



# eHealth and DSM, Digital Single Market

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Interoperable data, access and sharing

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# Digital Single Market strategy



The Digital Single Market strategy aims to open up digital opportunities for people and business and enhance Europe's position as a world leader in the digital economy



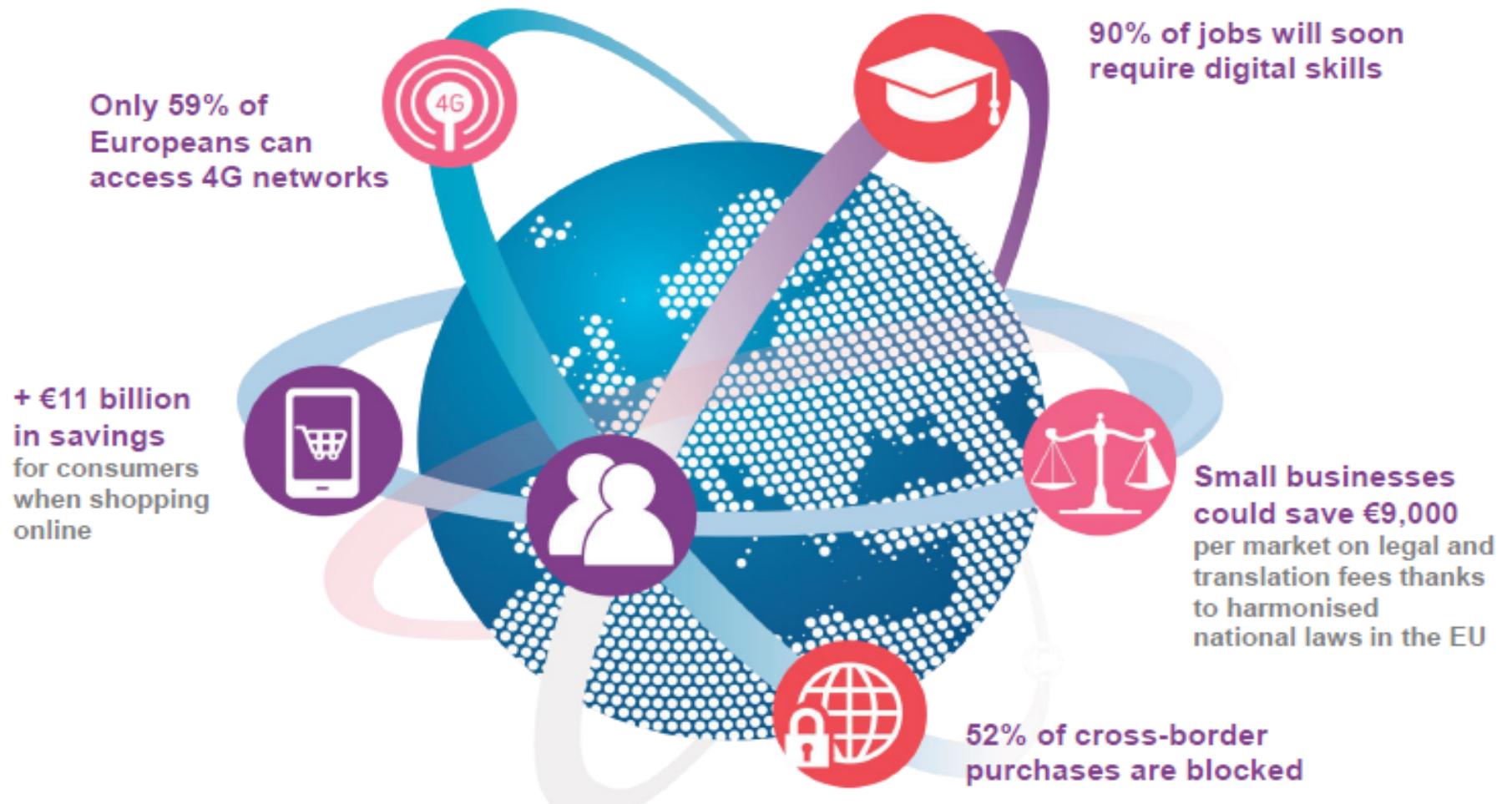
# Digital Single Market strategy



▶▶ A DIGITAL SINGLE MARKET FOR EUROPE



## WHY DO WE NEED A DIGITAL SINGLE MARKET?



# Digital Single Market strategy



A Digital Single Market (DSM) is one in which the free movement of persons, services and capital is ensured and where the individuals and businesses can seamlessly access and exercise online activities under conditions of fair competition, and a high level of consumer and personal data protection, irrespective of their nationality or place of residence.



# Digital Single Market strategy



## The Pillars

The Digital Single Market Strategy is built on three pillars:

1. Access: better access for consumers and businesses to digital goods and services across Europe;
2. Environment: creating the right conditions and a level playing field for digital networks and innovative services to flourish;
3. Economy & Society: maximising the growth potential of the digital economy.



# Challenging times



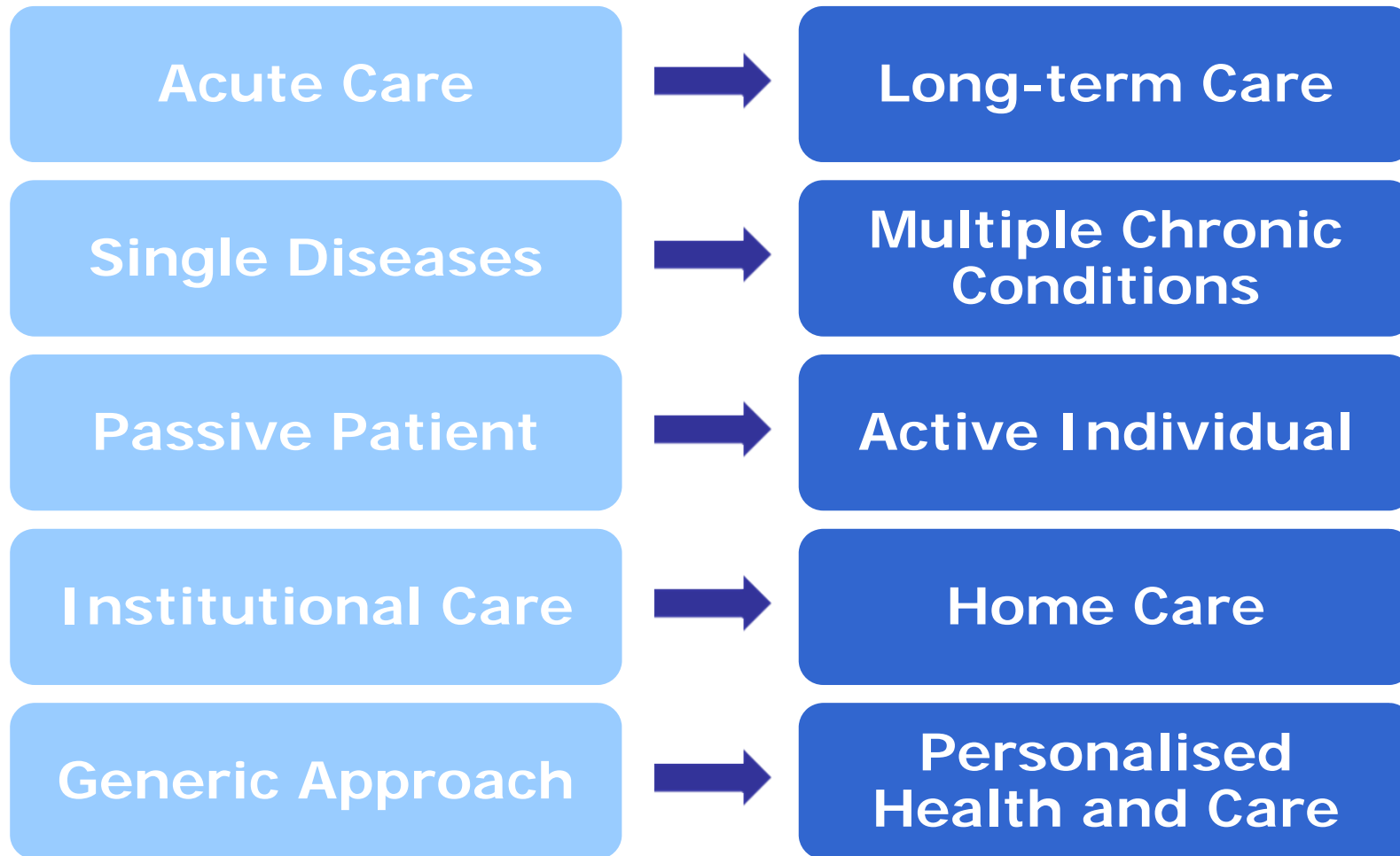
AGEING POPULATION

INCREASED DEMAND  
FOR  
HIGH QUALITY  
OF CARE

LACK OF RESOURCES



# Focus in Health and Care





**COM will adopt a Communication in 2017 addressing the need and scope for further measures in the area of digital health and care, in line with legislation on the protection of personal data, patient rights and electronic identification, in particular as regards:**

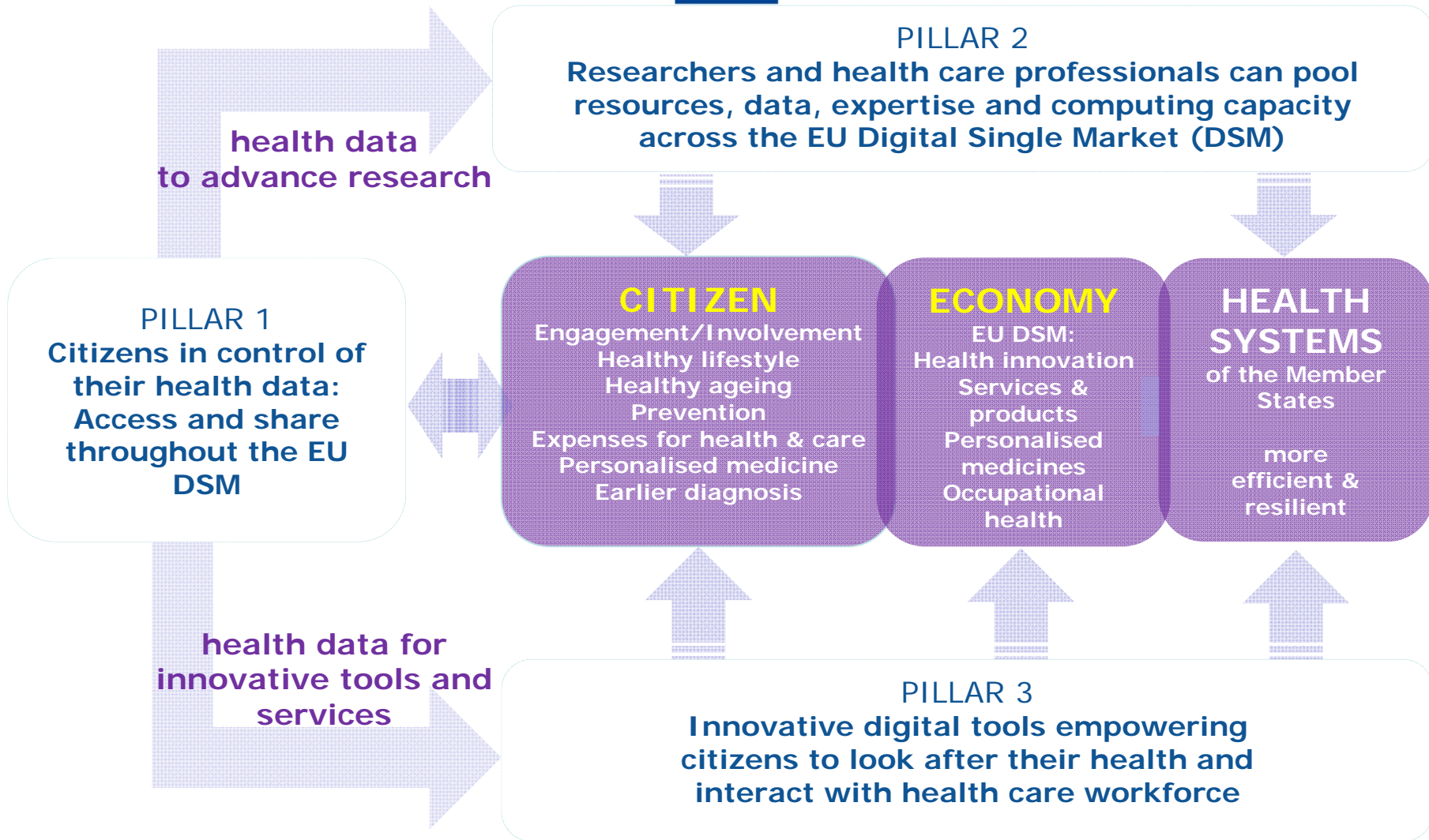
- **citizens' secure access to electronic health records and the possibility to share it** across borders and the use of e-prescriptions.
- **supporting data infrastructure, to advance research, disease prevention and personalised health and care in key areas.**
- **facilitating feedback and interaction between patients and healthcare providers, to support prevention and citizen empowerment as well as quality and patient-centred care, focussing on chronic diseases and on a better understanding of the outcomes of healthcare systems.**





# DG CNECT. H.3

## eHealth, Well-Being and Ageing





# THANK YOU!

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