



# Health Informatics Innovation Path & Economic Value

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REALIZAÇÃO:



PATROCÍNIO GOLD:



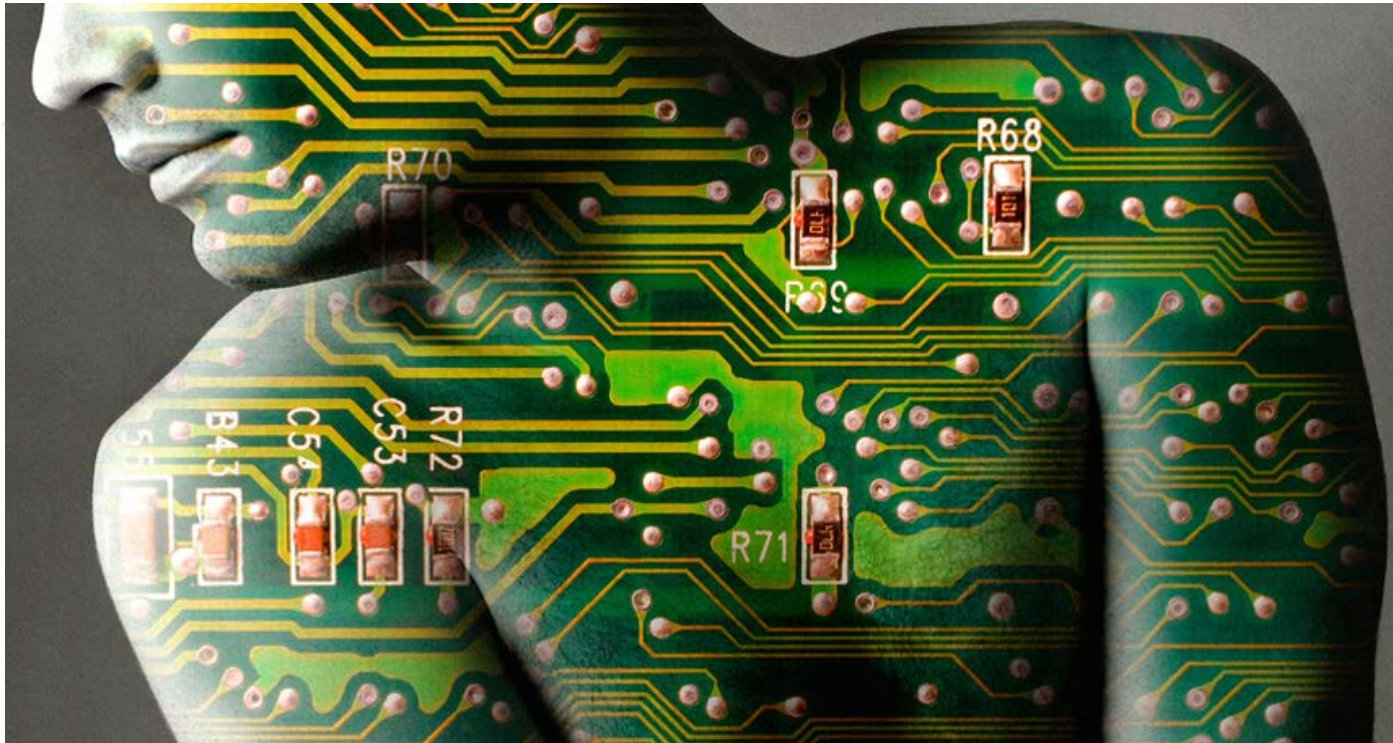
PATROCÍNIO:



APOIO:



# Data-Driven Innovation Change & Value



# Example Market Change & Impact



- Taxi



- Hotels



- Point of Sale

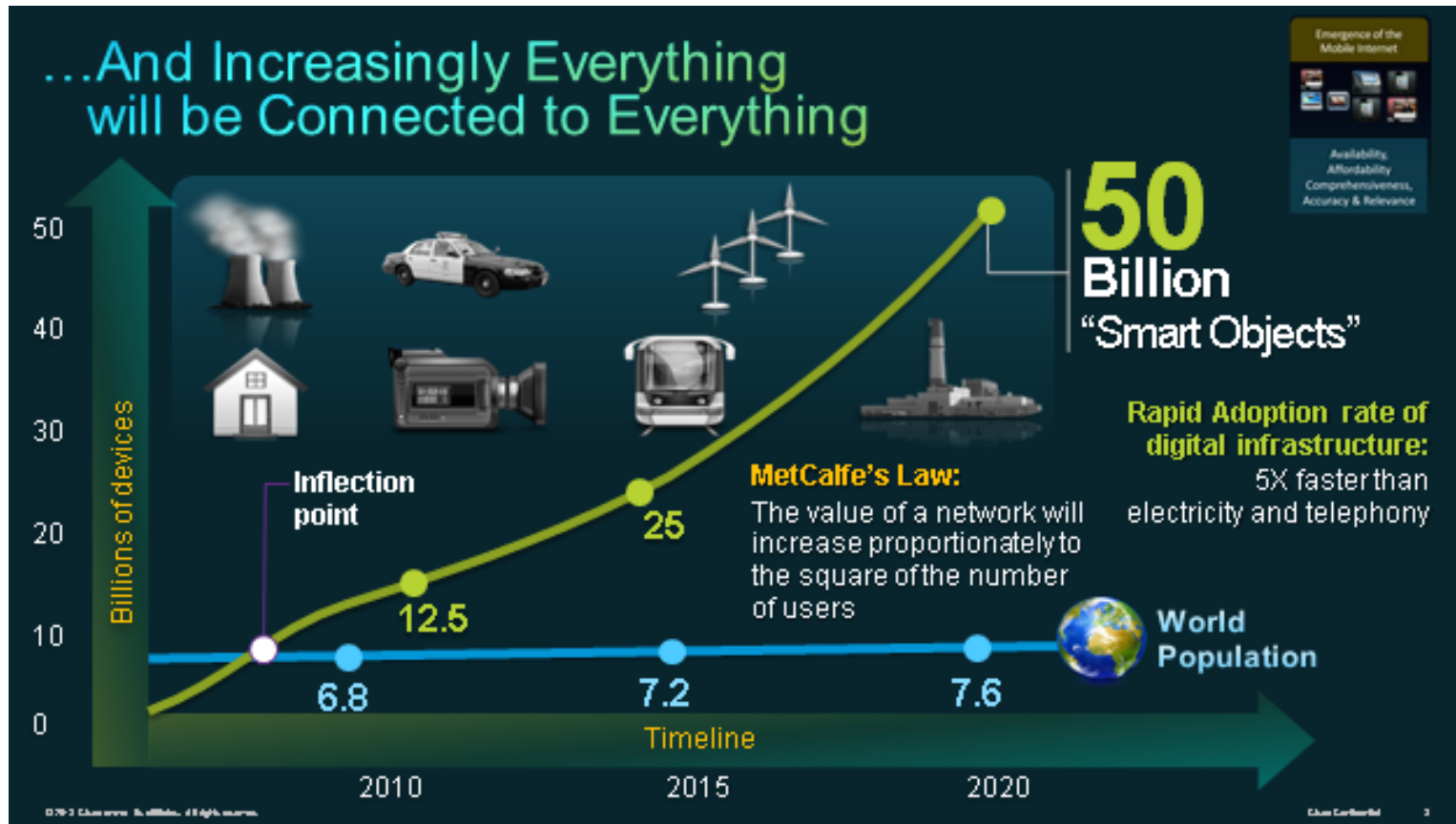


- Office Space



- Food Delivery

- User Interaction
- On-Demand Response
- Device Connectivity
- Data Interoperability



# Are You Ready? What's Your Plan?

Source: Enabling the Internet of Everything – CISCO



# Innovation & Economic Development

~ \$3T

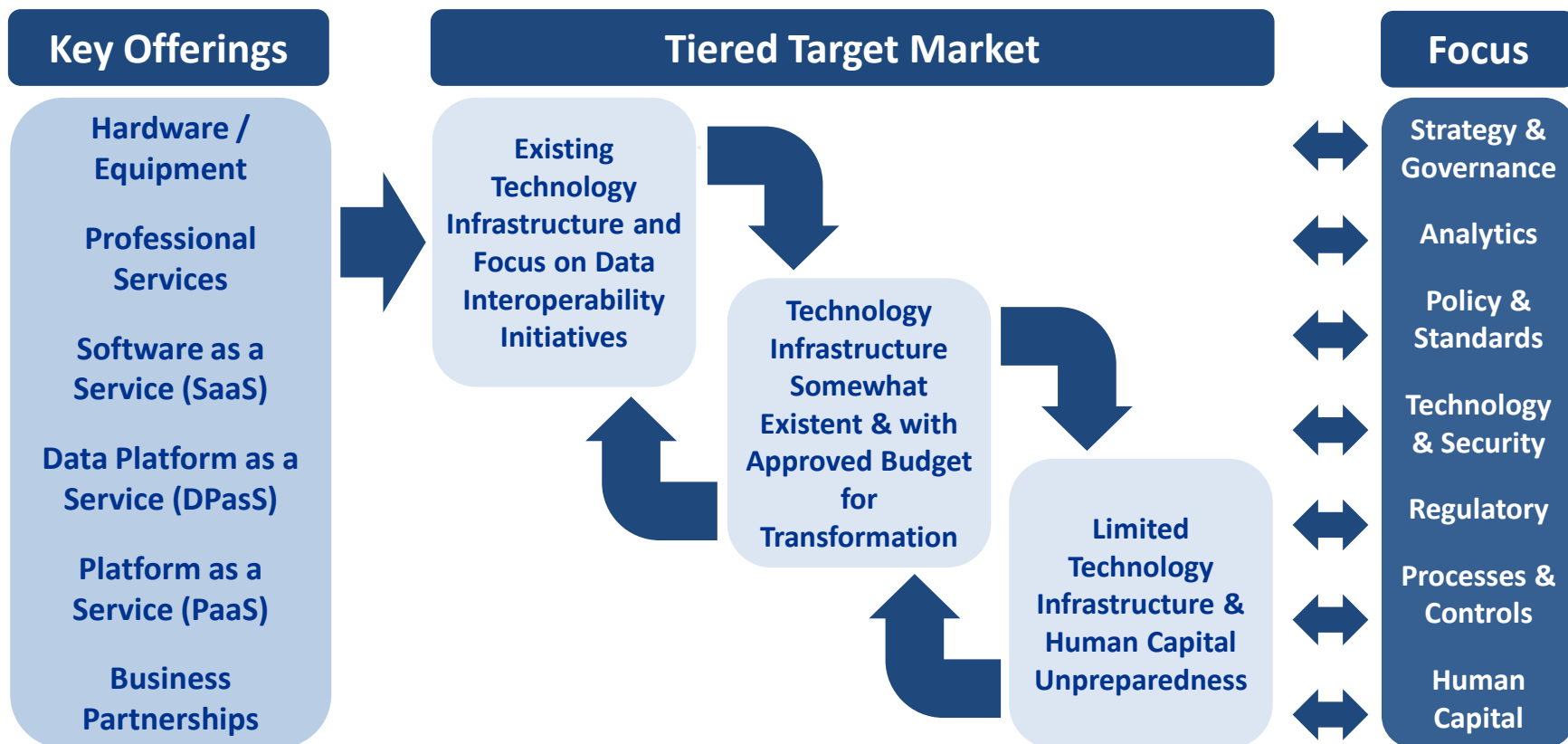


~ \$11T



Source: The Internet of Things – Mapping the Value Beyond The Hype – Mckinsey & Company

# Market Opportunity





# Key Example Organizational Barriers

- **Strategy** - Weak leadership involvement & vision
- **Data & Intelligence** - Very often fail to adequately process the market information they do have
- **Risk Management** - Insufficiently attuned to the flow of their markets
- **Processes & Controls** - Over-centralization & lack of coordination
- **Culture** - Commonly think they know it all

# Achieving the Innovation Culture Path

Key Foundation	Baseline Drivers*	Thought Starters*
Set Initiative Vision	Establish common ground for data governance & usability	Ensure core business is solid and set diverse goals
Create Steering Committee	Shift the collective mindset about patient data to “share with protections” rather than “protect”	Promote transparency and culture to win
Define Key Stakeholders	Invest in the capabilities of all players that will share and work with data	Set top-down vision stimulating creation of bottom-up innovation
Create Plan	Focus attention on efficacy and safety of products, and driving value to customers overall	Communicate internally & externally
Define Resources		Define organizational model and talent strategy





## Case & Example Applicability

- **Objective** - Enable people, businesses, and government in Beijing impacted by air pollution to make better decisions
- **Deliverable** - Air Quality Index (“AQI”) Pilot Prediction Models based on “Time Series”, “Geo-Location”, and “Social Listening” capabilities



# Thank you!

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