



fighting heart disease  
and stroke  
european heart network

# European Heart Network

**Big data challenges**

**Patients perspectives**

**EMA workshop 23 Sep 2020**

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# Patients acknowledge the value of Big Data and Digital technologies

Patients are generally open to and understand the benefits of data sharing.

Personal investment  
towards the 'common good'



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# Current challenges

- Technology-driven vs patient-centred R&I
- Accessibility - inequalities
- Privacy and data security concerns
- Low digital literacy
- Lack of personal motivation





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## Moving forward...

- Co-creation is key!
  - Patients' real needs are key to factor-in from the outset to ensure relevance, value, efficacy and trust.
- Digital literacy
- Equal access
- Transparency



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# Thank you

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