

CONCLUSION & FINAL REMARKS

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Health Referee

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Ministry of Economy



**CONSEIL GÉNÉRAL DE L'ÉCONOMIE
DE L'INDUSTRIE, DE L'ÉNERGIE ET DES TECHNOLOGIES**

Agenda

1. Toward personal Health Technologies
2. New opportunities for people, for clinicians and for medical research
3. New challenges and risks
4. Last words



TOWARD PERSONAL HEALTH TECHNOLOGIES

- Support for the physical activity,
- Dietary assessment and follow up,
- Psychological support (young people, families, seniors),
- Games(sets) for (Health)behavioral change,
- Quantified self / Lifelogging,
- Etc.

TOWARD PERSONAL HEALTH TECHNOLOGIES

« Bien vivre grâce au numérique »

« Well being thanks digital » - CGEJET Report

A key technology: the mobile phone (*m-health*)



- 500 millions users of « m-health » apps in 2015
- A market (apps m-health) of 6 billions \$ in 2015
- 17 000 Health mobile applications middle 2011

- Doctors may still be sceptic...
- But some clinical results may be shortly there.
- One historical example: Exergaming may be more efficient than footing!

"As physical inactivity and obesity levels continue to rise in young people, it has been proposed that new generation active computer- and video-console games (otherwise known as 'exergaming') may offer the opportunity to contribute to young people's energy expenditure during their free time."

<http://pediatrics.aappublications.org/content/124/2/763.full.pdf>



- Recording behaviour and lifestyle information,
- Adding context and exposure information,
- Facilitating recruitment, interaction, on a large scale,
- Improve together knowledge and reactivity.



NEW CHALLENGES AND RISKS

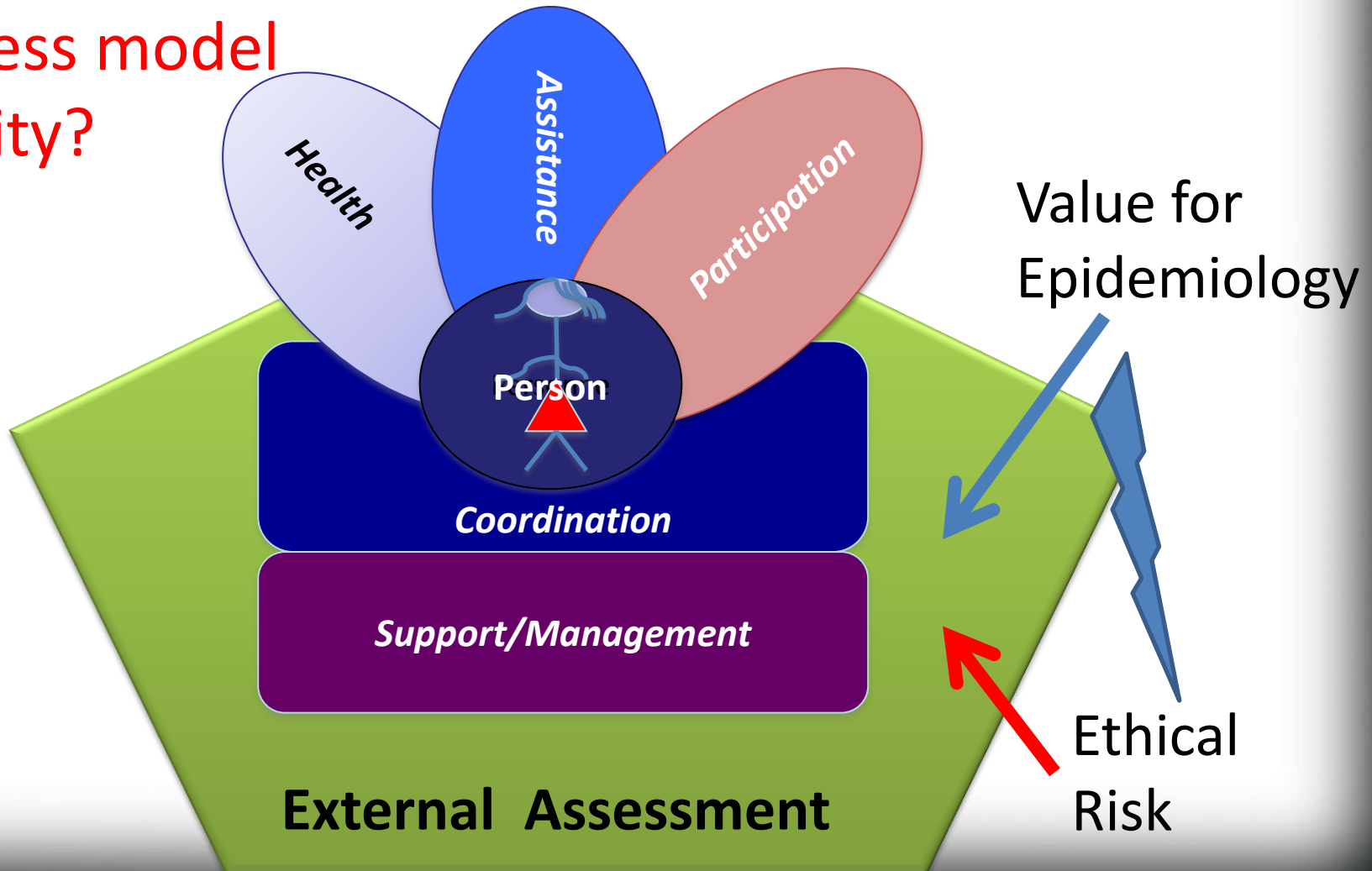
- Distribution of these new ITC products is out of traditional Health regulation
- Business models may include freemiums, but who pays ? With which benefit ?
- What does the user/customer knows about it ?
- Need for a regulation, but...



NEW CHALLENGES AND RISKS

Logics for value creation

Business model
Viability?



- *To develop the exchange of practices, of experience between labs, institutions, agencies, living labs...*
- *To study the opportunity and the characteristics of a potential new regulation related to « well being » products and services, taking into account the existing potentially conflicting logics.*

Thank you
for your
attention

