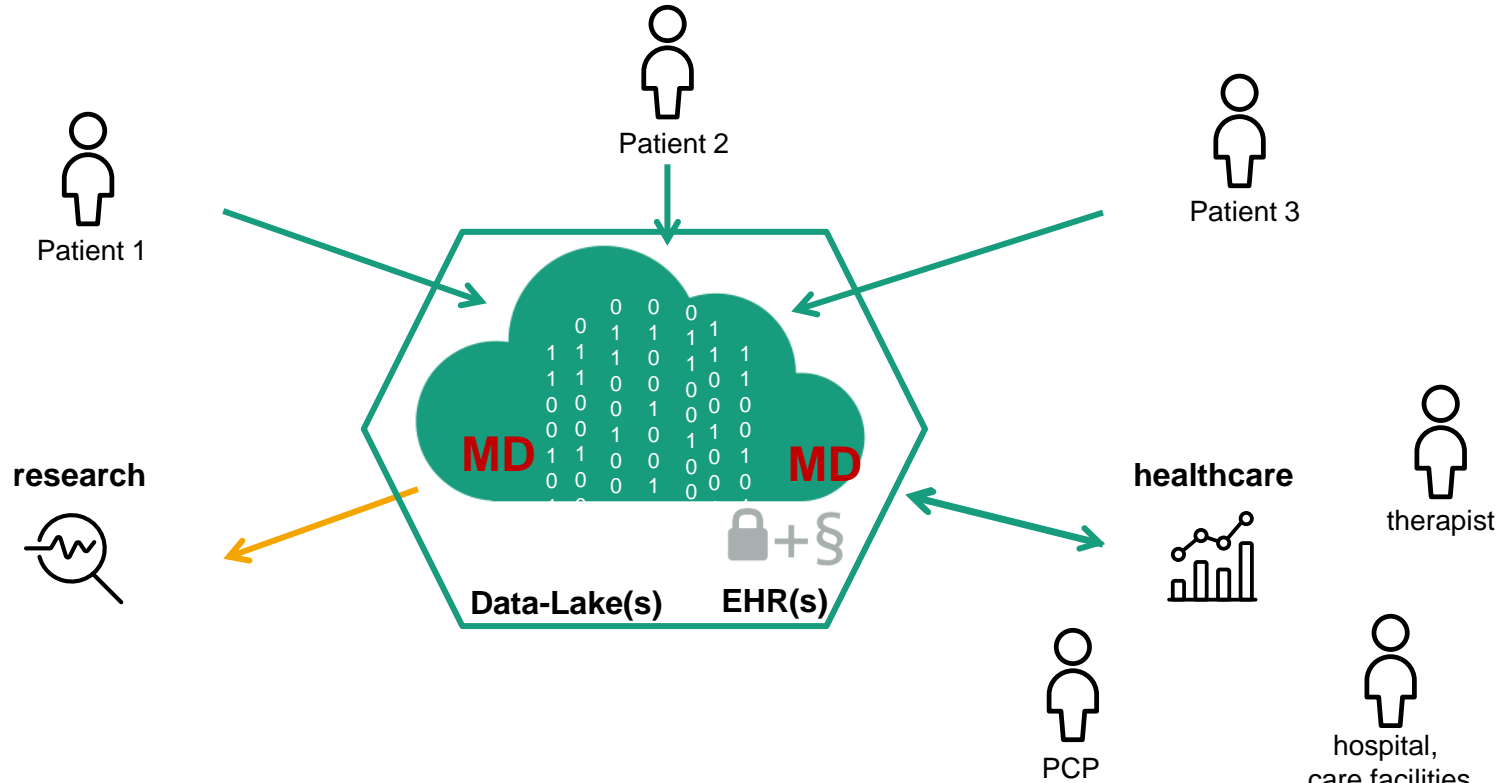
Public (patients') awareness of medical data research and benefit



- **Research** is needed to better understand medical data usage
- „**Individual benefit**“ comes on the table
- Centralized vs. **decentralized** data

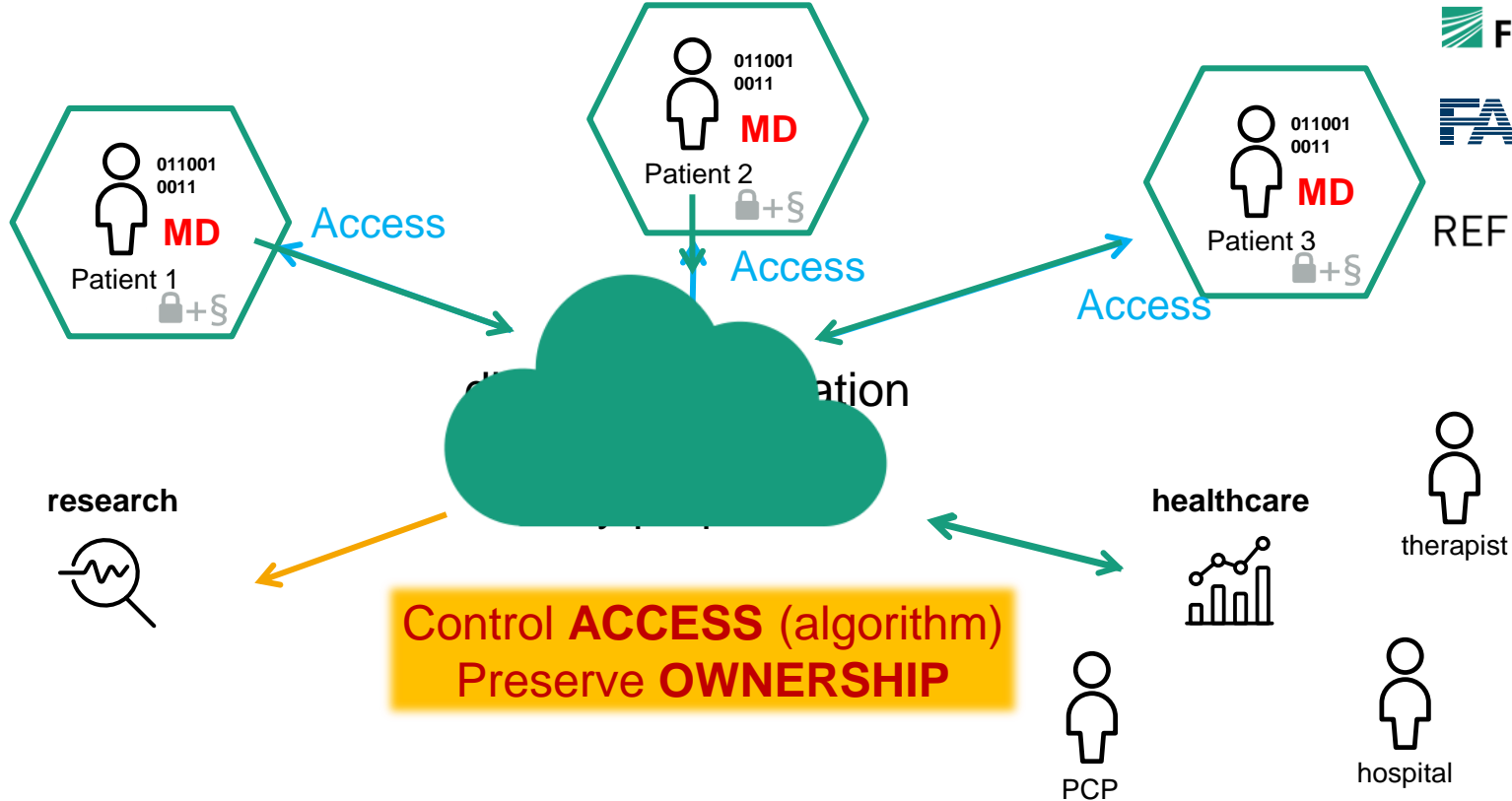
Technically speaking: data DONATION or access DONATION?

DONATION => centralized data



Technically speaking: data DONATION or access DONATION?

ACCESS DONATION => decentralized data

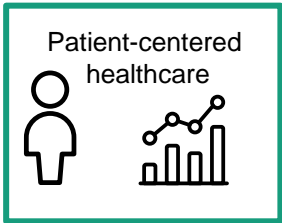


Change in (digital) medicine?

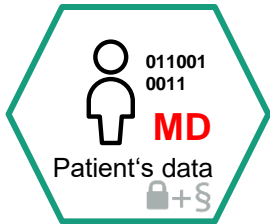
Positive sides of COVID ...?



- Usage of digital tools (e.g. corona-tracking-apps)



- Personal Medical benefit – vs. Data-Risks awareness changes



- New technical solutions for privacy and digital sovereignty