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The Digital Economy, Mega-Regional Trade Agreements and Health Care | Emerging Trends

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Outline

1

The Digital Economy

2

The Health Care Sector and the New Digital Reality

3

Mega Regional Agreements

4

Emerging Trends

Defining The Digital Economy | More questions than answers

Is it just about e-commerce?

Is it about all digitally-enabled online transactions?

Is it about using digital platforms to facilitate the exchange of goods and services in the real world?

Is it about replacing physical goods with digital downloads?



The Digital Economy | new players and traditional stalwarts



Tencent 腾讯



Even brick and mortar companies that we associate with the “traditional” economy see themselves today as internet companies .

The Digital Economy | innovators and disruptors



The digital economy is not only difficult to define, but is also in a constant state of flux and is constantly evolving.



iTunes



The Digital Economy | arriving at a workable definition

The Digital Economy

“The ecosystem comprising goods, services, platforms and solutions that are either instrumental to or avail themselves of internet connectivity and online access”.

Important caveat

“[...] the digital economy is increasingly becoming the economy itself”. OECD (2014).

Any effort to “ring-fence” the digital economy from the real economy or make arbitrary distinctions between the two, will only become increasingly futile

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& the Digital Economy | more definitions

formation-driven health practices and the technologies that enable them. Includes billing and scheduling systems, e-care, EHRs, telehealth and mobile health

the electronic exchange of information – data, images and video to aid in the practice of medicine and advanced analytics

An electronic health record is a digital record of patient health information generated by one or more encounters in any care delivery setting.

Often used as a synonym for e-care, but includes non-clinical practices such as continuing medical education and nursing call centers.

The use of mobile networks and devices in supporting e-care