# **eHealth HUB Smart Guides**

FIND YOUR WAY THROUGH THE EHEALTH MARKET





The eHealth Hub project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No727683





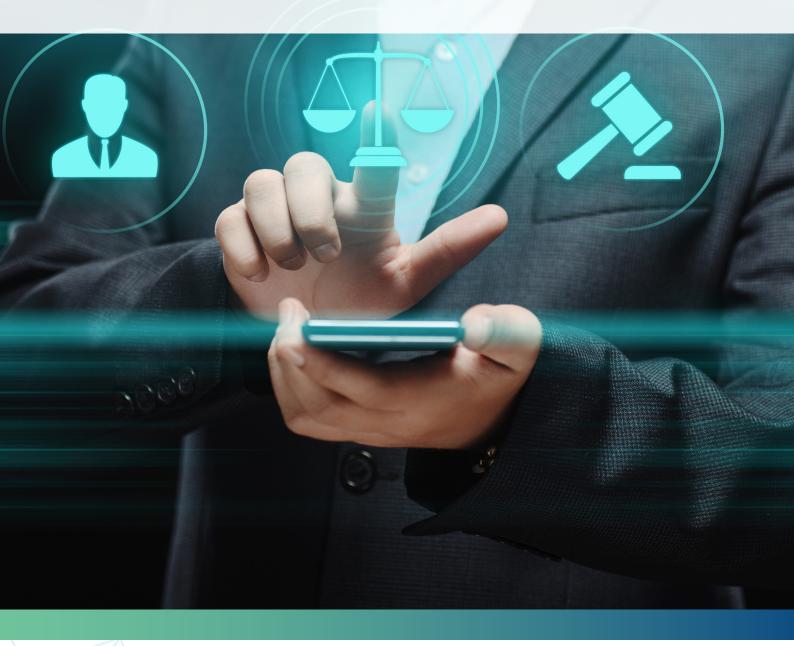






# "GDPR AND YOUR EHEATLH SME"

**LEGAL MAPS** 





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#### We are here to support European eHealth businesses

eHealth HUB - European eHealth business support is the new EU-funded initiative, cross-border and focused on the digital health vertical. eHealth HUB's goal is to provide high-quality business-oriented services tailored to the needs of European eHealth startups, SMEs and stakeholders. We use a demand-driven approach to promote new business and collaboration opportunities for SMEs and key ecosystem stakeholders including healthcare provider organizations, investors, insurers, pharma and med-tech.



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# From Business Modelling to Regulatory advice: exploit our services

eHealth HUB offers FREE services to support European eHealth SMEs, healthcare providers and ecosystem stakeholders on the following key areas:

#### **Business modelling**



#### Business model clinic One-on-one Support

The Business Model Clinic supports the best promising entrepreneurs and startups offering personalized coaching on business proposition, customers and go-to-market strategies.



#### Lean Startup Academy Learn to be Lean

The Lean Startup Academy provides eHealth SMEs with the opportunity to mature their business by systematically testing their ideas against the

#### Access to private finance



Investment readiness training & pitch Make eHealth SMEs ready to make their business

eHealth Hub Investment Readiness prepares European early-stage startups and SMEs to approach and collaborate with investors.



## eHealth Hub Platform The place to be for eHealth SMEs and Investors

The eHealth Hub Platform features SMEs, investors, healthcare organizations, legal and regulatory service providers. By registering, health stakeholders can get easily in touch with each other.

#### Commercialization



Solution Match Start form your need, ask European SMEs for a Solution

Solution Match supports healthcare providers, insurers, pharma or medtech companies looking for a concrete digital health solution to be implemented in their organization.



eHealth Roadshow

Pitch your solution, Jump into European

market

eHealth Roadshow offers an opportunity for selected eHealth SMEs to expose their digital health solutions in front of a Committee of key stakeholders in the eHealth European market.

## Legal issues & Regulatory and reimbursement guidance



#### A compass to navigate legal services through

eHealth Hub Legal Network offers good quality, affordable legal advice for eHealth SMEs as well as free workshops detailing current legal issues of



Regulatory Guidance Regulatory and Reimbursement Guidance for eHealth SMEs

eHealth Hub Regulatory Network helps European eHealth SMEs to be compliant with regulatory requirements and develop reimbursement strategies across the European Union.

# Let's find the best way to work together



**Jorge González,** eHealth Hub coordinator and eHealth Hub team

"At eHealth HUB, we believe that health organizations, public administrations, private companies, professionals, and patients all form a huge ecosystem: we cannot 'grow' without each other. That is why eHealth HUB works as a network of relevant stakeholders within the eHealth ecosystem to work together in order to boost eHealth in Europe. Therefore, if your business is in digital health, contact eHealth Hub. We'll find the best way to work together".





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# eHealth Hub Legal Maps focus on the General Data Protection Regulation (the "GDPR") because it affects eHealth companies directly.

From 25 May 2018, the GDPR binds all Member States in the EU to the same rules. This is new and has a huge impact on every organisation, and will also affect you. ARE YOU READY?

#### eHealth HUB Legal Maps

eHealth Hub has created a number of Legal Maps to help you understand the impact of the GDPR. These Legal Maps have one main goal: CREATING AWARENESS Being aware of relevant laws, understanding if they are applicable to your business and where to seek legal advice, is the crucial first step to compliance. By achieving compliance, you will be able to avoid penalties and high fines. In addition to that, you will be able to increase credibility in your product and or service, and to increase the opportunity to work with professional health institutions or companies which usually impose high data protection standards on themselves and their partners.

#### **Focus**

Your focus should be on developing and growing your business. Our focus is to support you with this mission. Legal awareness is key to avoid future complications. eHealth Hub organised several legal workshops in Europe, covering the topic of data protection. All workshops provided insights into the main data protection issues for eHealth SMEs. Therefore, these legal maps focus on the key issues raised by SMEs: sensitive data, consent, data housing & storage and anonymization & pseudonymization.

Taken together, the GDPR will be the local law of each EU Member State from 25 May 2018, and it WILL affect you. Make use of our legal maps for better understanding on **HOW** it affects you.



## **Legal Maps - Home page**



## **Need a lawyer?**

Click here to access our legal network.

### Comply or pay the price

Infringement of privacy rights: up to €20 million, or 4% annual global turnover.

Compliance failures: up to €10 million, or 2% annual global turnover.

See IT Governance's explanation of administrative fines.























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