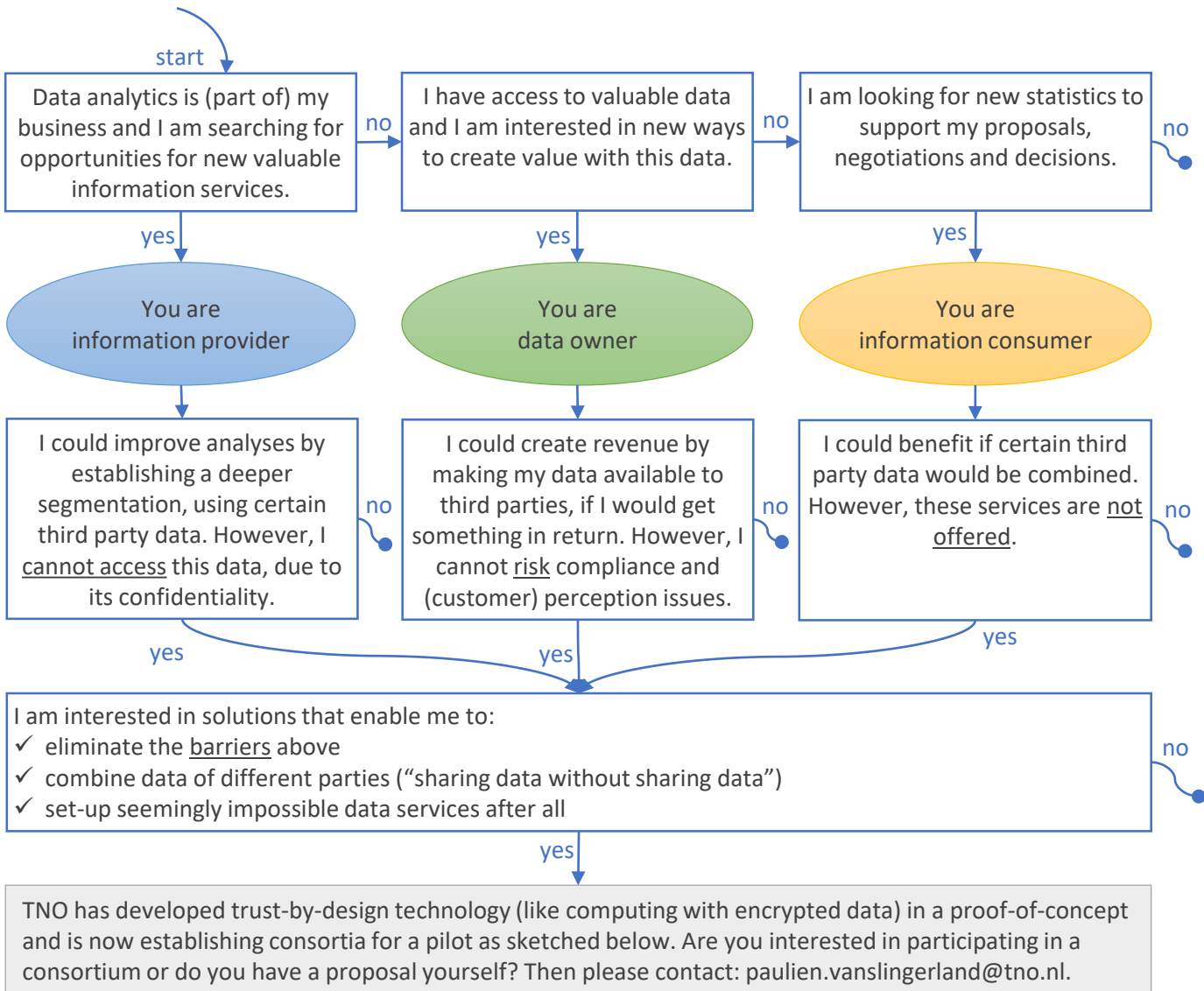
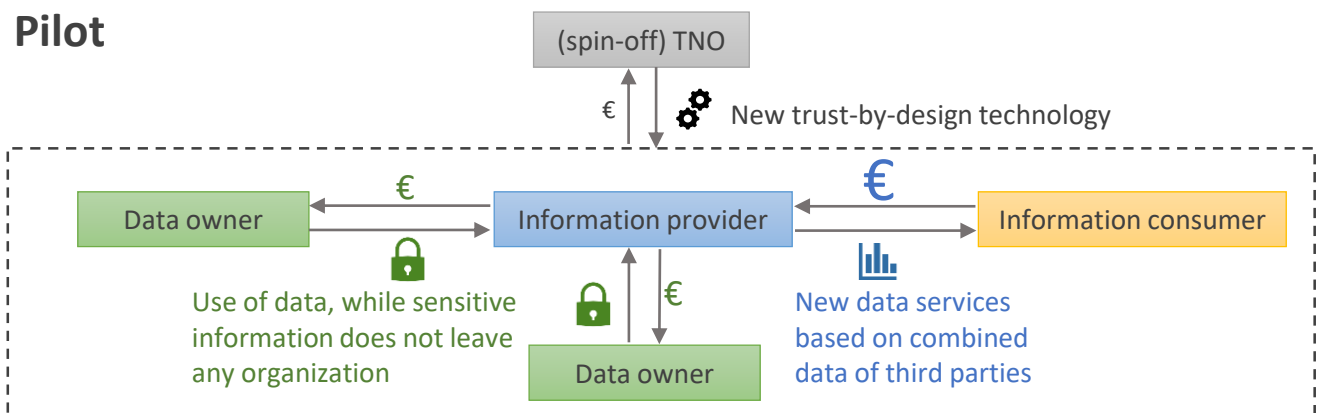


Sharing data without sharing data

You may have been following the trends in data analytics for a while now. And you may have spotted opportunities for using data to improve decision-making, (market) research, personalization of products and services, in other words: **new revenue models** or **increased impact** based on data. But why would “sharing data without sharing data” be relevant for your organization? Determine it below:



Pilot



Examples

- ✓ Industry: optimization of maintenance and usage of equipment
- ✓ Banking: exploitation of financial transaction data
- ✓ Telecom: exploitation of location data
- ✓ Marketing: new insights in buying behavior, effectiveness of pricing strategies and advertising
- ✓ Health care: effectiveness of treatments and value-based care
- ✓ Logistics: efficiency of plannings
- ✓ Energy: better matching of demand and supply
- ✓ Government: effectiveness of policies, subsidies and fraud detection

An illustration: effectiveness in health care

If 40% of all diabetes type 2 patients is effectively treated via ‘lifestyle as a medicine’, then The Netherlands saves about 2.7 billion euros net during the next five years (see www.time.tno.nl/eng). This cannot be implemented, as long as the benefits are not accumulated by the investor (the government) but the health care insurer. This imbalance can be restored as soon as the government objectively demonstrates the effectiveness, and thus the business case. Then, investment decisions can be made that are paying for both parties.

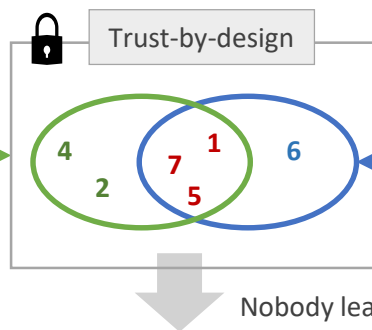
Effectiveness in health care based on combined data analysis:
How many people have lower health care costs by participating in ‘lifestyle as a medicine’?

Data of a health care provider

Person (identifier)	Participates in ‘lifestyle as a medicine’
1	Yes
2	Yes
3	No
4	Yes
5	Yes
6	No
7	Yes

Data of a health care insurer

Person (identifier)	Has lower health care costs
1	Yes
2	No
3	No
4	No
5	Yes
6	Yes
7	Yes



Nobody learns anything, except for the outcome

Outcome: **“60% of the patients has lower health care costs after participating in ‘lifestyle as a medicine’.”**
 In a similar way (using other data): **“The net savings in health care costs are 2.7 billion euros.”**
 Altogether, **it pays to invest in this intervention.**

Contact

Are you interested in participating in a consortium or do you have a proposal yourself? Then please contact:
paulien.vanslingerland@tno.nl