

A photograph of a cityscape with several high-rise apartment buildings under a bright blue sky with a sun flare. The buildings are modern, with balconies and large windows. The sun is low in the sky, creating a lens flare effect. The foreground shows a grassy area with some rocks.

# KENNISSESSIE - VOKA HEALTH COMMUNITY

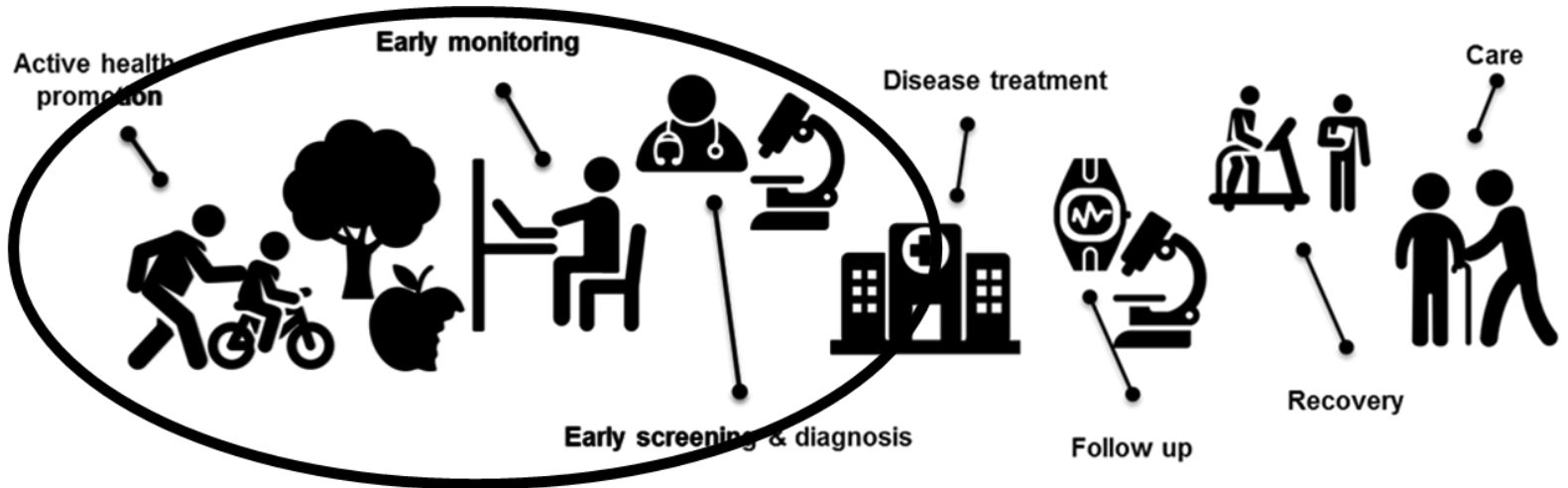
## 18/03/2019 KORTRIJK

Jef Hooyberghs

- **Intro**
- **I am** my health
- **BiBopp**
- **A vision on personal data ...**

## A SHIFT IS OCCURING

- Predictive
- Preventive
- Participatory
- Personalized



## DRIVEN BY NEED & OPPORTUNITIES IN TECHNOLOGY AND SOCIETY

We have a greater understanding of human genes



People are more engaged in healthcare and research



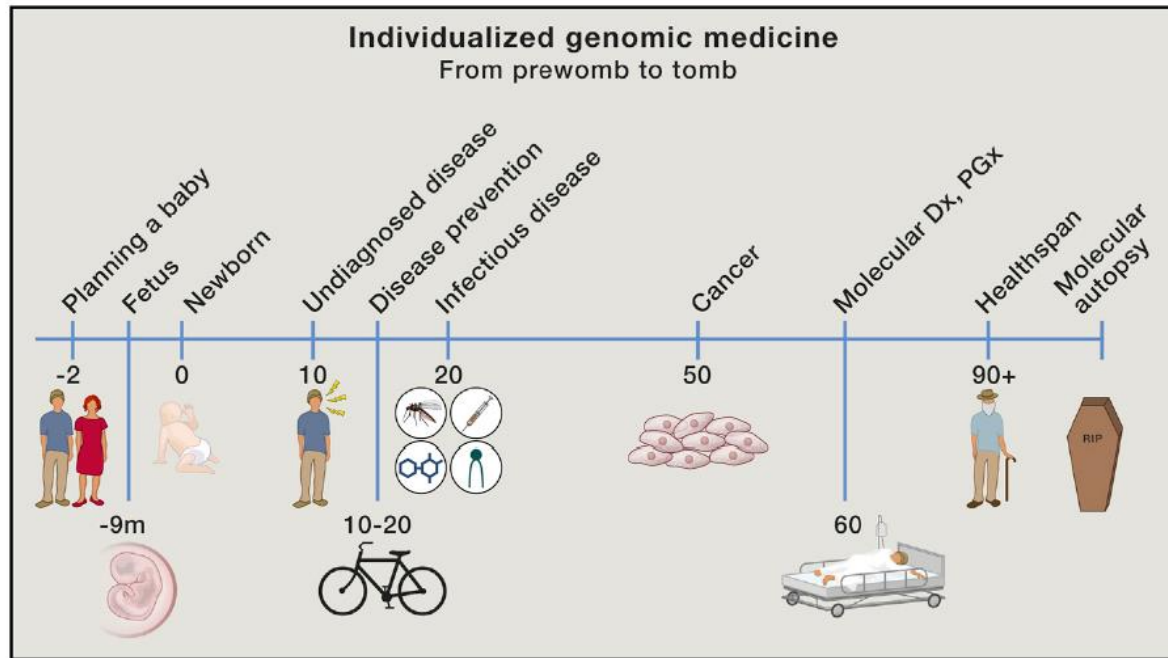
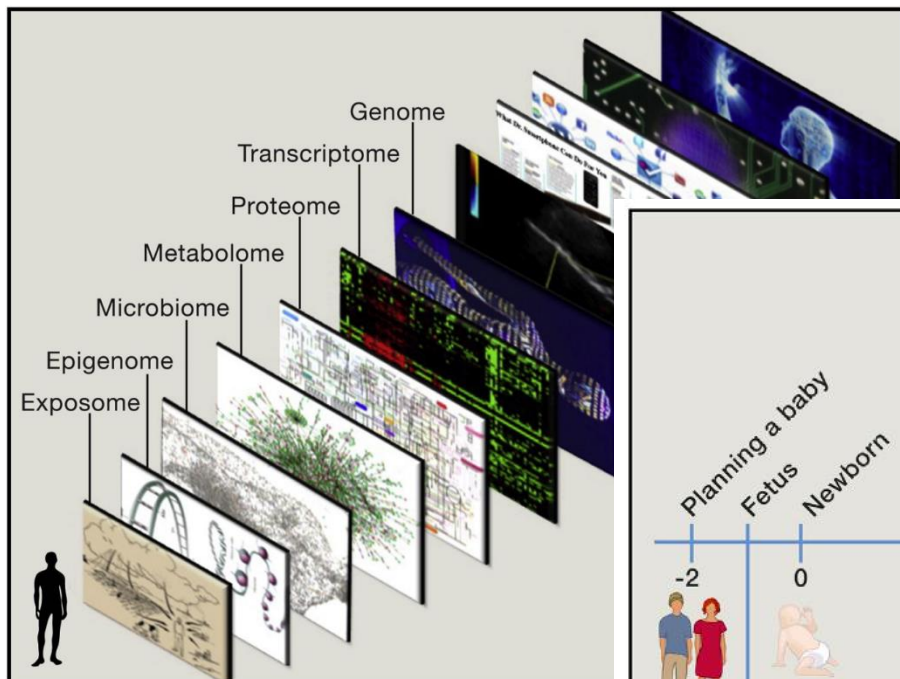
We have the tools to track health information and use large databases



Research technologies have improved



# DATA OF THIS GENERATION: LAYERED AND LONGITUDINAL



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## Study @VITO

30 frontiers receive unique data on personal health for 18 months

Protocol approved by UZA ethical committee







### Cooperations:

- Prof. Dr. Kristien Hens (prof Ethics and philosophy, UA),
- Dr Leo Geudens (study physician; Domus Medica)

Sample collections starts today (2019/03/18)



# DATA

 Wearable	 Blood
 Consultation	 Urine and stool
 Questionnaires	 Saliva
	 Retina scan
	 Hair



## Genome

Genes and family



## Phenome

Physical characteristics



## Metabolome

Metabolites



## Proteome

Proteins (e.g. glucose)



## Physiome

Physical activities & vitals



## Exposome

Environmental factors



## Gut Microbiome

Bacteria



## Clinome

Clinical visits & medical conditions/procedures

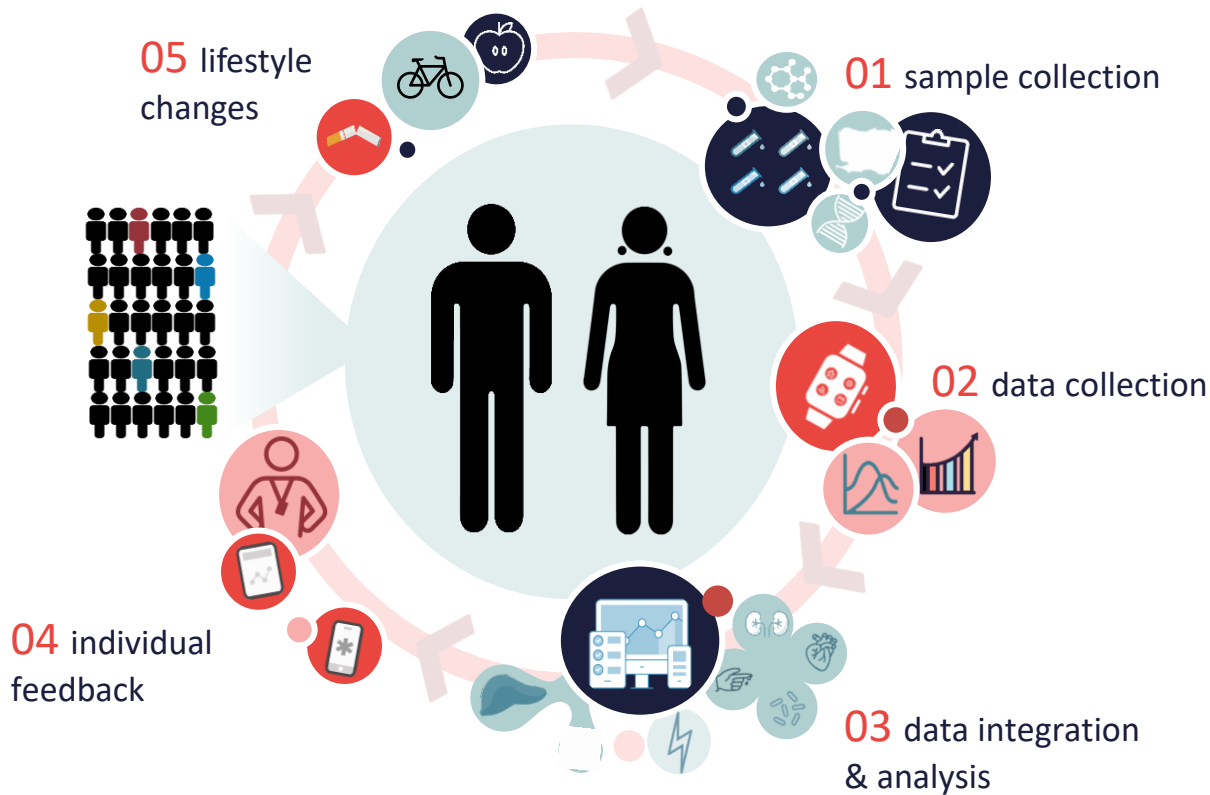


## Pharmacome

Medication & supplements



# STUDY DESIGN: TO MAKE IT PERSONAL



03 data integration & analysis

- Longitudinal
- Layered

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## BiBopp

Burgers in Beweging  
op een online platform voor preventie



Balen – Dessel – Mol – Retie  
(ook OCMW's)



Stad Turnhout



## Health survey



### People

- +45 jarigen
- Ook sociaal zwakkeren

### Data portaal

- Persoonlijk databeheer
- Longitudinale data

### Empowerment

- persoonlijk advies
- activatie van netwerk
- Self-management
- Preventie



## Data portaal

- Persoonlijk databeheer

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## EEN ZEKERHEID VOOR DE TOEKOMST:

### Producten en diensten op basis van persoonlijke data

- Zorgen voor transities



- In alle sectoren

VOEDING

Nestlé wil uw DNA (om u meer te kunnen verkopen)

30/08/2018 om 15:44 door Nico Tanghe

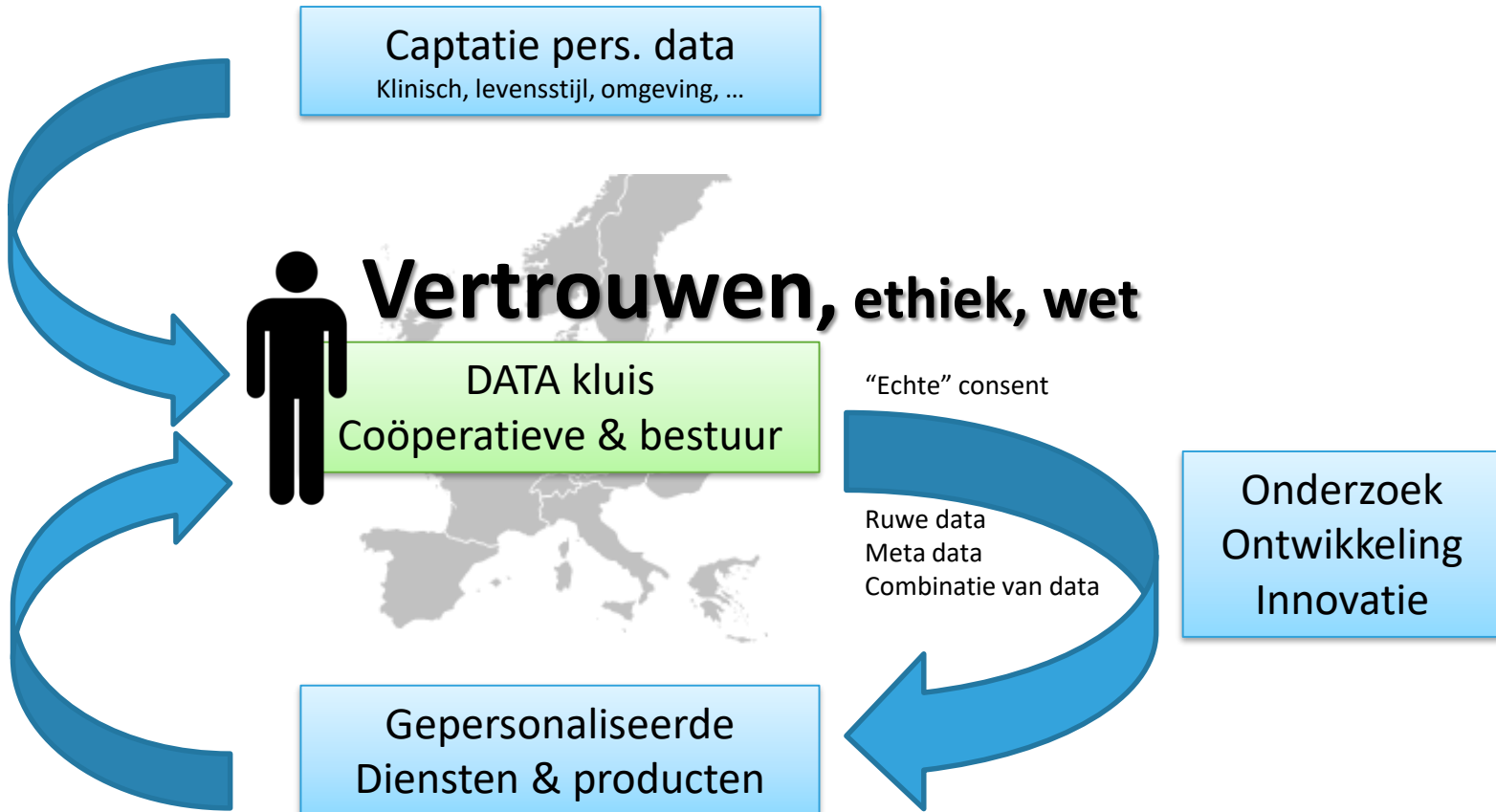
dS De  
Standaard

- Versterkt door burgerinitiatieven



**GDPR:**  
data portability

persoonlijke  
data curatie  
intelligentie





# THANK YOU!

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