

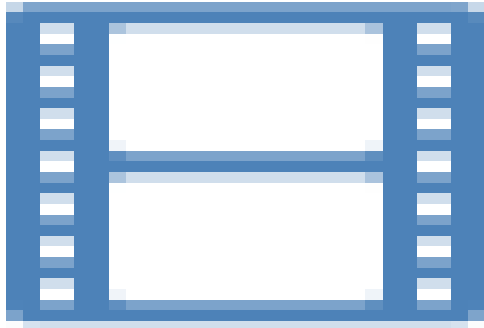


# Digital Health: the impact of digital technologies in favor of Medicine 4.0

19/11/2020

Pietro Lanza, General Manager Intesa IBM & Blockchain Director IBM





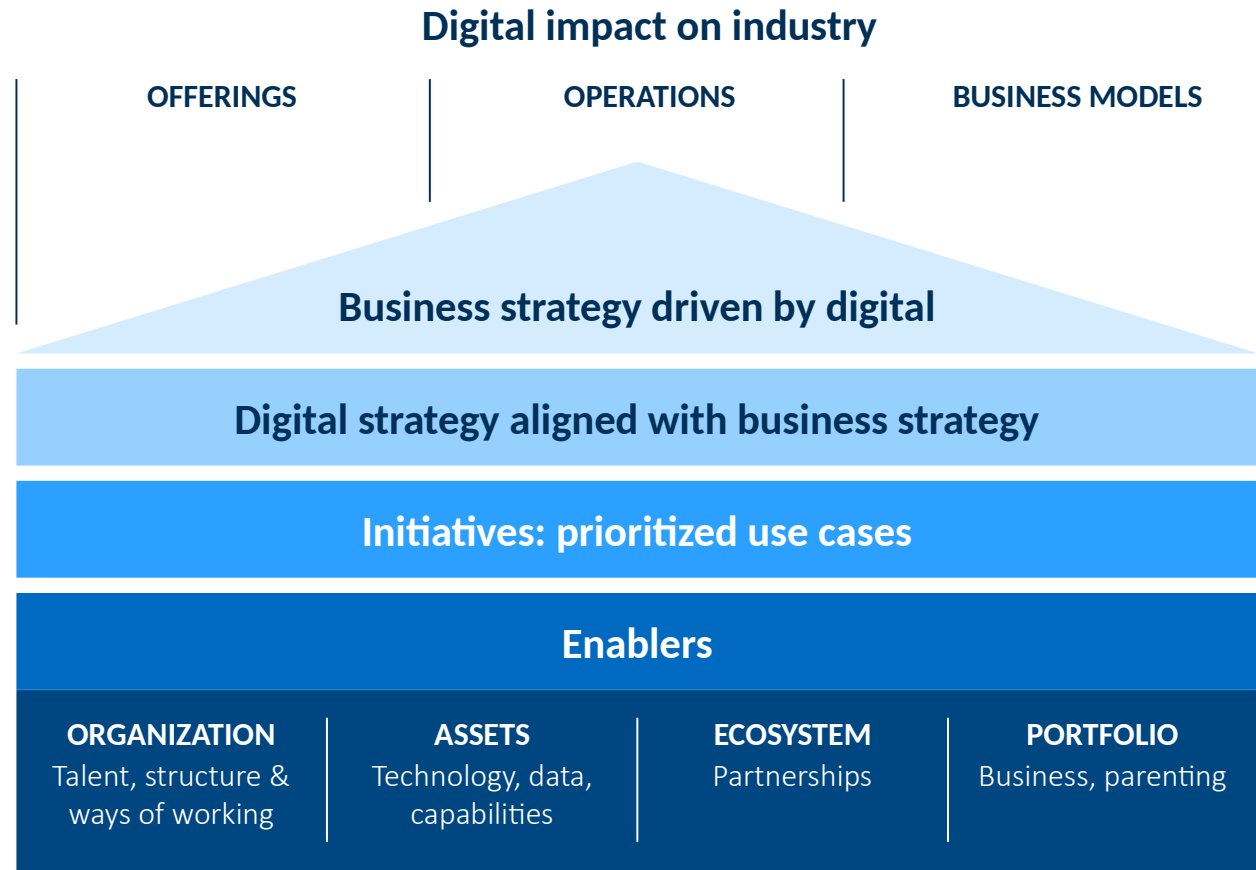
# A Digital Strategy Framework to Drive Transformation

Together, technologies create a mutually-supportive and internally-consistent system of choices that embed digital strategy in business strategy - and tie execution tightly to both.

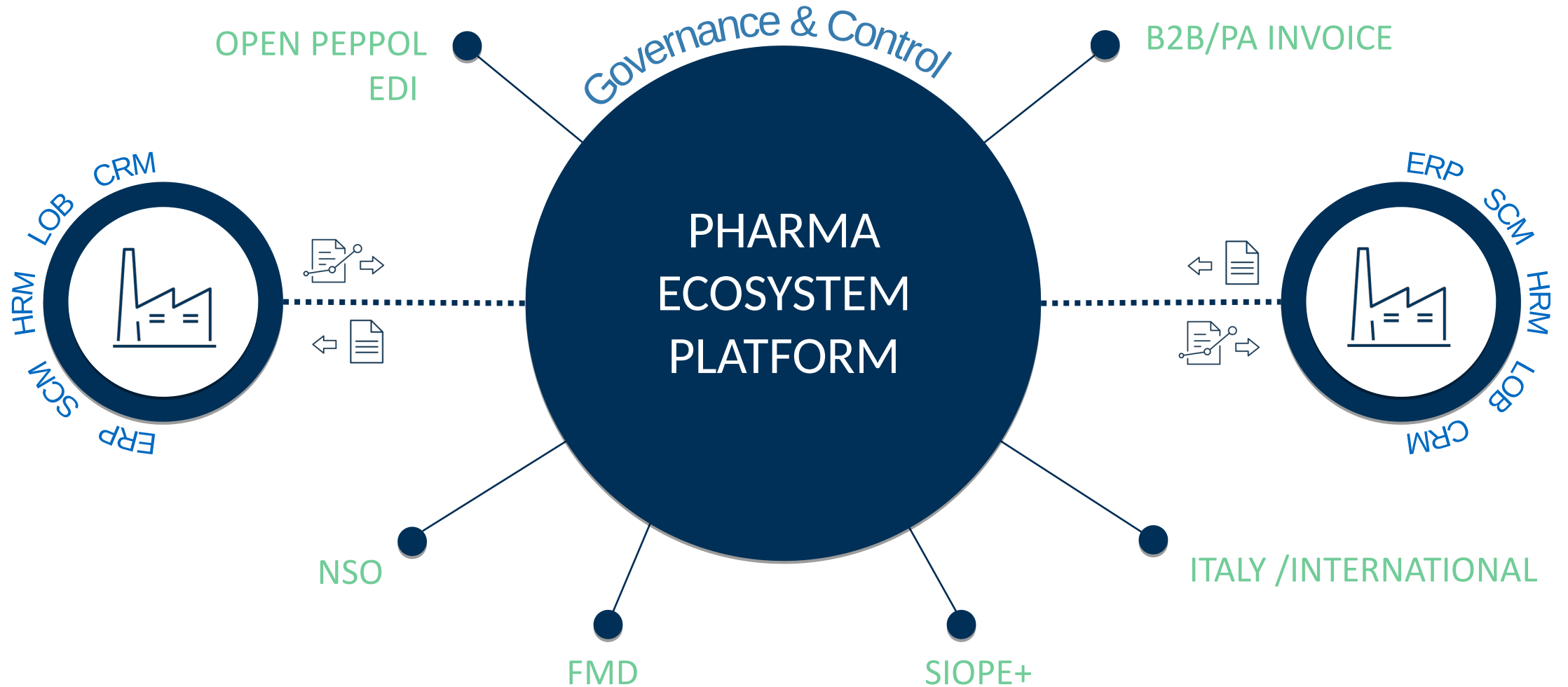
The starting points **varied**.

In some cases the focus is on providing a **comprehensive roadmap for a full digital transformation**. In others, the goals concern to **define a vision** for- and a plan to pursue- the most attractive digital growth opportunities.

And in still others, the mission concern is **get existing digital transformations back on track**, developing a unified strategy to align disparate digital initiatives across divisions and functions.

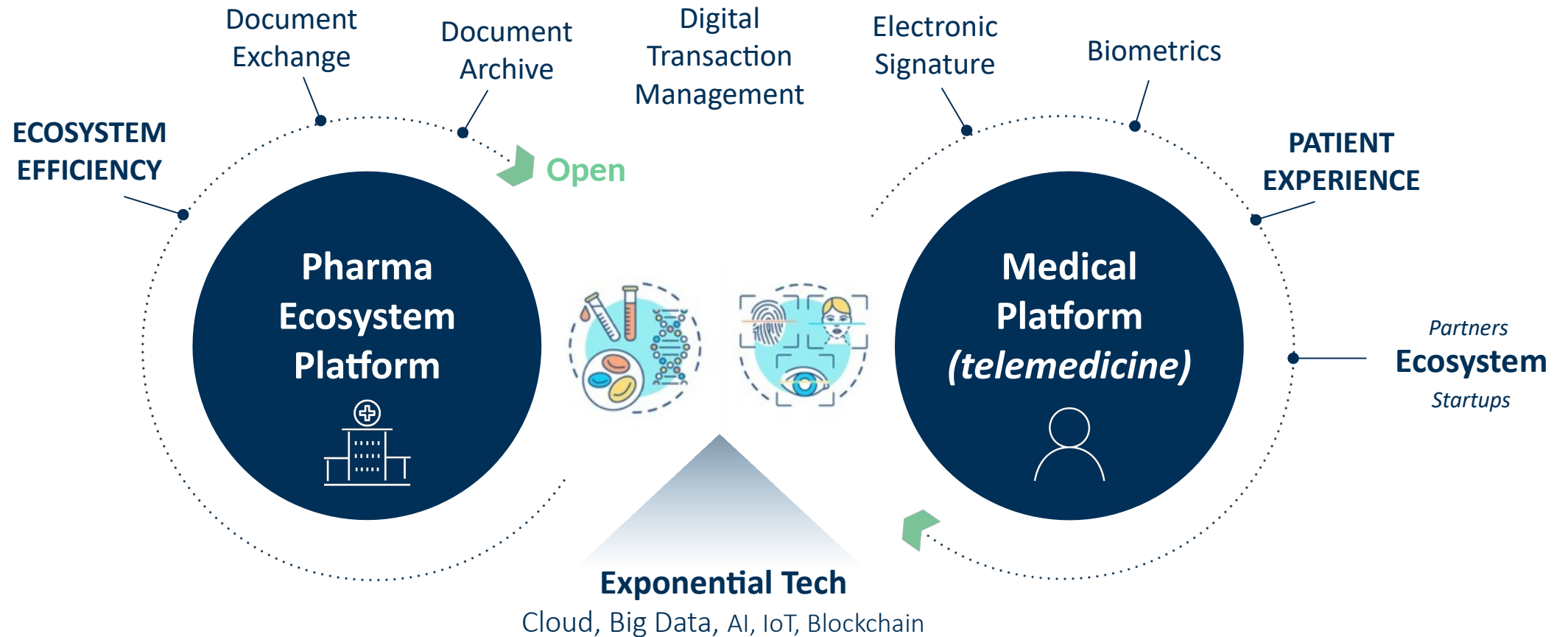


# Pharma Ecosystem Platform



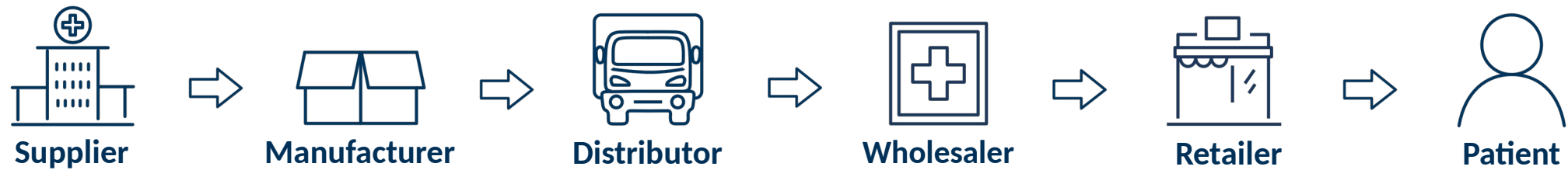
# Digital Plays a Key Role in the Future of Healthcare

How can Technology help to achieve a connected health and overcome the current challenges that face the healthcare industry?



# Blockchain in Healthcare

Innovation & Opportunities

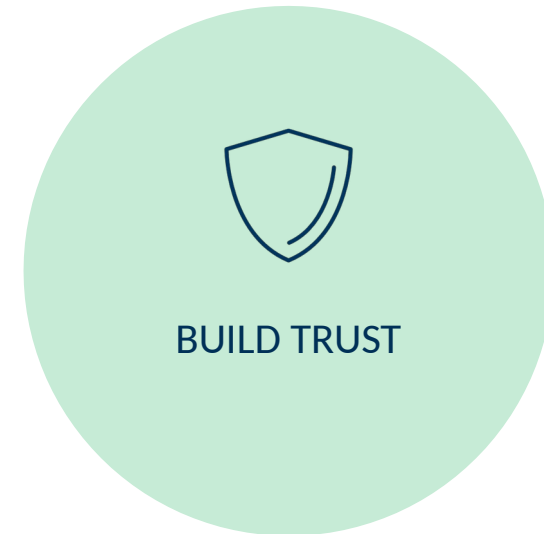


The benefits of blockchain technology solution are mainly 3: **Transparency, Security, Analytics.**

This technology could provide a **new model for health information exchanges** (HIE) by making electronic medical records **more efficient**, disintermediated, and secure. While it is not a panacea, this new, **rapidly evolving field provides fertile ground for experimentation, investment, and proof-of-concept testing.**

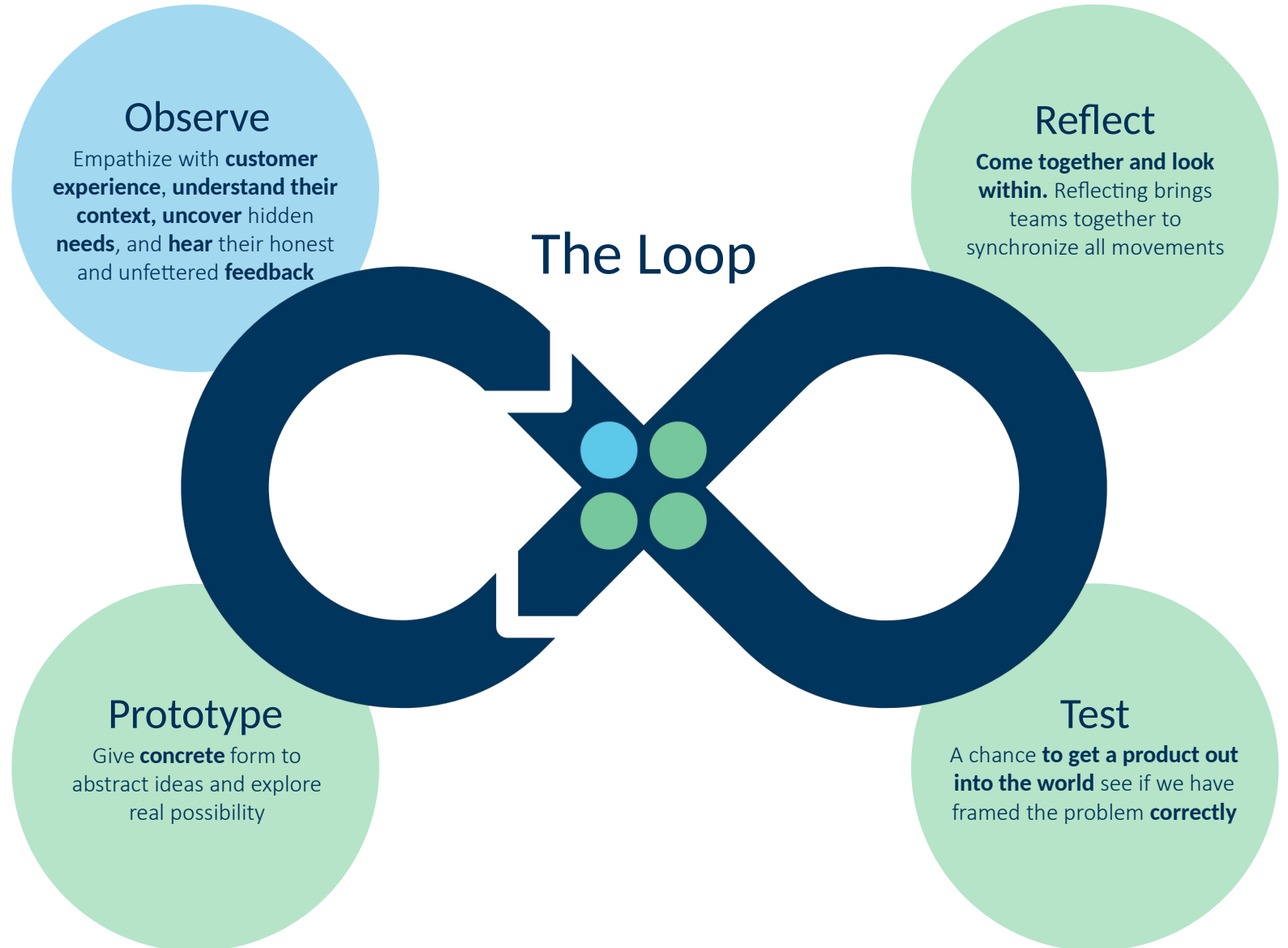


# Whatever technologies will enable, three dimensions need to be carefully taken into account



# Service Design Thinking: a bright framework for innovation

Understanding the right problem to solve is the biggest factor in our success. Design Thinking is a framework for identifying the end users' real needs, combining creative and analytical steps.







# Thank you

Pietro Lanza

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