eHealth HUB Smart Guides

FIND YOUR WAY THROUGH THE EHEALTH MARKET

Legal Maps

eHealth HUB

European eHealth business support.

LEGAL SUPPORT
A COMPASS TO NAVIGATE LEGAL SERVICES THROUGHT EUROPE

"GDPR AND YOUR EHEATLH SME"

LEGAL MAPS

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① About us

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.

eHealth HUB
European eHealth business support.

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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 market.

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

Legal Support
A compass to navigate legal services through Europe

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

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".

② Why this report?

> ### *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

Overview of GDPR Principles

Pseudonymization & Anonymization

Sensitive Personal Data

**eHealth & GDPR
Is your SME ready for
25 May 2018?**

**7 Questions to Ask
your Lawyer NOW**

Consent

**Data Housing
and Storage**

**Glossary of Key
Terms**

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.*

Need a lawyer?
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