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Social innovations and e-health business models

Many countries in Europe develop strategies to foster the use of eHealth services and social innovations (European Commission, 2012). However, despite the fact that business models are perceived as an important part of the strategy used to achieve a sustainable implementation and use of social innovations as for instance eHealth services, there are no generic models that allow capturing the effects of a multi-side market. Further, business models are usually connected to an organization ability to focus on value- creation and to the ability to develop cost- effectiveness at the organizational level. In a multi-side market as e-health there are several challenges that have to be over-won to develop sustainable business models that increase market and penetration but that at the same time supported social innovations. In this presentation, issues such as: Challenges when developing business models for social innovation, pre-requisites a multi-side market demands and constrains the market for social innovations and e-health services has today will be discussed.

Biography

Vivian Vimarlund is Professor in e-health and in Informatics. She has a wide experience on management and leadership. Academic leadership is practiced as academic leader of the informatics research group, Director of the Research Center (CENIT/IS) at Jönköping International School (JIBS), as a Member of the American Medical Informatics (AMIA) Mentorship programme, and as the scientific leader of a series of research projects with focus on implementation, business models and social innovations. She is also the co-director of the master programme Software Engineering and Management at LiU, the coordinator of the national eHealth network and scientific secretary at SFMI. She has since 1989 conducted research within the area of Health Informatics with special focus on issues such as: a) Methods and models to evaluate the impact of the implementation and use of IT-based innovations in healthcare. b) Business models for Public Information Systems and Electronic Markets c) E-health services implementation.

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