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Big data and cognitive computing at point of care, a big challenge: How should we manage it at the primary care?

These last few years, the interest that has aroused big data in all the sectors is very impressive. Nowadays, we are able to manage efficiently a huge quantity of data and this has affected very positively for many fields of the society like economic, business and politics. But when it comes to introducing TIC in healthcare sector, as we know, everything is more complicated because of the fear of “industrializing” healthcare, which is a clear barrier, sometimes unbeatable, to the use of technologies within the sector. Some advances have been achieved in computerization, DSS, imaging, tele-health, but we are still not taking advantage of the huge quantity of data we have. In any case, things are moving and big data and cognitive computing are on the way of a promising future, as we can see in oncology. Nowadays, nobody discusses the actual and future role of primary care and some advances have been achieved on the field of computerization. However, it is still not enough and there is an urgent need to go further. Clinicians are facing a lot of problems, don't feel comfortable in their positions and patients are more exigent than ever. Maybe we should begin to set the basis for the use of these technologies on this point of care. The proposal is to open the reflection on this point and promote the discussion and collaboration to advance in this topic.

Biography

Josep M. Picas. M.D., at the University of Barcelona. Diploma at the ESADE Business School of Barcelona. He is the President of the European Association of Healthcare IT Managers. He began his career in 1974 as a Medical Doctor, he was appointed deputy Director of the Hospital de l'Esperança, in Barcelona, in 1979-84. Medical Director of Municipal Institute of Health Care Services from 1985 to 2004 (Public HMO in Barcelona). He has been Director of the Primary Care of Barcelona City, from 2004 to 2007. CIO at the Hospital del Mar in Barcelona in 2008 and CIO at the Hospital de St. Pau in Barcelona, Spain from 2009 to 2012. Now he is beginning a new project with 2 University Hospitals of Barcelona, pharmaceutical industries and technological companies applying ICT and PBM to healthcare processes under the model of shared savings. He has worked actively on the development of disease management programs, computerised information health systems. He participates on Boards and Steering Committees at local and international level. He has belonged to the Board of the International Disease Management Alliance, New Jersey (US) and the Medical Records Institute, Boston (US)

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