

In the “Trusted Health Ecosystem” project we are creating a concept and a product vision for a national health platform of the future. This text is part of the overall concept which is published at www.trusted-health-ecosystems.org.

Benefits catalog for ecosystem participants

Working jointly with the Bittner & Thranberend concept agency we have outlined the advantages such an ecosystem could bring for five key stakeholder groups and had them validated by representatives of these groups. In the following, we show how these different stakeholders can benefit from participating in a national health platform and what steps they can take to manage potential drawbacks.

1. Information provider (non-profit)

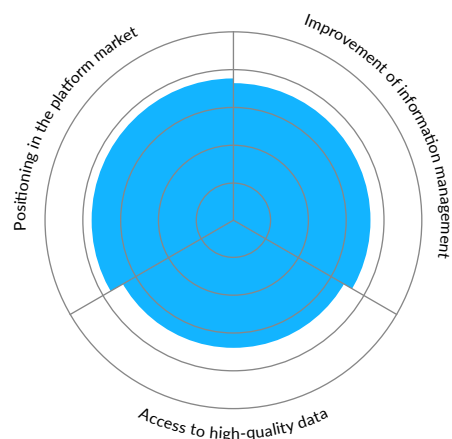
These include, for example: federal agencies with information and education mandates, information providers with a legal mandate.

Participant-specific platform benefits

- Expanded reach
- Focus on core competencies
- Enhanced credibility of offering through medical prescriptions
- Visibility

Impact of core benefits

Drawing on ecosystem participant feedback and assuming the platform operates as envisioned, we estimate the potential impact as follows



Participant profile

Health information providers in the non-profit sector are often commissioned by national healthcare system authorities to create and disseminate high-quality information on various diseases and treatments. Their efforts are aimed at empowering patients in their healthcare decisions and improving public health literacy. Their principal strategic objective is to maximize the reach of such information.

Participant-specific benefits

By participating in a national health platform, non-profit information providers can substantially increase their exposure to new and larger target groups. The platform's distribution model can also support providers by allowing them to focus on their expertise in creating health content. The strategic integration of their content into the platform's information pathways can also boost their visibility while enhancing their brand recognition. Healthcare professionals prescribing these pathways on the platform would significantly boost the credibility of providers' offerings.

Core benefits

A national health platform offers those providing information and all other ecosystem participants a strategic opportunity to establish themselves in the emerging platform market. With access to ecosystem data, providers can then refine their content to more effectively meet the specific needs of their target audiences. Driven by a "push" (rather than a "pull") logic that provides context-sensitive information, the platform could improve how providers manage and deliver their content.

Managing potential disadvantages

In order to prevent the creation of competitive disadvantages, it's important to use a fair and transparent algorithm for the display order of content. To avoid the potential duplication of efforts between providers regarding two "target systems," the platform should be tightly integrated into the electronic health records system (EHR), thereby ensuring seamless interaction and efficiency.

2. Information providers (for-profit)

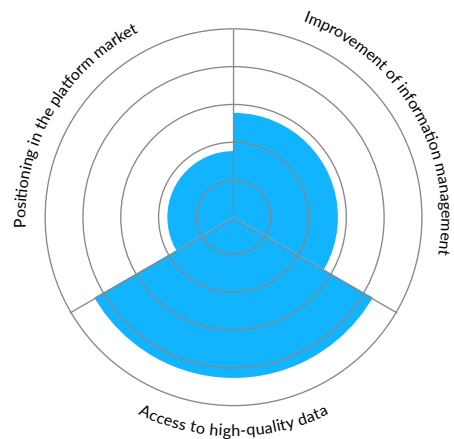
These include, for example: health information publishers (print and online magazines), advertising-financed health portals, and health information providers who use social media platforms.

Participant-specific platform benefits

- Expanded reach
- Presence in the digital ecosystem can enhance reputation
- Medical prescriptions add credibility to offerings
- User feedback allows providers to compare and benchmark their offerings

Impact of core benefits

Drawing on ecosystem participant feedback and assuming the platform operates as envisioned, we estimate the potential impact as follows.



Participant profile

Health information providers in the for-profit sector have set themselves the task of creating and disseminating high-quality information on various diseases and treatments. Their efforts are aimed at empowering patients in their healthcare activities. Strategic goals include expanding their reach, as well as generating revenue and profit in line with their business model.

Participant-specific benefits

By participating in a national health platform, for-profit providers of information can increase their exposure to new and larger target groups. Their presence in a public-interest-oriented ecosystem elevates their market profile. The prescription of for-profit content providers' information pathways by healthcare professionals on the platform adds significant credibility to the providers' offerings. In addition, user feedback allows providers to compare and benchmark their offerings.

Core benefits

A national health platform offers information providers and all other ecosystem participants a strategic opportunity to establish themselves in the emerging platform market. With access to ecosystem data, providers can refine their content to more effectively meet the specific needs of their target audiences. Driven by a "push" (rather than a "pull") logic that provides context-sensitive information, the platform could improve how providers manage and deliver their content.

Managing potential disadvantages

To protect for-profit providers' business models, the platform should, in accordance with the ecosystem's broker logic, ensure that content links back to each provider's website and thereby help maintain the provider's brand visibility. In addition, it's important to use a fair and transparent algorithm for the display order of content in order to prevent the creation of competitive disadvantages. To avoid the potential duplication of efforts between providers regarding two "target systems", the platform should be tightly integrated into the electronic health records system (EHR), thereby ensuring seamless interaction and efficiency.

3. Service providers

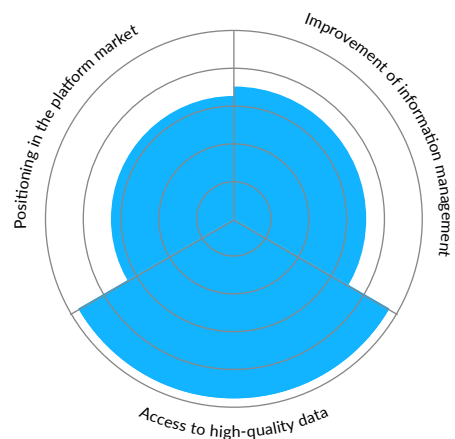
These include, for example: providers of health apps, providers of messaging applications, and providers of appointment scheduling applications.

Participant-specific platform benefits

- Expanded reach
- Opportunity to enhance reputation through presence in the digital ecosystem
- Access to the primary health-care market
- Can help facilitate hybrid strategies for healthcare delivery

Impact of core benefits

Drawing on ecosystem participant feedback and assuming the platform operates as envisioned, we estimate the potential impact as follows.



Participant profile

Providers of digital health services develop and operate solutions that help patients self-manage their health issues and facilitate healthcare delivery. These digital innovations aim to improve patient-centered care as well as enhance the overall quality and efficiency of healthcare services. Strategic goals include expanding their reach, as well as generating revenue and profit in line with their business model.

Participant-specific benefits

By participating in a national health platform, service providers can substantially increase their exposure to new and larger target groups. Their presence in a public-interest-oriented ecosystem elevates their market profile. By providing struc-

tured access to the primary healthcare market, the platform facilitates the development of hybrid care models in collaboration with medical professionals.

Key benefits

A national health platform offers service providers and all other ecosystem participants a strategic opportunity to establish themselves in the emerging platform market. Access to diverse ecosystem data enables service providers to tailor their services more accurately to meet specific group needs, enhancing service relevance and effectiveness. The integration of varied data sources and context-sensitive service delivery through the platform's information pathways enhances information management, potentially increasing service usage.

Managing potential disadvantages

A specific financing model that is tailored to service providers is crucial to ensure profitability. In addition, to prevent unfair competitive disadvantages, it's important to use a fair and transparent algorithm for the display order of offerings and to differentiate by compliance. It should be feasible to prevent the loss of users and data during system integration by ensuring the seamless transfer of user accounts from external applications, like those in providers' apps.

To avoid the potential duplication of efforts between providers regarding two "target systems" the platform should be tightly integrated with the electronic health records system (EHR), thereby ensuring seamless interaction and efficiency.

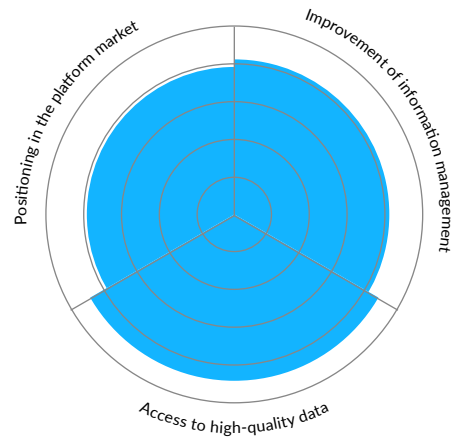
4. Outpatient physicians

Participant-specific platform benefits

- Better-informed patients
- Focus on core competencies
- Efficiency in digital healthcare management saves time
- Controlled access to the ecosystem provides physicians legal certainty in recommending digital content and services

Impact of core benefits

Drawing on ecosystem participant feedback and assuming the platform operates as envisioned, we estimate the potential impact as follows.



Participant profile

Outpatient physicians strive to deliver optimal care. Their strategy focuses on preserving their capacity to deliver high-quality care and effectively manage health-care services profitably. In the context of a national health platform, their roles would include prescribing information pathways and providing essential contextual information that facilitates these pathways.

Participant-specific benefits

By participating in a national health platform ecosystem, physicians would benefit from better-informed patients who are less likely to seek unnecessary treatments and demonstrate greater willingness to adhere to their treatment regime. By offloading routine inquiries and the generation of their own content, physicians can focus more thoroughly on providing clinical care. Ideally, using the platform optimizes care management, saving time and resources. In addition, the standardized, quality-controlled environment of the platform allows physicians to exercise greater legal certainty in recommending digital content and services.

Core benefits

A national health platform offers physicians and all other ecosystem participants a strategic opportunity to establish themselves in the emerging platform market. Being able to draw on data from diverse sources, including electronic health records (EHRs), patient-reported outcome measures (PROMs) and wearable technology, improves treatment methods. Physicians can also improve how they manage their content by delivering trustworthy, context-sensitive information that is tailored to patients' pre- and post-visit needs. The platform can also help ensure that culturally sensitive and linguistically appropriate information is provided.

Managing potential disadvantages

To mitigate the risk of liability claims against physicians prescribing individual information pathways, the platform must establish specific liability protocols. Physicians should be provided test access, training and explanatory videos to ensure they know how to use the platform. Deep integration with existing healthcare infrastructures (e.g., telematics, electronic health records) and practice management systems (PVS) would help prevent duplication and reduce costs associated with system adaptations. The platform should also offer options for customizing information pathways so that physicians can meet individual patient needs effectively.

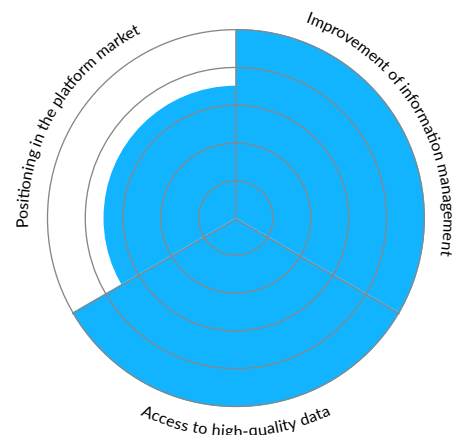
5. Statutory health insurers

Participant-specific platform benefits

- Opportunity to shape health-care services
- Expanded reach
- Opportunity to promote digital health literacy
- Potentially reduce instances of overuse, underuse and misuse of healthcare services through dedicated information

Impact of core benefits

Drawing on ecosystem participant feedback and assuming the platform operates as envisioned, we estimate the potential impact as follows.



Participant profile

Statutory health insurance companies play a critical role in providing coverage for their members in the event of an illness and reimbursing treatment costs. They also have advisory and educational responsibilities. Grounded in principles of solidarity, these insurers target at a societal level the goal of maintaining, restoring and improving the health of their policyholders. Their strategic objectives focus on enhancing profitability and expanding membership. In the context of a national health platform, they would be tasked with providing crucial contextual information that enables effective information pathways while also serving as direct providers of information and services.

Participant-specific benefits

Participating in a national health platform allows statutory health insurers to play an active role in healthcare delivery services that benefit their policyholders. By facilitating access to new demographic groups through collaborations with healthcare providers, the platform can significantly broaden insurers' reach. In addition,

as platform participants, insurers can meet their legal obligation to promote digital health literacy and, ideally, mitigate the overuse, underuse and misuse of health-care services through dedicated information.

Core benefits

A national health platform offers insurance providers and all other ecosystem participants a strategic opportunity to establish themselves in the emerging platform market. Utilizing data from various ecosystem sources – including electronic health records and health service research – insurers can refine their service offerings to better meet their insured members' needs. Moreover, data from the system could be used for healthcare research. The platform would enhance insurance companies' ability to manage their content by providing context-sensitive communication opportunities, targeted messaging to policyholders and the integration of business processes into the platform.

Managing potential disadvantages

To ensure the relevance of insurers' online offerings, content should be linked from the platform to the respective services, in line with the envisaged broker logic of the ecosystem. Given the competitive nature of the insurance market, the platform should make it possible to distinguish between individual healthcare offerings and services, including those under selective contracts. To avoid any duplication of work and investment, the platform should be tightly integrated into the electronic health records (EHR) ecosystem.

Contact: Dr. Sebastian Schmidt-Kaehler, Dr. Inga Münch