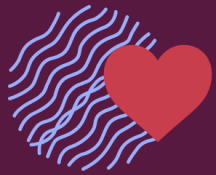


HealthB[®]

Municipality & Citizen's Collaboration Tool

- ✓ **Health Information**
- ✓ **Treatment Plan**





Social problem – we are in a global health care crisis

Ageing population, increase in chronic diseases and lack of qualified personnel



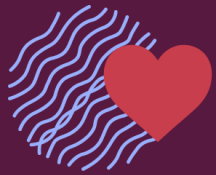
Primary health problem – lack of capacity and sustainable health

Need to shift from volume to value with smarter services and work processes

Citizens do not have access to or overview of their own health information

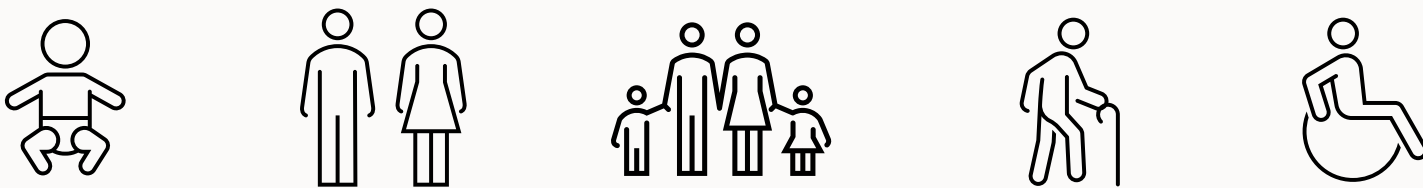
Citizens' insight and proactive ownership of their own health will be crucial

Citizens have no collaborative tools to handle their health

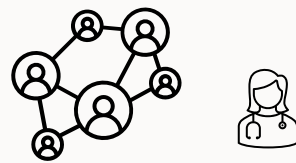


The Municipality has a huge responsibility

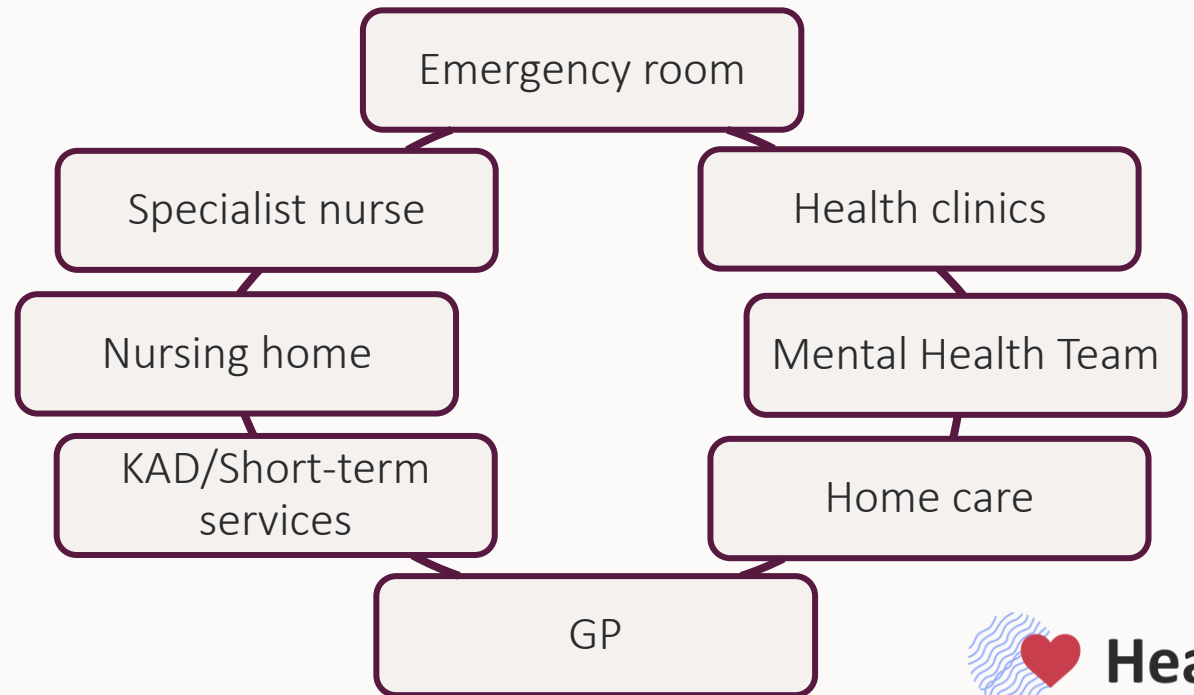
Citizens - How to secure health throughout life?

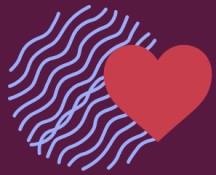


Municipal management
- How to organize within given cost budgets?
- Attract & keep health care professionals?



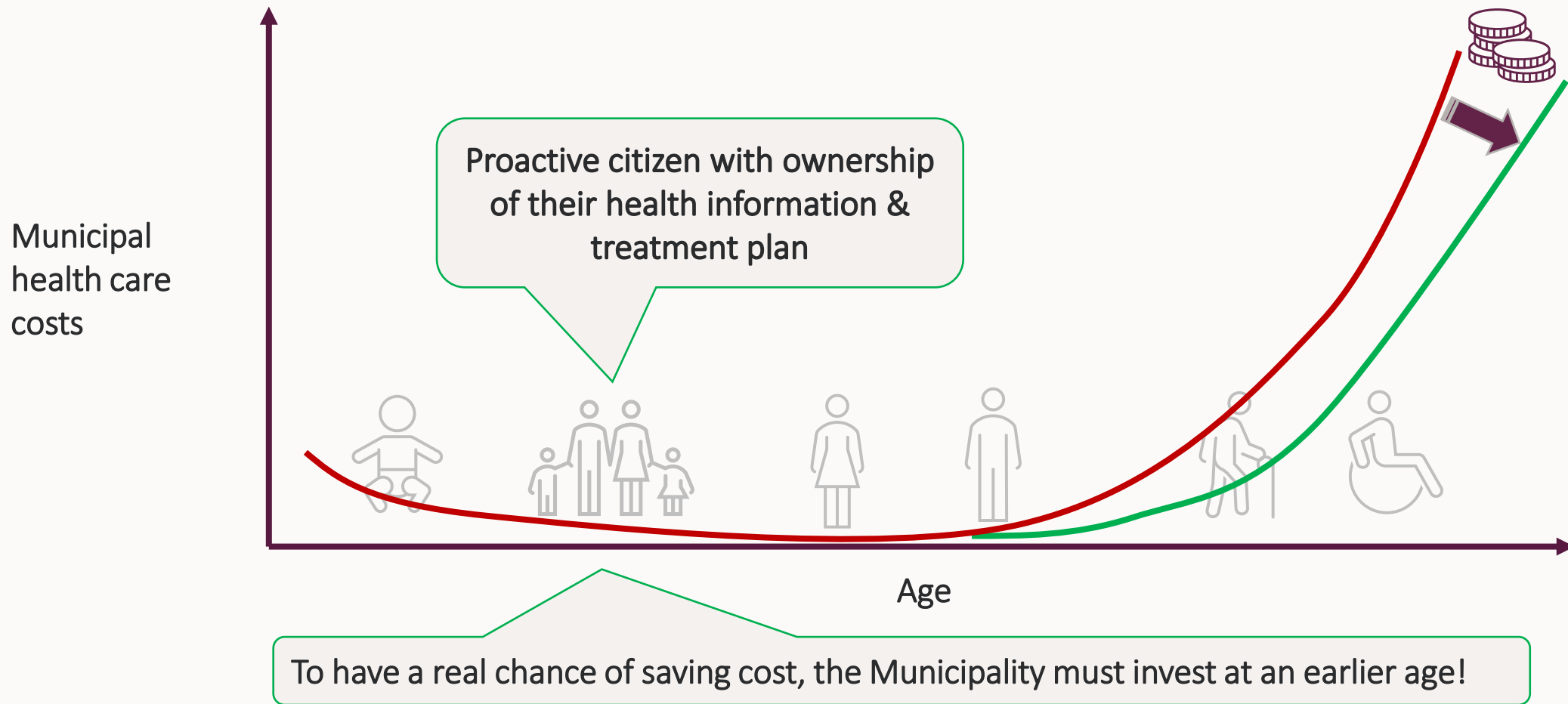
Health services
- How to execute service, interact, collaborate?

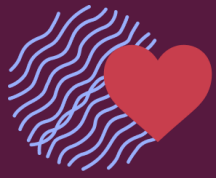




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The value of ownership to your health





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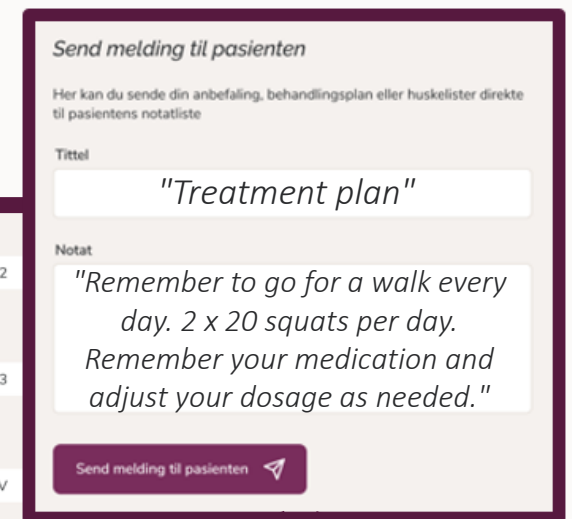
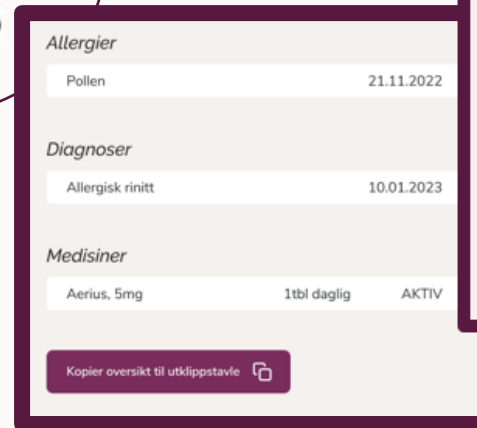
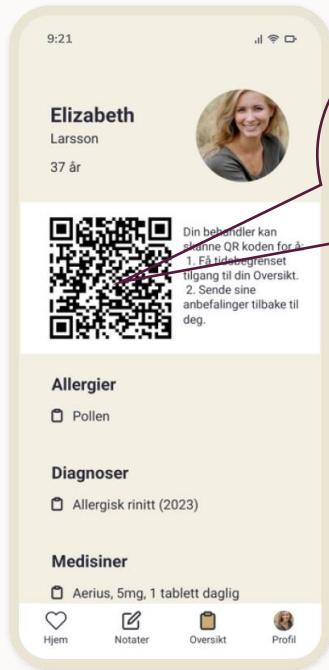
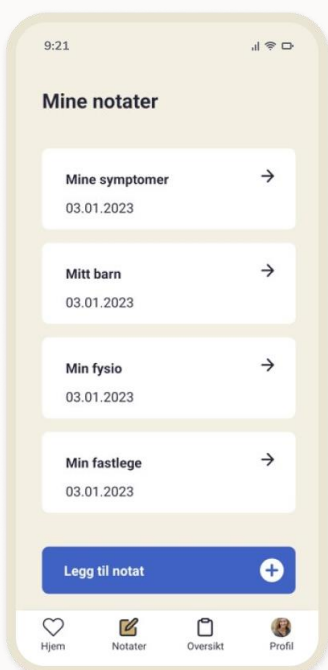
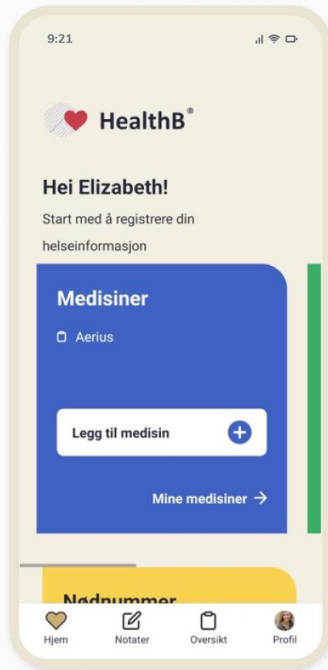
Municipal Solution

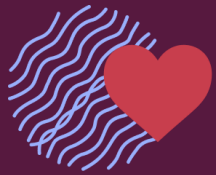
The Municipality & Citizen's collaboration tool. For Citizens who are able and wish to own the storyline to their health.

Citizen **collects** their health information

Citizen **shares** to the health care provider

Health care provider **sends** advice / treatment plan in return





Today: Citizen registers their own health data - alone or in cooperation with health care professional.

Future: As public health APIs open up, HealthB will automatically collect health info from other systems.

Mobile App for Android & iOS = HealthB

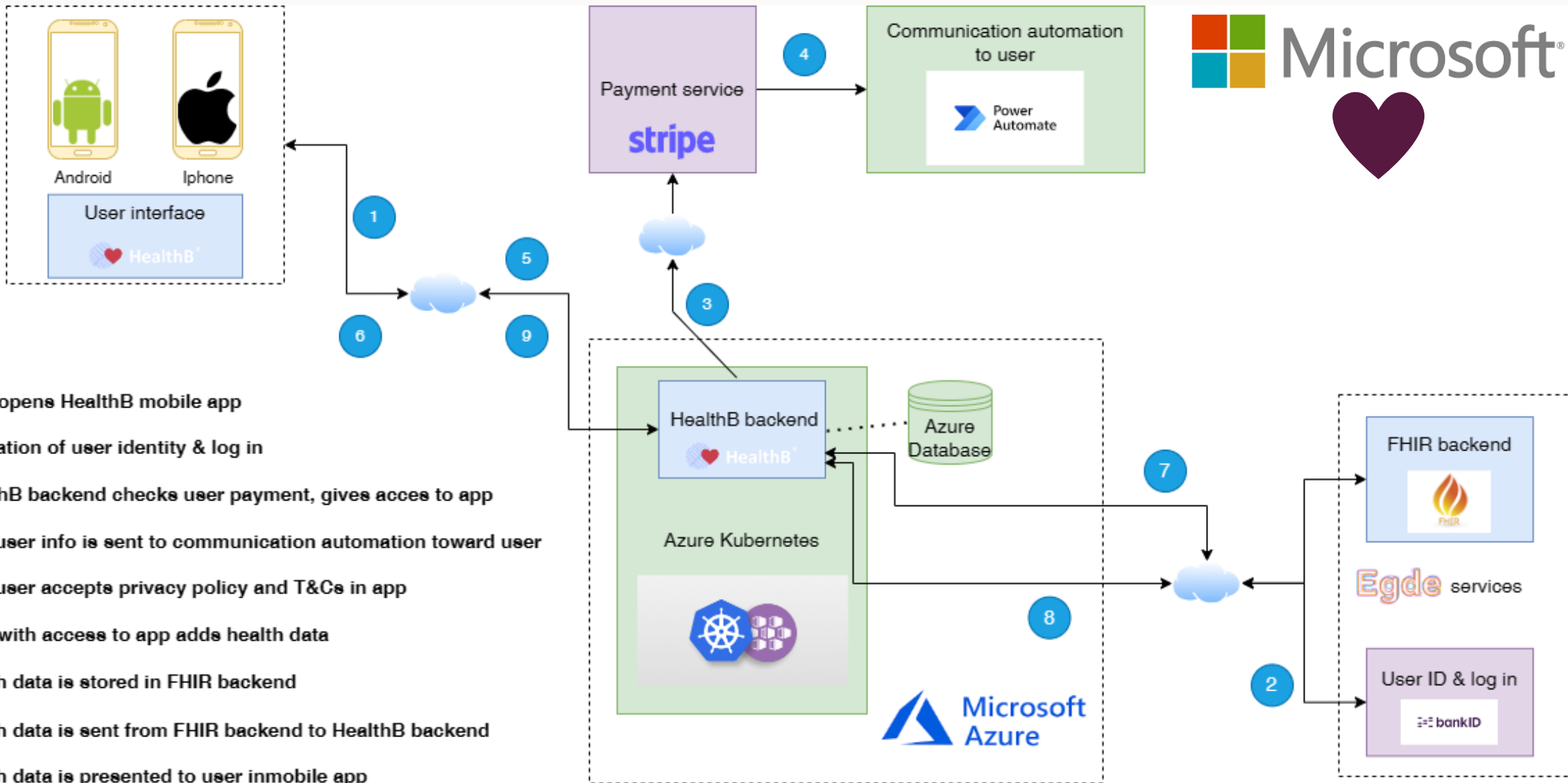
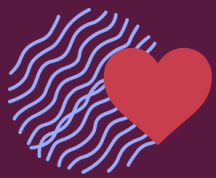
SMART on FHIR API for data exchange = Egde
(authentication and integration of data)

FHIR HL7 Standards for Health Tech = Egde
(organization and storage of data)

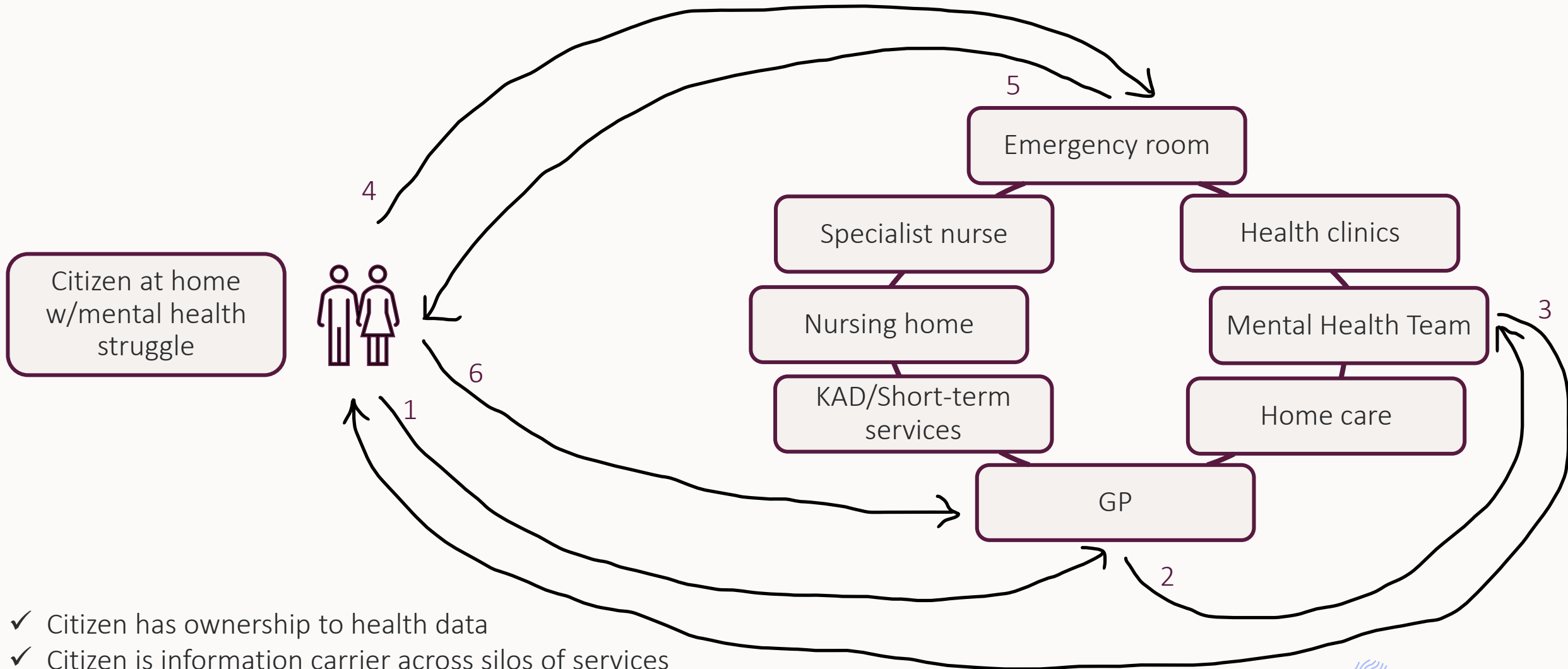
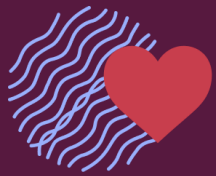
Hosted encrypted environment in private cloud for added security and Schrems II compliance. Microsoft Azure included.

Egde

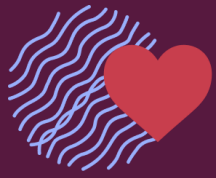
3. Party supplier of Norwegian public health data, NHN
Delivering to municipalities & hospitals



- 1 User opens HealthB mobile app
- 2 Validation of user identity & log in
- 3 HealthB backend checks user payment, gives access to app
- 4 New user info is sent to communication automation toward user
- 5 New user accepts privacy policy and T&Cs in app
- 6 User with access to app adds health data
- 7 Health data is stored in FHIR backend
- 8 Health data is sent from FHIR backend to HealthB backend
- 9 Health data is presented to user in mobile app



- ✓ Citizen has ownership to health data
- ✓ Citizen is information carrier across silos of services
- ✓ Municipality offers cost efficient, time saving- and connected health services w/ less strain on personnel



COLLABORATION

Mental Health subscribes monthly to HealthB for healthcare professional **Tom** & the Citizens referred to him by their GP

Mental Health receives promo code, link to HealthB & distributes to Citizens through municipal messaging

Mental Health registers in HealthB partner portal for **Tom's** access to relevant health care professional tools

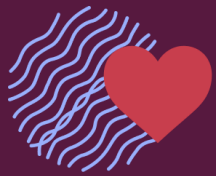
VALUE



We would love for you to use HealthB as collaboration tool with Mental Health, for your health information and treatment plans. Please download & use promo code for free access.

- ✓ Subscribe: www.healthb.no/lege
- ✓ Low cost of entry, pay for use
- ✓ Complementary to existing systems

- ✓ HealthB Scan tool for Citizens QR code
- ✓ HealthB Patient Success Framework - how to systematically, digitally follow up Citizens
- ✓ HealthB text templates to send through your messaging system
- ✓ Digital HealthB profiled materials for driving awareness & marketing to Citizens



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Eg. Collaboration in Mental Health (2/4)

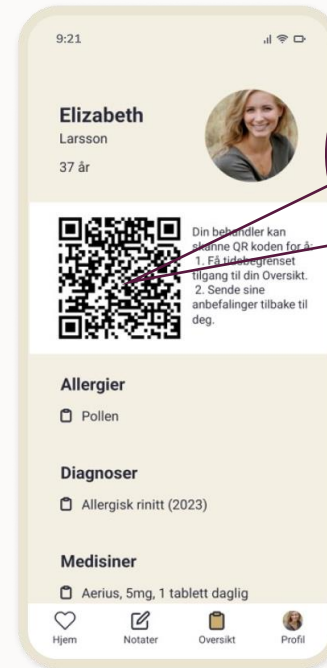
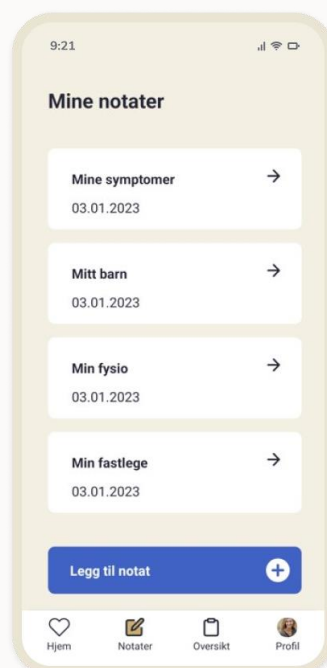
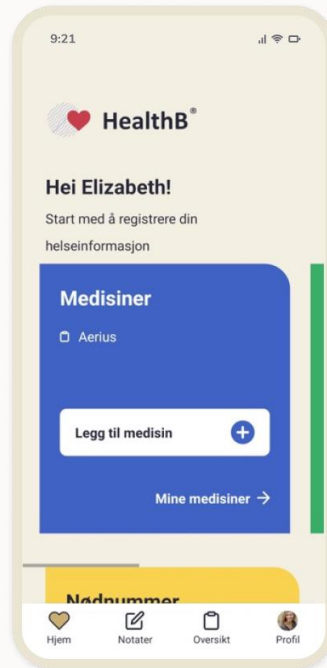
COLLABORATION

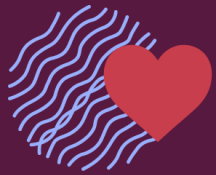
Citizen uses promo code & downloads HealthB mobile app for free. Log in with BankID

Citizen registers health information, alone or with health care professional **Tom**

Citizen shares health info to their health care professional **Tom** with QR code in consultation or numeric code remote

VALUE





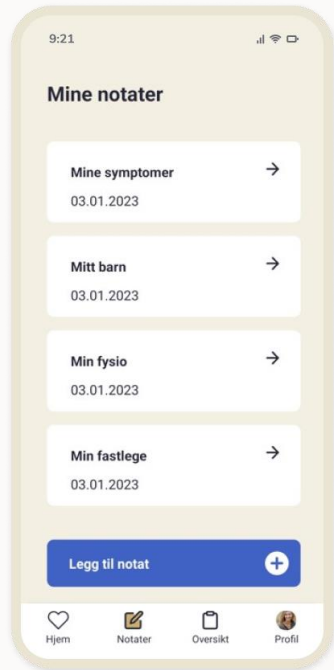
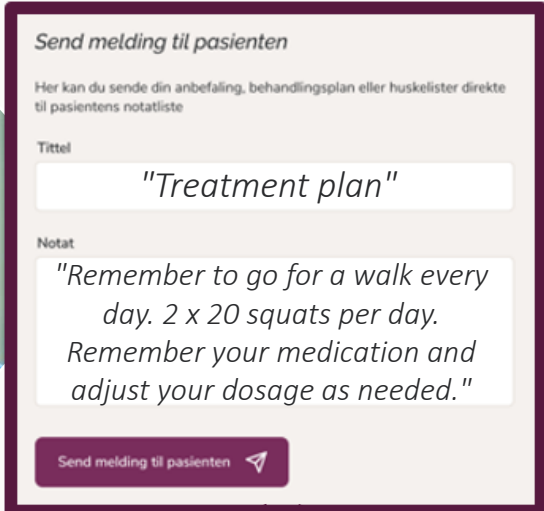
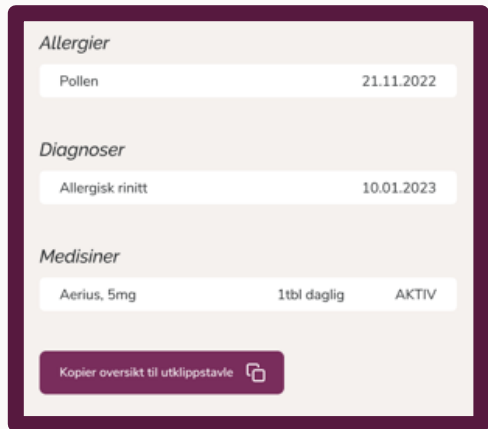
COLLABORATION

Tom copies updated health info to existing EHR

Tom consults & sends advice / treatment plan in return & Citizen returns home

Citizen uses notes to organize consultations, questions & register symptoms at home

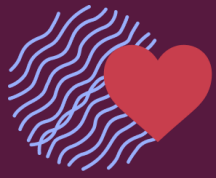
VALUE



- ✓ No extra documentation
- ✓ Up-to-date health info
- ✓ Saves 10 min. per consultation

- ✓ Increased success with treatment plans
- ✓ Lower cost due to failure, relapse

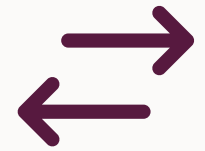
- ✓ New cost-efficient opportunities for safer remote digital follow-up, based on a common digital overview
- ✓ Health info stays with the Citizen, no longer locked in system silos.
- ✓ Citizens own the storyline to their health.



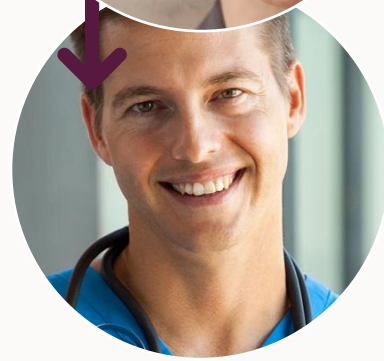
COLLABORATION

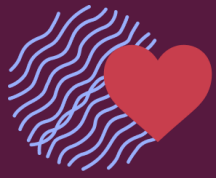


VALUE



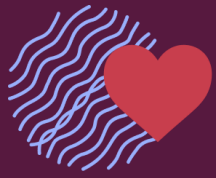
- ✓ Up-to-date info stays with Citizen
- ✓ Increased quality in treatment
- ✓ Lower risk, cost of mis-treatment
- ✓ Collaboration enables the “right person for the right task”
- ✓ Working smarter, not harder, with visible results makes it more fun to work in municipal health





- ✓ Proactive Citizens who own the storyline to their health
- ✓ Equal insights into Citizens' up-to-date health information across municipal health services
- ✓ Connected health services across silos in the Municipality
- ✓ Increased quality in municipal health care services
- ✓ Cost savings, increased capacity and freed up time
- ✓ Satisfied employees working smarter, not harder, with new way of work
- ✓ Securing reputation and reducing risk





HealthB[®]

Get started, subscribe via Microsoft

1 Order HealthB for your x healthcare professionals. Monthly subscription, renewed automatically. Ordering is synonymous with your acceptance of HealthB partner terms & conditions.

2 Receive a promo code by email and **forward it to your Citizens through your messaging system**, along with instructions on how to use. Your **Citizens can get HealthB for free** by downloading from app store using promo code.

3 Create your profile on HealthB Partner Portal to get access to healthcare professional tools
Health care professionals can now start incorporating HealthB to work smarter, not harder!

Want to try what it's like for the Citizen?

Download HealthB to your mobile for free for 30 days, share your "health info" to your healthcare provider colleague and get the "recommendation or treatment plan" in return

Demo of HealthB - a doctor explains: <https://youtu.be/M3jQfI9ItY>



Municipality & Citizens Collaboration tool

- ✓ Health information
- ✓ Treatment plan



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Master of Science in Business and Economics,
Strategist & Technologist

