



AI for health innovation

Focus on prevention and public health

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Introduction



Nice to meet you

- Senior scientist at CoE Health Innovation
- Background at Erasmus MC - Public Health & Local Health Service for municipalities (GGD)

Pillars of AI for Health Innovation

- **Prevention & Public Health**
- Chronic disease management
- Wellbeing and long-term care for vulnerable population groups

Challenges and focus of this pitch

Main challenge

Public health promotion =
Interaction of environment, behaviour
and individual aspects of health

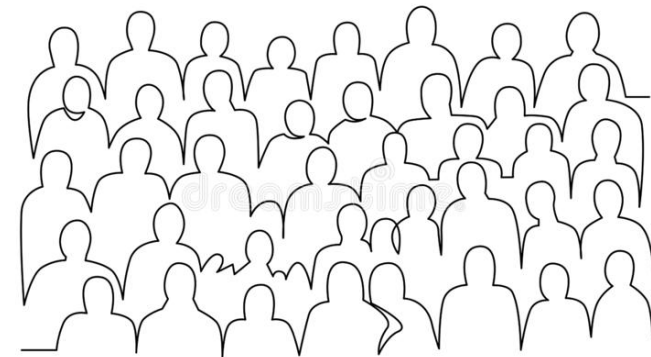
Population
health data

Individual
health data

Large **variety** of
data sources &
ownership

This pitch

- Using AI to substantiate **public health interventions**
- **Ethics** of using data of **healthy citizens** for data science



Evaluate interventions



Societal challenge

An urgent need for acceleration of **vaccination coverage**.

Project aim

Explore use of Data Science & AI for **generating vaccine evidence** for people that did not have access to information.

Project challenge

Public **data infrastructure**; who owned which relevant public health data?

Ethics of data sharing

Societal challenge

- Large demand for 'data driven' health policy
- Increased distrust in local government by citizens

Citizens are **primary data owners**

Idea

Create a **data infrastructure** that optimally facilitates our **citizens' decisions** to either **share or not share** their public health data with scientist

Project challenge

Balance between **prevention** of diseases and **privacy** protection

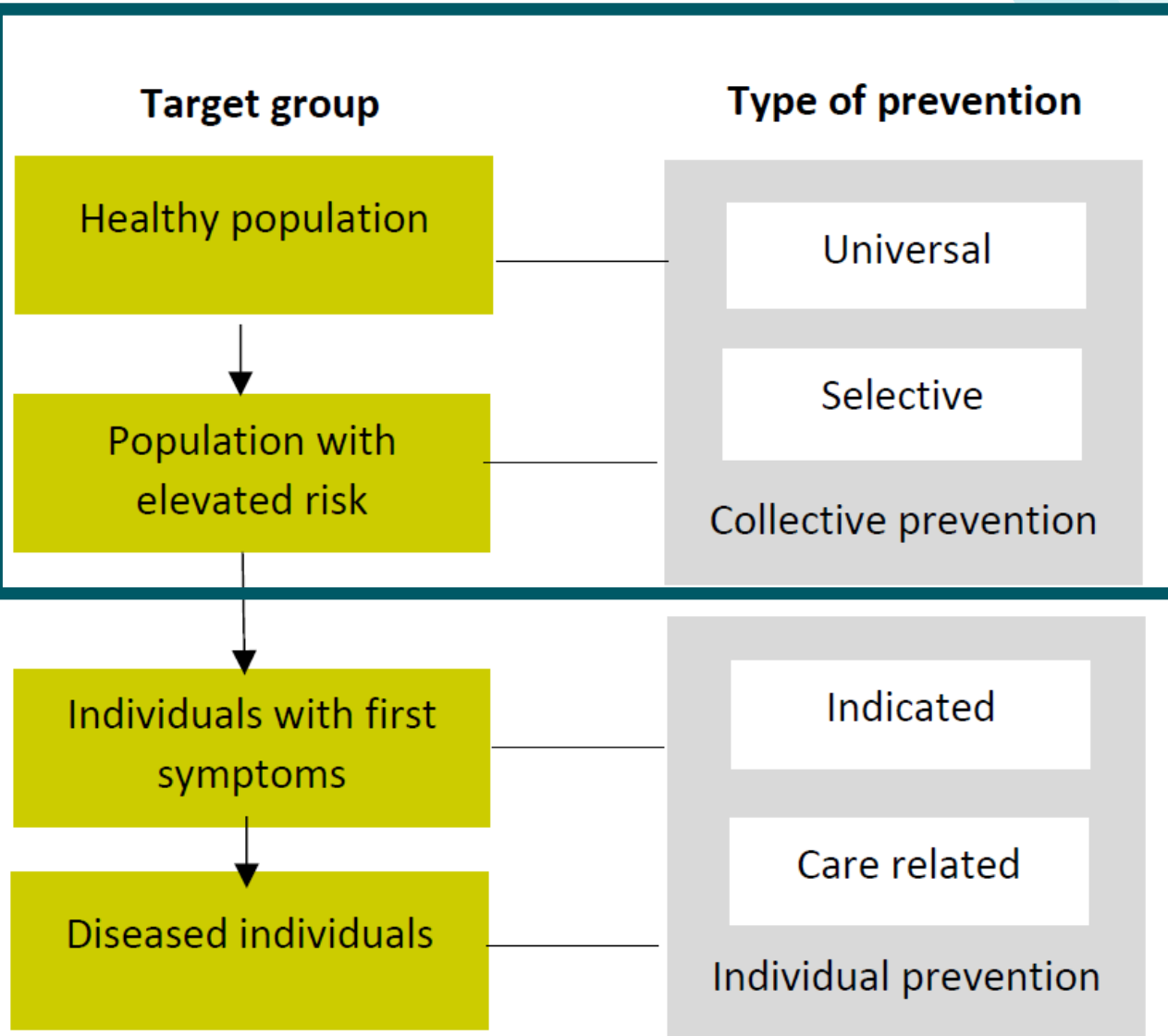
- What are your biggest
‘data related’ questions?
- Are you familiar with AI?
- What AI solutions would
help you to do your daily
work better?



How about you?

let's change
YOU. US. THE WORLD.

Back up slide



Source: <https://www.loketgezondleven.nl/integraal-werken/wettelijk-en-beleidskader-publieke-gezondheid/wat-is-preventie> (adopted version)