

FinnGen Ekosysteemiseminaari 4.12.2019

12:00 Kahvitarjoilu

12:30 Tilaisuuden avaus, Eero Punkka

12:40 FinnGen update, Aarno Palotie

13:10 Ecosystem projects utilizing FinnGen, Case 1: Rare3k, Blueprint Genetics, Samuel Myllykangas

13:30 Ecosystem projects utilizing FinnGen, Case 2: PreMed, VTT, Jaakko Lähteenmäki

13:50 FINGENIOUS palvelu – ikkuna Suomen biopankkeihin, FinBB, Marco Hautalahti

14:10 Biobank Export -konsepti, Eero Punkka ja Jaakko Lähteenmäki

14:30 Keskustelua

15:00 Tilaisuuden päätös

Biobank Export

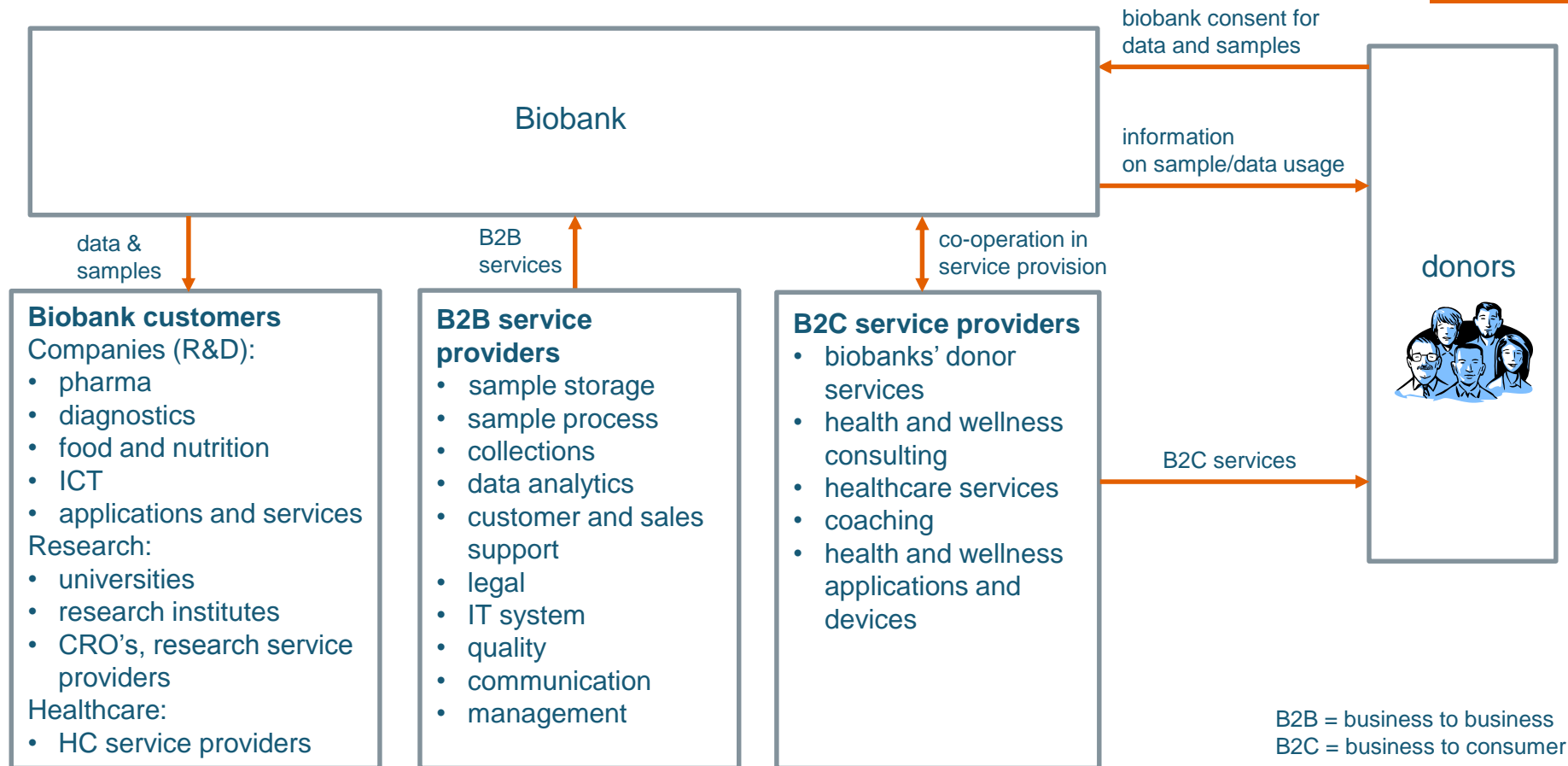
**Business to Business (B2B) and
Business to Consumer (B2C) services**

**Eero Punkka, Helsinki Biobank
Jaakko Lähteenmäki, VTT**

4.12.2019

VTT – beyond the obvious

Biobank service environment



Services for biobank donors - motivation

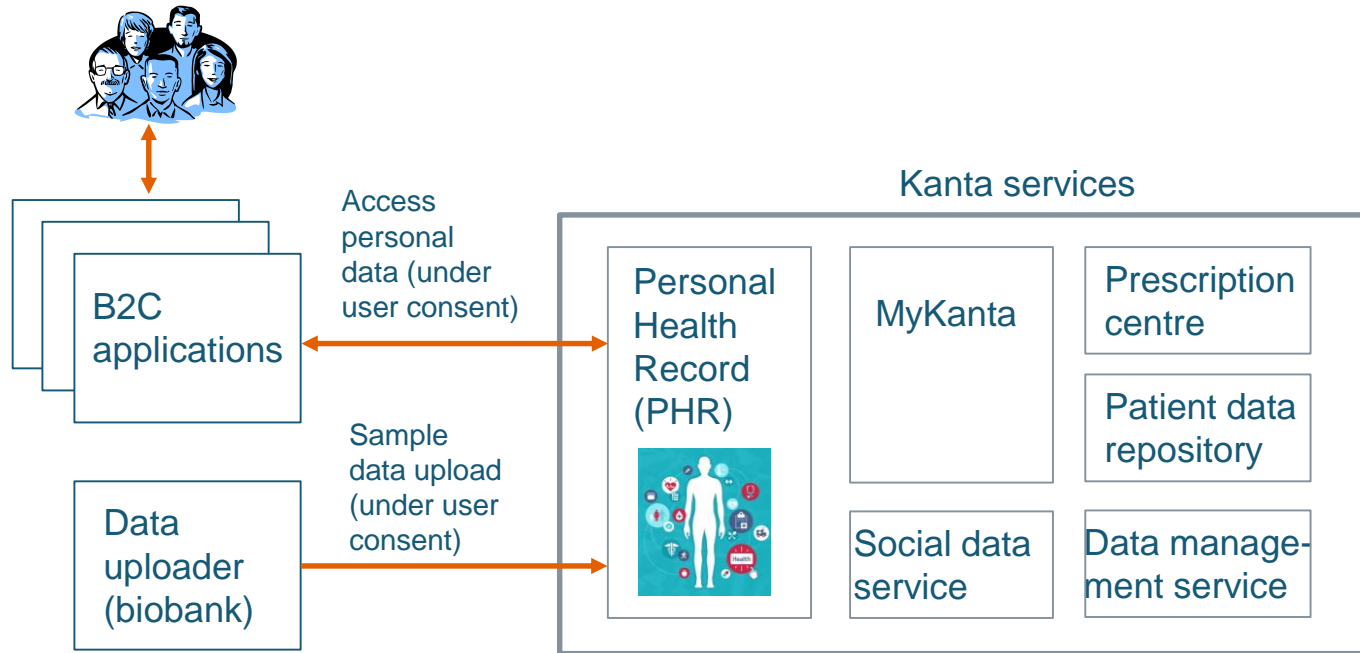
- Received feedback from donors indicates high demand for:
 - information about sample use
 - research results

→ Need for trustworthy and high-quality B2C services

B2C services in biobank context

- Biobank's donor services
 - online services for donors: consent management, information on sample/data use, participation in intervention studies (re-calls), personal data access and management
- Health and wellness consulting
 - interpretation and analysis of research findings, personal and family health status and risk assessment
- Healthcare services
 - medical examination and interventions based on research findings (e.g. genotype)
- Coaching
 - personal wellness and lifestyle coaching, training programs
- Health and wellness applications
 - online support and applications for personal health and wellness, health monitoring, risk tests, decision support

Option: exploitation of Kanta PHR in providing access to biobank data and research results



Kanta PHR assets:

- open standard-based API interface
- existing process and criteria for application approval
- existing process for data model extension

Co-operative action needed for

- 1) Enabling new biobank related services in Finland
- 2) Exploring possibilities for "Biobank Export"

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