

Abstracts for Innoboot 2020; Precision health care (October, 27 Online)

| | |
|---|---|
| Paul Iske St. Personalised Healthcare Alliance | An Elephant called personalised healthcare |
| <p>Nowadays, there is a rapidly growing interest in Personalised Healthcare (PHC). Reason is that because at this moment huge steps are being taken in the combination of biomedical science, data science and artificial intelligence. But still, in practice it turns out it is really hard to bring the resulting opportunities to fruition.</p> <p>The major reason for this is that the healthcare sector is complex with with stakeholders who hold different believes and interests. Furthermore, existing protocols, procedures and regulation are meant to keep us safe but can also be a hurdle in the implementation of fundamentally new innovations, like personalised healthcare is.</p> <p>Therefore, we need to improve the breeding ground that can help blossom these innovations in practice. In order to identify and remove the barriers, in 2018 a multi-diverse group of professionals within and around healthcare started the "Personalised Healthcare Catalyst" to accelerate the transition towards personalised healthcare. Central in this approach are the four P's: preventive, predictive, personalised, participatory</p> <p>Bio:</p> <p>Paul Iske is professor at the School of Business and Economics, University Maastricht, Netherlands, focusing on Open Innovation and Business Venturing. He is chairman of the Dutch 'PHC Catalyst' Foundation, which aims to accelerate the transition towards personalized healthcare. Paul is founder and CFO (Chief Failure Officer) of the 'Institute of Brilliant Failures' (www.brilliantfailures.com), with the mission to highlight the importance of experimentation to achieve paradigm shifts and breakthrough innovation. He is an international author, consultant and speaker on innovation, entrepreneurship, knowledge management and creativity.</p> | |