HEALTH DATA POLICY INITIATIVE

SIIA is pleased to announce a new initiative focused on health data policy and the need for modernized privacy standards that responsibly safeguard sensitive health data while promoting value-based solutions for patients and consumers. We are dedicated to amplifying the voice of tech companies innovating to meet consumer demands for access to convenient, secure, and accurate healthcare technology.

OUR MISSION

» Modernize health data privacy – from HIPAA to a national comprehensive privacy framework

» Define and guard the line between HIPAA and a national privacy framework

» Bridge the gap between health tech and healthcare providers

» Promote responsible health data stewardship

ADVOCATING FOR HEALTH TECH AND INNOVATION

The 21st Century has seen major transformations in healthcare, driven primarily by technology and consumer demand. Healthcare is no longer centered solely around providers. Consumers expect to be active participants in their health care and to have access to the data driving those decisions. Tech has risen to meet these demands by providing consumers with innovative tools to capture, track, analyze and share their personal health information.

The next step in this tech revolution is to build the pathways for all health data stakeholders to work together to ensure that consumers receive the full potential of data-driven healthcare. SIIA’S Health Data Policy Initiative is dedicated to advancing conversations between traditional healthcare providers and the tech companies that are meeting consumer demands for greater access and participation in their healthcare.

Join us today! By working together we can:

- Ensure harmonized privacy standards for health data,
- Promote interoperability for the benefit of consumers and innovation, and
- Advocate for strategic and robust frameworks that optimize the responsible use of health data to improve health outcomes for patients and society.
WHY NOW?

Demand and expenditures in healthcare and technology are increasing exponentially due to growing populations, the greater prevalence of chronic disease and advances in innovative digital technologies. The COVID-19 pandemic has also highlighted the important and necessary role of software and technologies from telehealth to track and trace applications. Public health officials and providers recognize the importance of these applications in helping to better meet patients’ needs and help control COVID-19 spread. Consider these stats about Mobile Health (mHealth), which show how health tech is becoming a permanent fixture to improve our lives:

- 90% of physicians use their smartphones at work
- 81% of American adults have a smartphone
- 2/3 of the largest US hospitals offer mHealth apps
- 85% of health insurance companies think mHealth creates value
- 43% of millennials prefer to access patient portals from their smartphone
- 74% of patients say using mHealth app wearables and other tools helps them cope and manage their conditions
- There are more than 84,000 mHealth app publishers in the medical, health and fitness market
- There are more than 320,000 mHealth apps available in major app stores
- The global mHealth app market is expected to reach $111 billion by 2025
- Over 60% of people have downloaded an mHealth app

SIIA is uniquely situated to be a key advocate for health data policy supporting continued growth of health tech. Several SIIA members are leading innovators in the health tech boom, and our talented policy team includes professionals with B2B and B2C privacy and data security expertise, as well as expertise in key policy areas critical to health tech, such as privacy, data security, AI, cross-border data flows, and intellectual property.

OUR HEALTH DATA VALUES

SIIA’s Health Data Policy Initiative will be at the forefront of national policy discussions, promoting our Health Data Values:

- Health data privacy standards must be modernized to meet 21st Century realities, ensure robust privacy protections, and enable the safe flow of data to foster the best healthcare outcomes
- Not all health data and health tech are the same, and modernization requires a dual approach: the modernization of HIPAA and the development of a national privacy law
- Harmonization of privacy principles, wherever possible, serves the needs of all stakeholders, including consumers, and maximizes the potential and healthcare outcomes

www.siia.net healthpolicy@siia.net