



BROKERAGE FOR HEALTH

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Flash presentation -
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Andreia Moreira

Glintt – Global Intelligent Technologies

Organization type: Private, large company



Project idea:

PHARMA: Pharmacy as a hub of personalized health

Concept: Pharmacies can redefine themselves as central and critical partners in the health ecosystem. The project aims to define the pharmacy as a plug-and-play health ecosystem of partners serving consumers as their “health hub”.

Objectives: Leverage the current assets of pharmacies to deliver value-based solutions and services that allow pharmacists to dive into primary care, in collaboration with physicians, testing the following scenarios:

- Perform patient assessments
- Order and interpret labs
- Refer patients to specialists
- Indicate, adjust and discontinue medication

Topic

SC5-14-2019: Visionary and integrated solutions to improve well-being and health in cities

SC1-DTH-09-2019: Scaling up the univocal Identification of Medicinal Products

DT-TDS-01-2019: Smart and healthy living at home

SC1-BHC-25-2019: Demonstration pilots for implementation of personalised medicine in healthcare

SC1-DTH-11-2019: Large Scale pilots of personalised & outcome based integrated care



Research interests:

- Pharmacy: dispensing, smart packaging, medication management
- Care delivery: chronic disease management, behavioral healthcare coordination, lab testing
- Automated service center: dispensing kiosks, telemedicine / telepharmacy
- Consumer channels:
 - » at-home: delivery of medication and other products; clinical visits, biometric monitoring,
 - » virtual: triage / algorithm-based care; biometric monitoring, medication adherence, electronic health record access



Next steps and current consortium

Next steps:

- Expand the current pilot in Portugal and Spain to other EU countries

Added-value:

- Reach 12000 pharmacies in Portugal and Spain to test several use cases

Partners (current):

- Glintt, National Association of Pharmacies, Qwerty



Contact details

Thank you!

Andreia.moreira@glintt.com