



HEALTHCARE
DATA INSTITUTE

* * * *

Press release

Paris, November 13, 2014

Launch of the Healthcare Data Institute, the first international think tank dedicated to Big Data in the health sector

Orange Healthcare launches the Healthcare Data Institute in partnership with several other companies, notably the CEA, the Desmarais Avocats law firm, IMS Health, McKinsey, and Groupe Vitalia.

Given the quantity of electronic health data now available, coupled with improved algorithms and processing capabilities, big data is changing the face of healthcare, with the emergence of new uses in epidemiology, preventive and personalised medicine, and research and development into new health services that transform patient care and support.

While the possibilities are endless, further thought needs to be organised and structured in order to facilitate and accelerate the implementation of specific solutions. It was with this in mind that Orange Healthcare, a major player in the field of health-related technologies, decided to set up the Healthcare Data Institute.

The Healthcare Data Institute will act as a catalyst for thinking on the French and international scene. Its missions include encouraging reflection and debate on the part of its members, raising public awareness, improving understanding, and promoting the development of concrete projects through cross-fertilisation.

Other players will be joining the Healthcare Data Institute in the coming days, including patient organisations, government and regulatory agencies, pharmaceutical companies, leading figures from the medical world, start-ups and insurance companies, with the aim of fully representing the Big Data health ecosystem. RCA Factory, the digital native public relations and corporate communication agency, is tasked with the running and development of this think tank.

For more information

Pascaline Lechene

+33 6 86 98 38 14 // pascaline@rcafactory.com

Pierre-Yves Arnoux

+33 6 07 13 77 13 // pierre-yves@rcafactory.com

About Orange Healthcare

Orange Healthcare is the health division of Orange.

In the last decade, Orange has gained substantial experience through close collaboration with healthcare stakeholders, and this was reinforced at the end of 2007 by the creation of Orange Healthcare, its Health division.

Within Orange Business Services, Orange Healthcare has the technological know-how to be able to develop solutions which are not only simple, reliable and effective for medical and personal care services, but also contribute to bringing innovative solutions to the needs of patients and healthcare professionals.

These new technologies play a crucial role in modernising and improving healthcare solutions, by optimising medical practice whilst guaranteeing quality and equal access to care services. Facilitating the transmission of medical data, reducing administration costs, improving patient monitoring, developing systems for observation and risk management to increase prevention rates, optimising and customising disease management by the patient, helping dependent people stay in their own homes... these are all new services developed by Orange Healthcare.

Find out more at: www.healthcare.orange.com

About RCA Factory

Founded in 2003, RCA Factory is a digital native public relations and corporate communication agency based in Paris and London.

RCA Factory creates social networks and builds PR strategies, exploiting the opportunities presented by new media technologies. RCA Factory innovates because of its capacity for open-mindedness, its in-depth knowledge of the internet, and its belief that talent lies elsewhere and can develop more effectively outside the structure of a large organisation.

RCA Factory's services are aimed at company directors and senior executives as well as communications and marketing departments keen to develop innovative PR strategies. RCA Factory has developed distinctive expertise in the healthcare sector through its subsidiary RCA Factory Healthcare, which uses its expert medical knowledge for communication purposes.

Find out more at: www.rcafactory.com