

# From point solutions to platforms: How to build strategy in digital health

BMJ  
Future  
Health  
Conference



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*Mentor  
UK Research and Innovation*



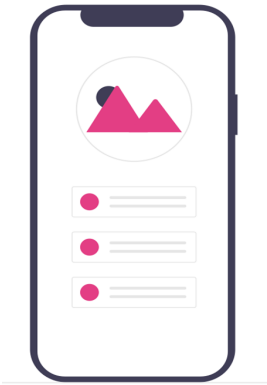


NOVO  
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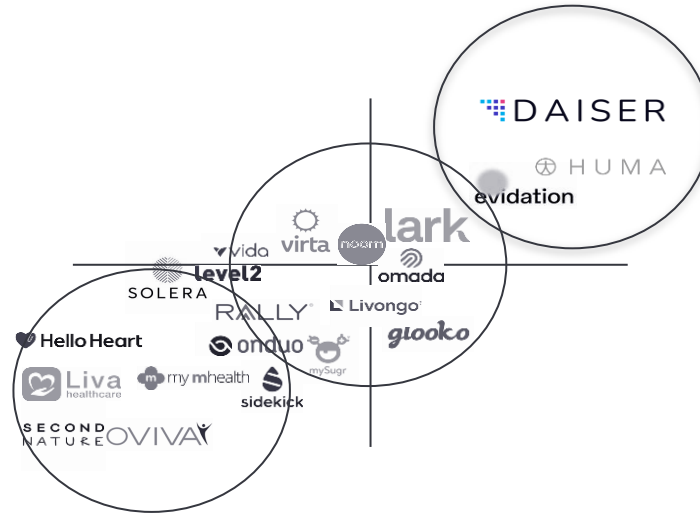


today

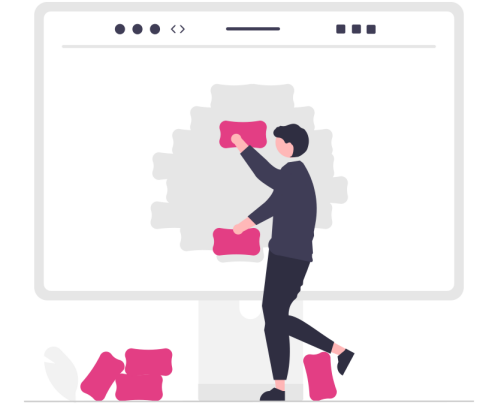
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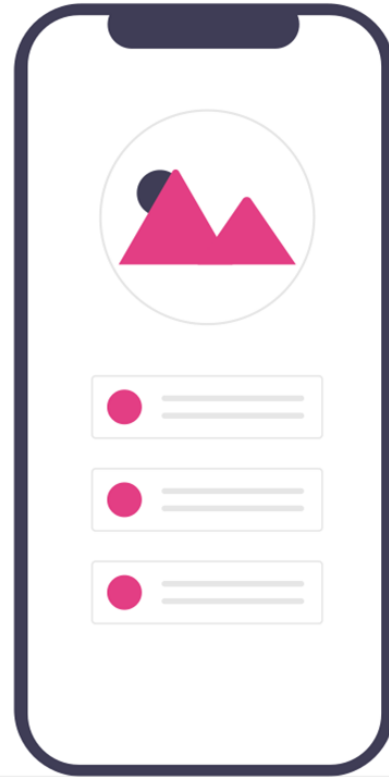
clinic >  
community



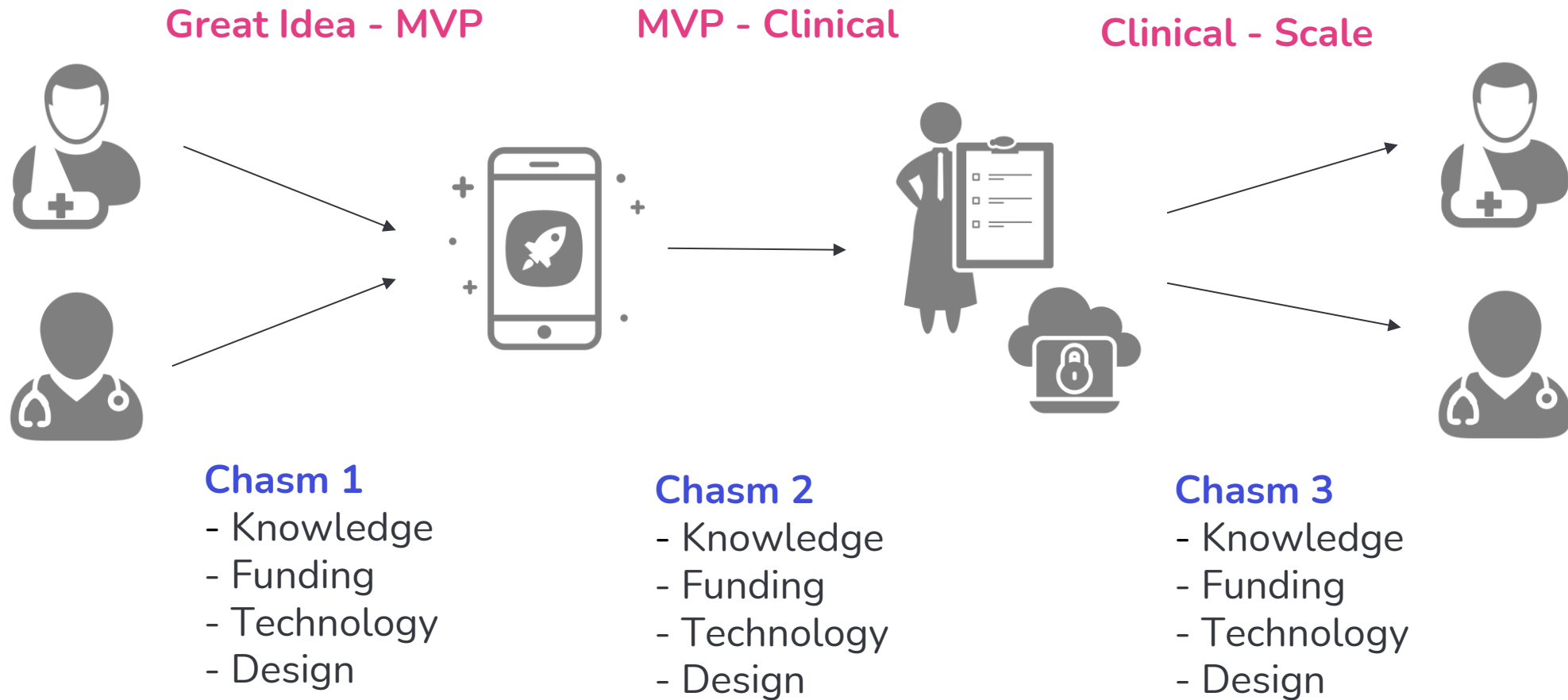
product >  
process



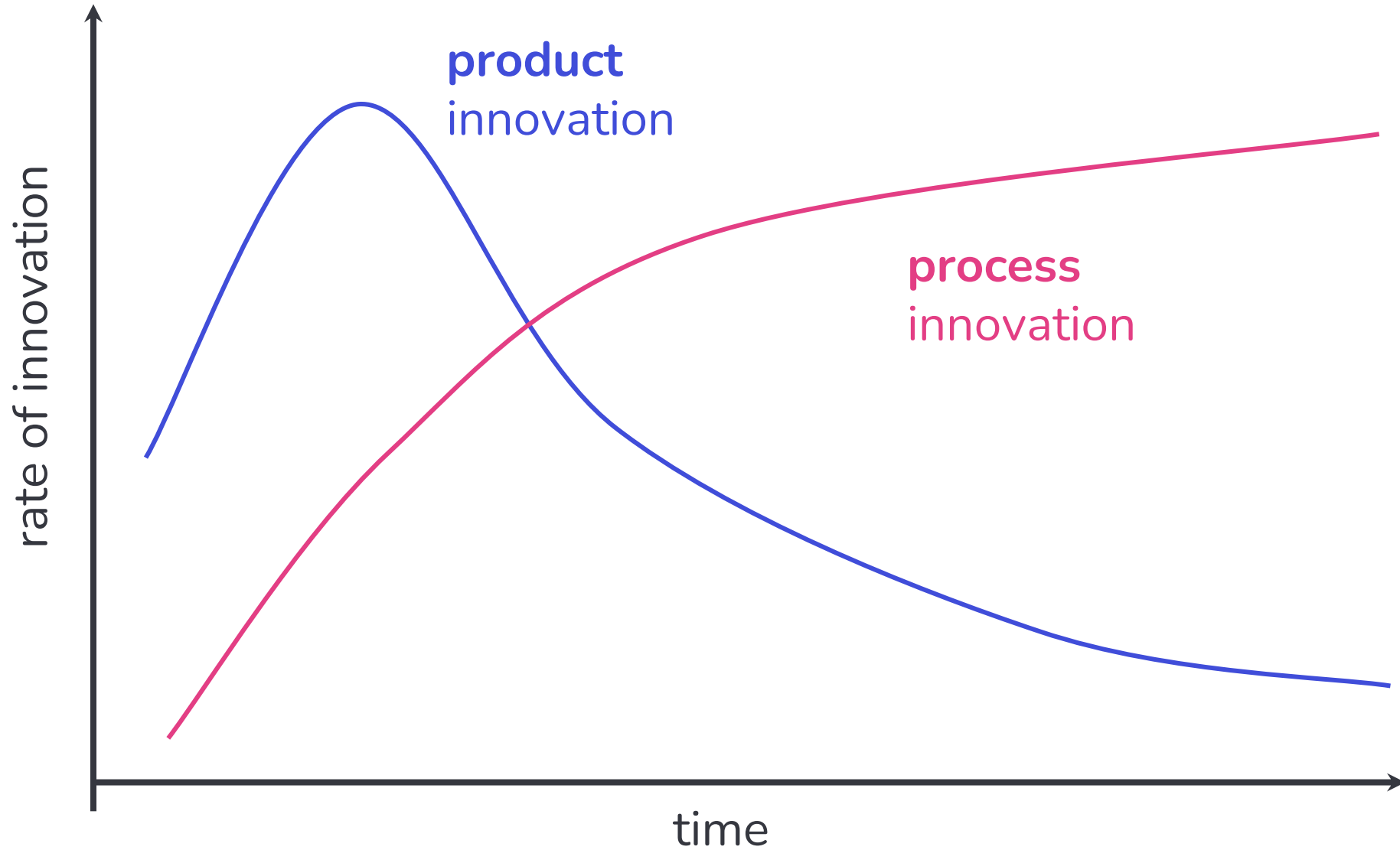
platform >  
personalized care

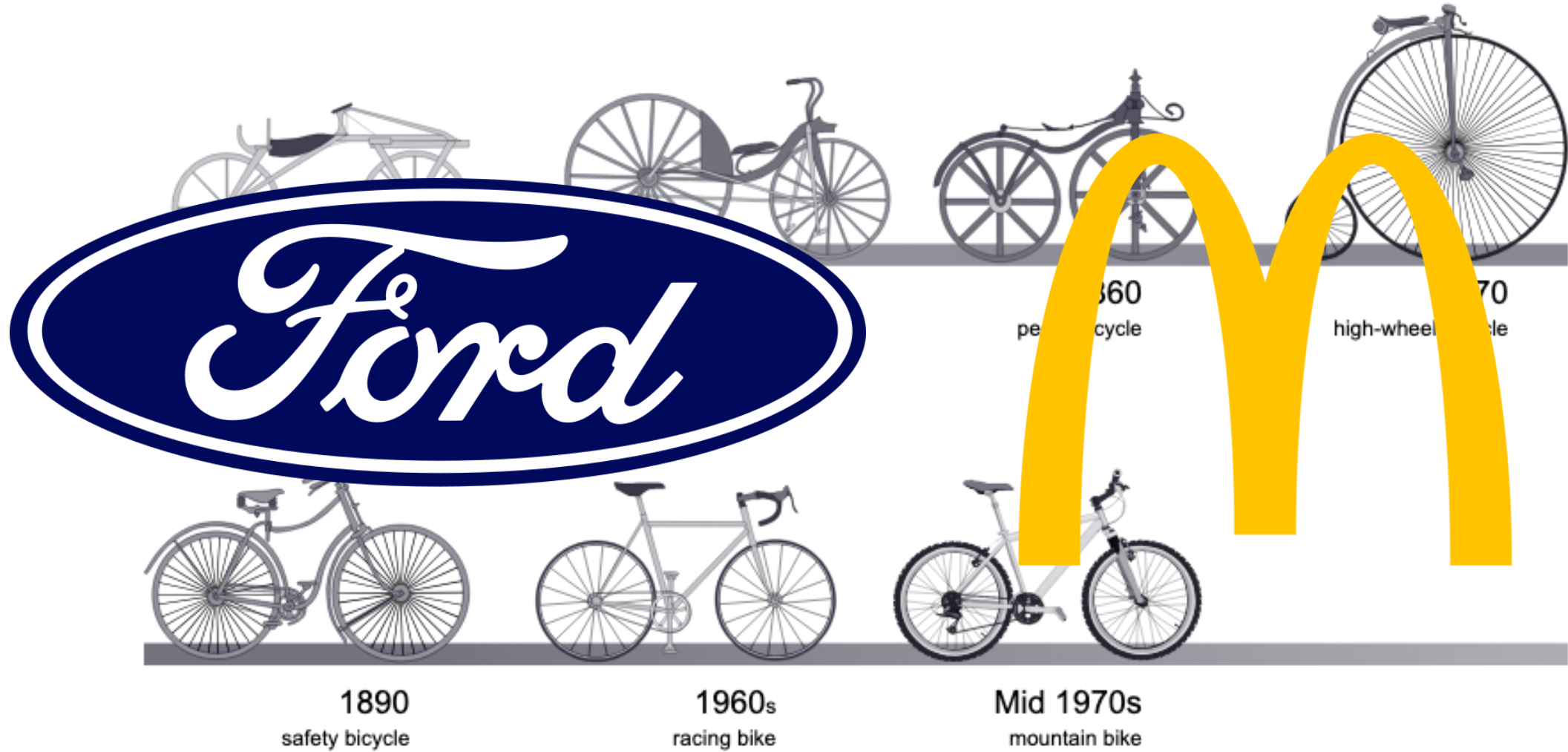


# clinic > community



product > process

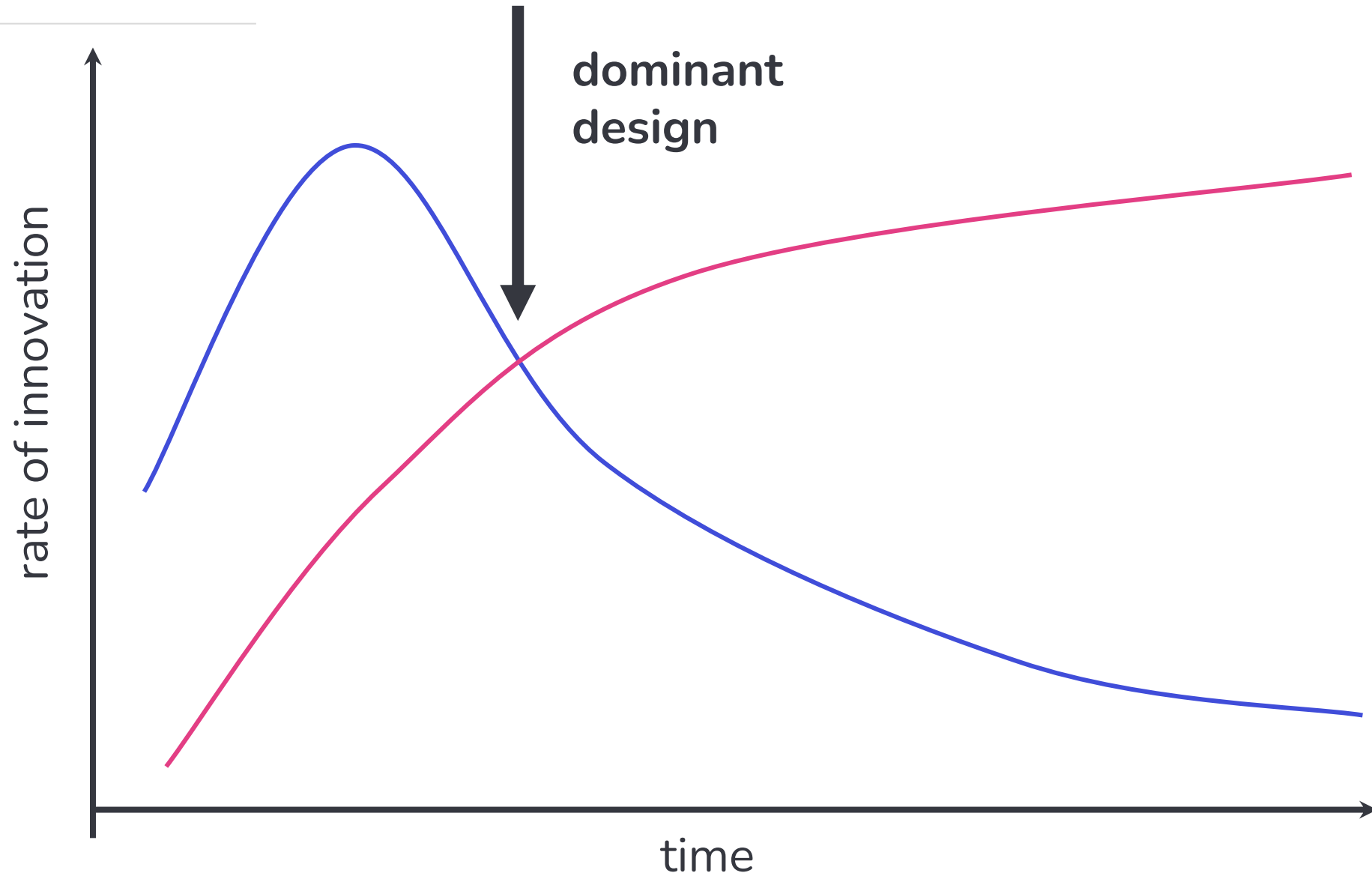




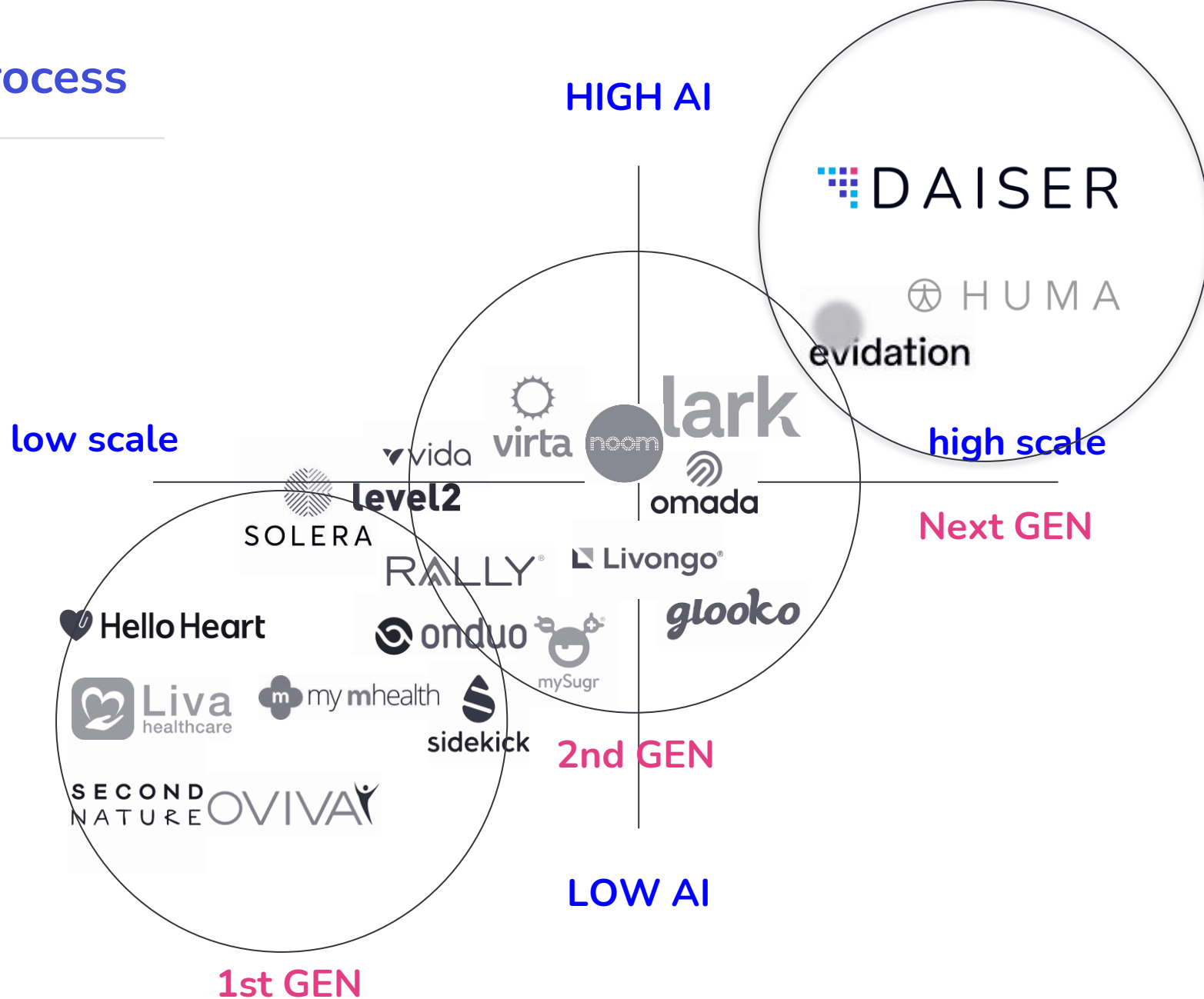




product > process



# product > process

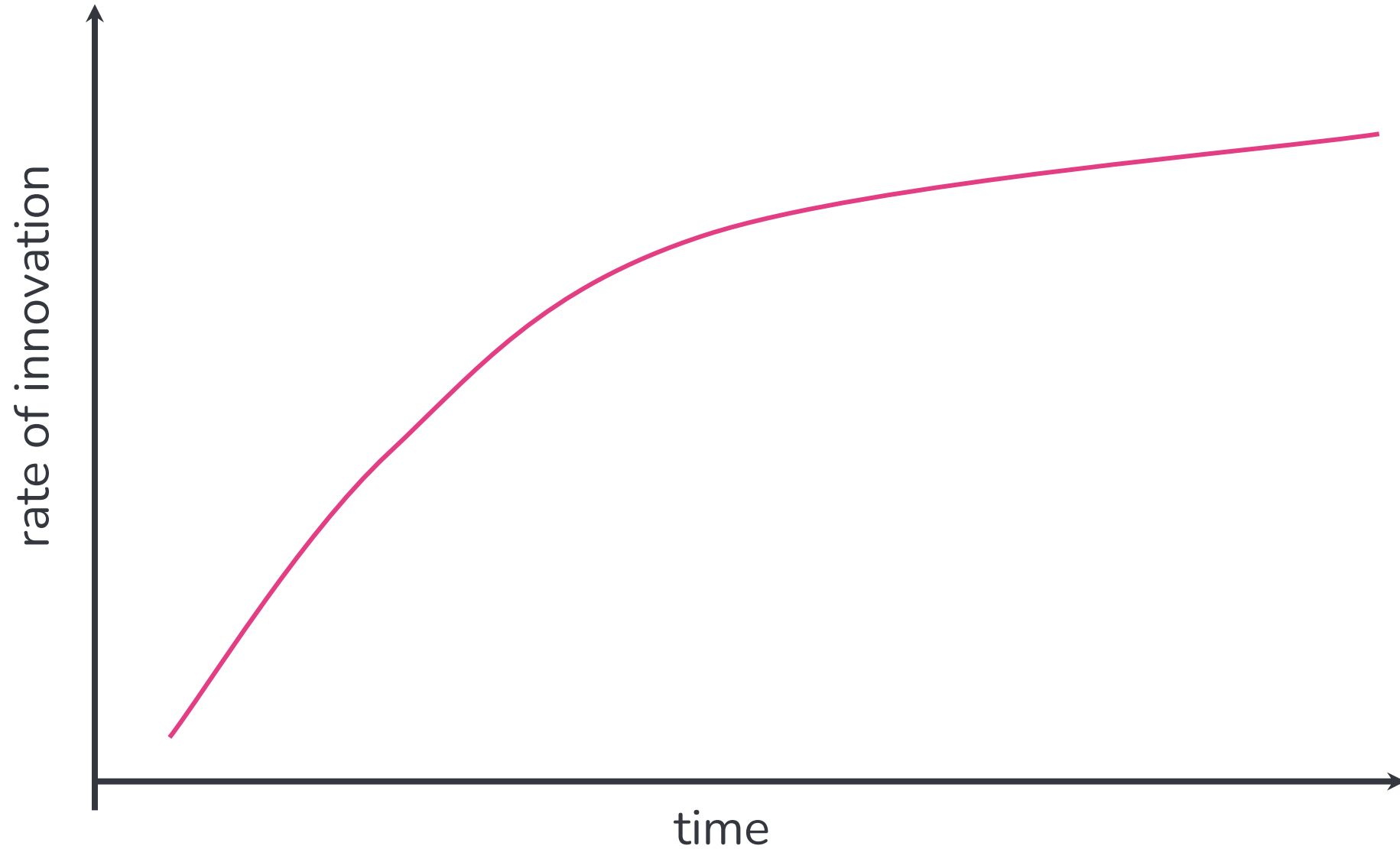


# product > process

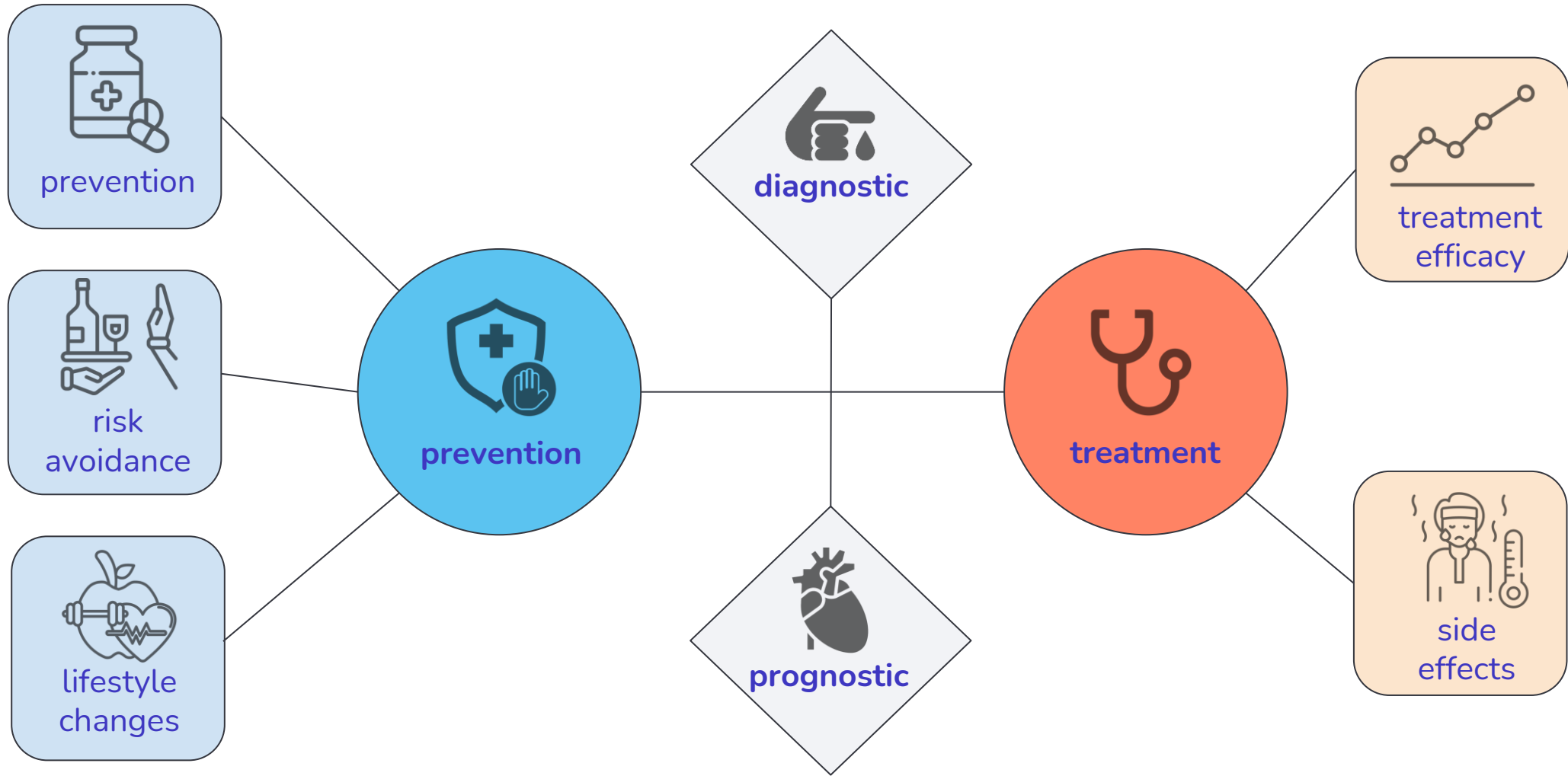
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# platform > personalization

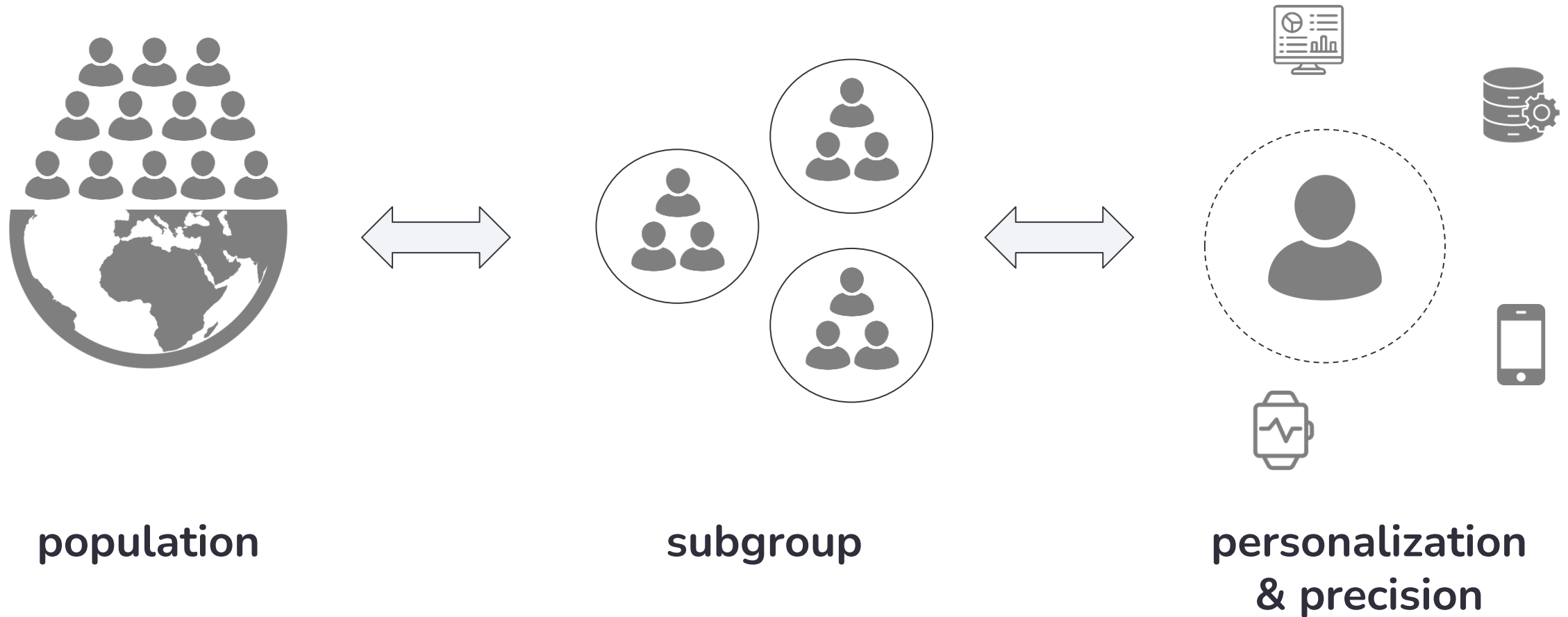


# platform > personalization



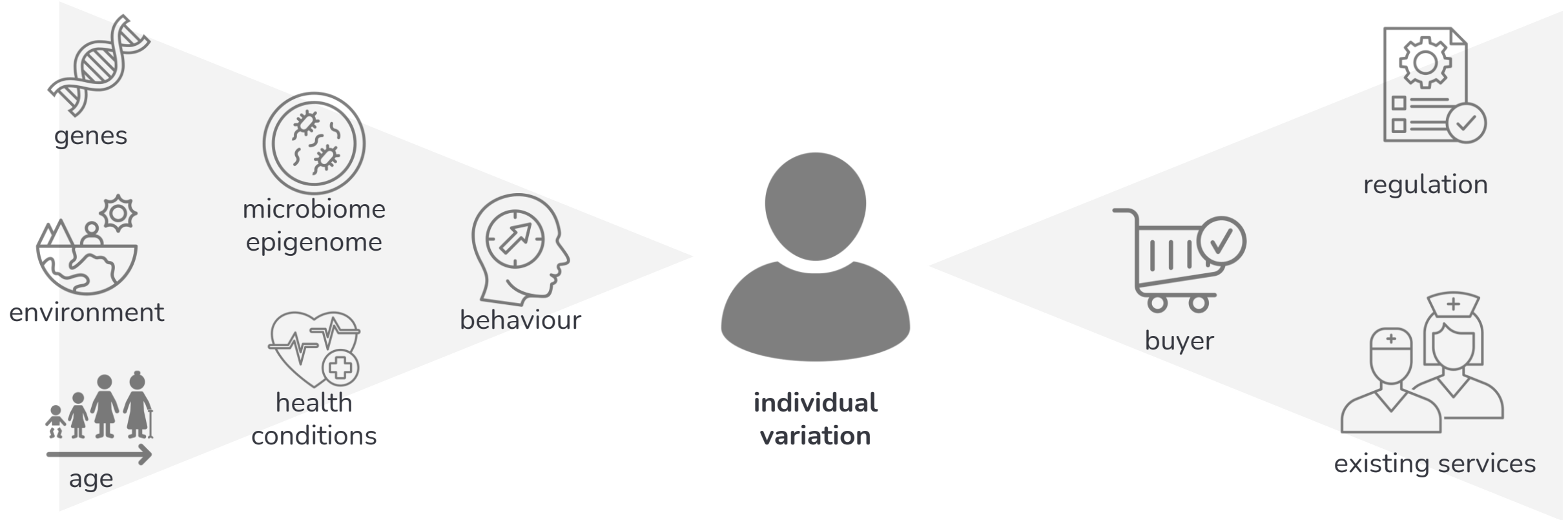
Franks P. Nature Medicine.  
<https://doi.org/10.1038/s41591-023-02502-5>

# platform > personalization



Franks P. Nature Medicine.  
<https://doi.org/10.1038/s41591-023-02502-5>

# platform > personalization





## platform > personalization

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beware of the chasm



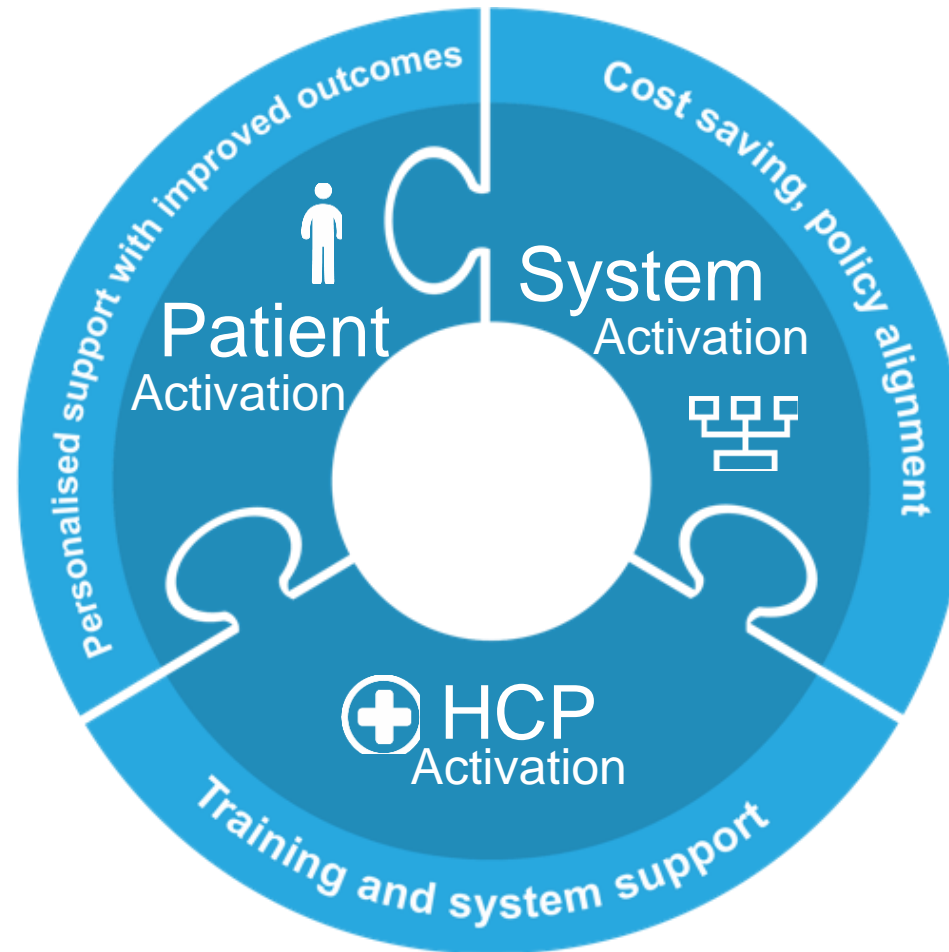
10 - 15 years



10 - 15 hours

# platform > personalization

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Greenhalgh T, Beyond Adoption: A New Framework for Theorizing and Evaluating Nonadoption, Abandonment, and Challenges to the Scale-Up, Spread, and Sustainability of Health and Care Technologies, J Med Internet Res 2017;19(11):e367

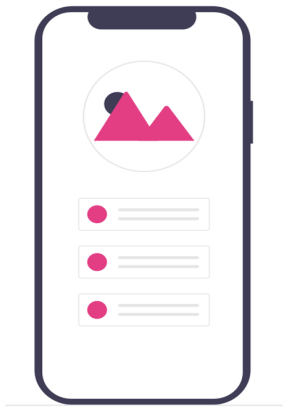
**DAISER** is:

a modular platform that helps people  
**create and use**  
**digital health services and tools**

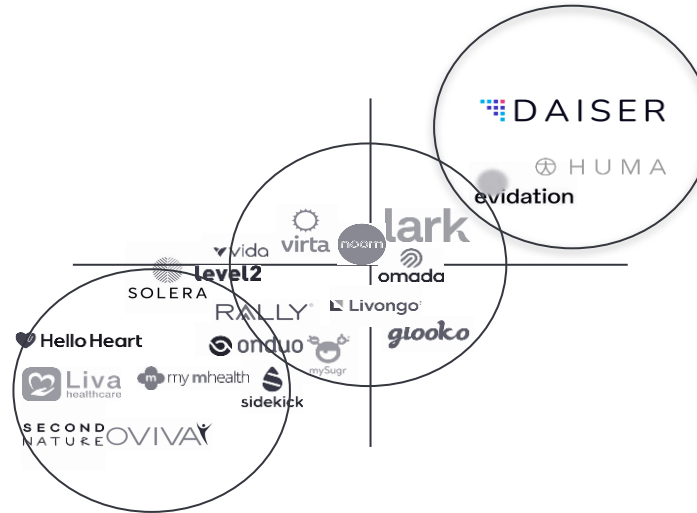
# platform > personalization



thanks



clinic >  
community



product >  
process



platform >  
personalized care

Professor Mike Trenell PhD, MBA, FRCP (Edin)