

Open Knowledge in Digital Health

A pain free approach?

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Introduction

Digital technology is revolutionizing health.

Unless you've been off-planet for the last few years, you'll know that digital technology has revolutionised healthcare. Come to think of it, even those tracked with human telemetry on the International Space Station (ISS) have benefited from these revolutionary advances. So perhaps not.

In our industry, we all have patient wellbeing at heart. We all need to find cost-saving opportunities and we recognise that human error remains a risk. Digital technology helps meet all these goals.



But perhaps even more significant is the capacity that digital technology has to provide reach, engagement and opportunities for collaboration across borders, in real-time and at very low cost.

No surprise then, that the value of the global digital health market is set to increase from \$268bn per annum in 2021 to \$657bn by 2025.

The expert prognosis is that it will continue to do so over the years to come.

Why? Because digital technology has a quite staggering capacity to provide significant multiple benefits in healthcare:

- Improving standards of patient care
- Boosting efficiency and productivity
- Minimising error



Global Challenges with Digital Health

Long before the Coronavirus became an international crisis, the population already faced a killer pandemic. Over 1.5 billion people suffer from non-communicable diseases, like diabetes and hypertension, across the globe.

The **problem** persists as most doctors and patients in underdeveloped countries still **struggle to access digital information** or use devices efficiently.

Their **lack of knowledge** on operating modern health tech is as much a cause for their **slow systems** and inadequate treatment as their socio-economic status.

Collaboration amongst different stakeholders allows each member to provide the best care to their patients. Newfound insights could also speed up diagnoses.

Sadly, this is the reality: Our **current health system** operates within a **broken network** that excludes underprivileged stakeholders. There are blockages within the pipelines created to share data.

But healthcare exists to serve all the public, so it is impossible to progress without **initiating a change**.



In 2018, we surveyed over 50 stakeholders within the digital health space to uncover the main obstacles they face in the system. The majority expressed a need for more:

- Useful contacts
- Peer collaboration
- Insight into Artificial Intelligence
- Pharma, Tech, and Patient advice
- Mentors, cofounders, and funding

Today, most MedTech and telehealth services exist via online platforms. But even so, many of the users we interviewed face issues with:

- High spam rates
- Slow Response times
- Data security and confidentiality
- Legal costs to cover protection
- Low-quality information outputs

Most networks lack access to the professional knowledge they need to improve healthcare outcomes.

We work in an industry that allocates more resources to innovation, research and development than any other. However, sectors such as publishing and retail appear to be collaborating to transform and leverage digital technology more quickly and effectively. The reduction of human suffering deserves more digital attention than the sale of books, don't you think?

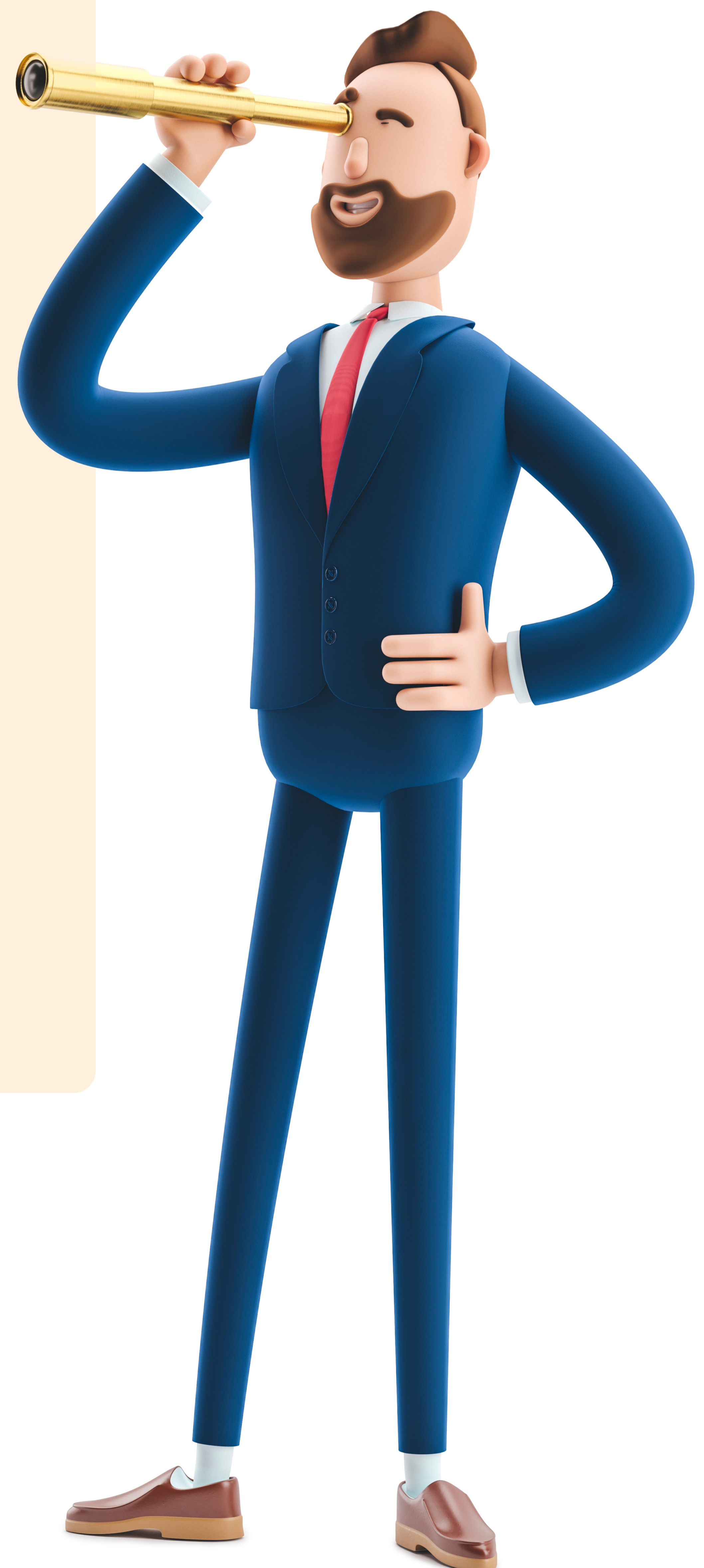


Scoping the Problem

Healthcare is knowledge-rich and yet underutilises different means of knowledge transfer, due to various barriers to the data flow. Data sharing is often barred by misaligned incentives and ethical, social, and legal issues. Data sharing platforms require a robust infrastructure to support needs for big pharma or healthcare systems.

In healthcare, knowledge sharing is a necessity and often conducted on an ad hoc basis during problem-solving conversations between healthcare professionals. This leads to problems where the knowledge:

- 1 **Sharing community (i.e. donors and seekers) is not sustained for future knowledge sharing activities.**
- 2 **Created and shared is often not recorded effectively for future reference purposes.**
- 3 **Sharing medium is often temporary and not maintained for future knowledge sharing exercises.**
- 4 **Sharing culture is not promoted and consolidated within the organisations.**



**“When love and
skill work together,
expect a
masterpiece.”**

- John Ruskin



The Solution

Digital transformation is no longer the exclusive preserve of entrepreneurial and skilled techie coders. We all have a role to play.

If we can bring together our wide range of skills ... connect, converse and collaborate in **a dedicated and open knowledge sharing ecosystem**, we can create digital processes, solutions and tools that are easy to use, are **relevant to context** of use and **fit the work streams** of intended users. We can then significantly accelerate digital transformation in healthcare.



To leverage the combined knowledge, skills and expertise of pioneers and leaders in healthcare, new knowledge management solutions are needed. These insight hubs can be subject specific and provide opportunities for organisational learning, collaborative problem solving and peer-to-peer education.


At Bionabu our aim is to create an safe environment and platform to encourage knowledge transfer. A destination for a community of digital health experts to collaborate, and share ideas and information on a decentralized platform.



What is Bionabu?

In our industry, significant levels of resource are invested in consultancies, recruitment, or contract research organisations. However, these contractual, client-supplier relationships aren't always the best breeding grounds for open, unbiased and challenging exchanges of expertise and insight.

Bionabu is wheel, providing a platform for making connections, a forum for starting conversations and a collegial congress for collaboration.



A robust and enduring knowledge sharing culture, platform and process.

A variety of knowledge resources (such as conferences, learning, mentoring support etc.)

The dissemination of knowledge across professionals, departments, and institutions.

A group of healthcare stakeholders with diverse capabilities, needs and expectations.

Knowledge-driven healthcare processes to accommodate a variety of operational environments.



How can digital health experts collaborate to help ensure the needs of the front-line are baked into the design and development of future digital solutions?

Bionabu is just one of many examples of the collaborative platform required to make this possible. Ours is focussed on healthcare.

By bringing together experts in healthcare, pharma, biotech, law, digital, technology and finance we are creating the environment in which these bold ideas can be developed in a spirit of openness and collaboration, rather than secrecy and protection. We're unlocking the gates of closed networks, departments and institutional silos.

We're doing so, mindful of our obligations and the technical requirements relating to privacy, security and data protection.

Imagine a different scenario where all parties in the task of making clinical records unquestionably available, accessible and usable were enabled, encouraged or even required to collaborate openly to solve the problem?

We remove organizational and cultural barrier due to its open, unbiased, and decentralized source of information. We aim to establish a culture for collaboration among digital health stakeholders.

The content is generated at a significant rate and is represented in a variety of methods, ranging from:

- research-based publications
- problem-based discussions
- experience-based insights



Join Us

Technology has led us to design an innovative knowledge sharing system – whereby geographically dispersed experts are virtually accessible to meet, collaborate, create, and share digital health knowledge.

This knowledge is created and consumed by a wide range of multidisciplinary healthcare stakeholders – including healthcare industry practitioners; legal professionals; finance experts; technologists.



Share to collaborate,
find business advice,
mentors and
information



Grow by connecting,
with experts in
healthcare, technology,
finance and law



Consult the Nest, to seek
advice on challenges such as
market access, regulatory,
funding and much more

We believe in strengthening close collaboration among all digital health stakeholders to impact healthcare innovation/digital health positively. Bionabu seamlessly connects and shares the knowledge to allow you to get in touch with the most promising and exciting digital healthcare innovations.

Ready to get started?
visit [Bionabu.com](https://www.bionabu.com)



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