

# Gedeon Richter challenge



Imagine that simple health data could be turned into information presented as an accurate, lifelong diagnostic tool.



What if this diagnostic provided you with the benefits of early treatment or even prevention?



What if real-time follow-up could lead to better patient adherence, therefore saving lives?

**Now it's time for healthcare solutions to become the next domain of the digital revolution.**

**Be the part of the healthcare revolution by solving one of the key issues setting barriers to new technologies!**

Collecting and working on data is at the heart of modern healthcare provision and eHealth solutions – but it is also a significant data-protection, privacy, and security liability, resulting in current solutions incurring high costs, complexity, and risks. We are looking for new, better ways an eHealth company can work with sensitive data!

## Introduction to the Challenge

eHealth proved many times that IT solutions based on health data can provide significant added value to patient outcomes, as well as shared value for other stakeholders in the healthcare delivery ecosystem. In this way, adequate use of data can be a tool to achieve the quadruple aim of better individual patient outcomes and experiences, better population level health, sustainable work satisfaction for healthcare providers and lower per capita costs. In short: data is of tremendous value and eHealth solutions need it. Data however also makes things complicated. Accessing and working with health data must comply with GDPR that protects the individuals' rights to decide how their data is accessed and utilized. Databases are to be stored securely. Legal and IT constraints are further compounded by the generally increasing concern about oversharing, ill-intentioned abuse or hacking.

The tension between the need of data to provide service - and the significant barriers to that data generates a challenge that requires novel solutions that can thrive in this environment of complex and sometimes contradicting requirements. Can it be simple and easy, but still GDPR compliant? Secure without expensive protocols and user-enforced complex passwords? Unquestionably private and shared for the good of the community - at the same time?

## The question is:

**How can we produce positive health outcomes by accessing and using personally identifiable sensitive health data at scale, while avoiding user concerns, hacking risks and compliance breaches in new, better ways? How could we gain users' trust with a straightforward opt-in process that establishes mutual trust? How can we manage data with different processes ensuring compliance? How can we collect health insight without creating a target for hackers?...**

**Be the part of the healthcare revolution by solving one of these key issues setting barriers to eHealth solutions!**

## Who we are?

We are proud of the fact that Gedeon Richter is a specialised Hungarian-based pharmaceutical company built on innovation and whose main goal is to help the public treat illnesses with innovative products. At Gedeon Richter we are committed to improve women's health and develop products that will enhance their quality of life and safeguard their fertility.

With an R&D base that employs approximately 1,200 people, it is the most important pharmaceutical research centre in Central Eastern Europe. As a multinational, Richter is present in 50 countries with eight manufacturing facilities, 29 representative offices and 41 commercial subsidiaries and wholesale companies.

We recently built up our own sales network in Western Europe, primarily to market our gynaecological products. We are all working on improving people's quality of life with world-class products."

It is an important objective for us to broaden and strengthen our Women's Healthcare product portfolio via establishing collaboration agreements with companies possessing promising products or development projects.

Digital transformation is at our doorstep. All of us use technology daily by smart phones, computers, smart watches, smart home devices. Now it is time for healthcare solutions to become the next domain of revolution. As many of the pharmaceutical company we are looking for new technologies using AI both in clinical investigation and in consumer health.

## What we will provide

Our team will be available to provide guidance and consultations about the topics of:

- GDPR and data privacy
- IT architecture aspects
- general eHealth questions
- marketing and business aspects

## Implementation and technology

There are no specific implementation restrictions or system requirements to deliver a solution. We would ideally like to see a prototype or something tangible that helps demonstrate your innovative solution. If necessary, please generate a dummy database for the prototype, our experts will be able to provide you with details of how an eHealth data-store might look like.

## Judging criteria

Our judging criteria are innovativeness, impact/value, sustainability, feasibility, prototype, and presentation. Our judges will grade your solutions and prototypes based on the above criteria.

## Prizes

The winner of this challenge will receive:

- a prize of EUR 1500
- PR exposure on our corporate online communication channels
- option to participate in the further development of the proposed solution