



Philips Healthcare: Marketing the HealthSuite Digital Platform

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What are the potential key ethical and/or legal issues associated with that case?

62

Legal issues

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Key Question

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Thank You!



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Report

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Competitive Analysis: Competitors in the healthcare industry are increasingly using systems to store patient information.

Industry Analysis: Most doctors are using technology in their practices.

Environmental Analysis: Switching to this system is a more "green" option.

Forecasting: It is believed that there will come a time when all record keeping will be done paperless.

Market Segmentation: Most patients are aware of technological changes, but there are still a number of patients in the elderly age bracket that aren't quite used to such changes.

What are the potential key ethical and/or legal issues associated with that case?

ECG

62 bpm

Ethical issues:

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- Sharing of patient's information
- Not interacting with patient
- Staring at computer screen
- Data-mining of patient information

Legal Issues:

- Sharing of patients information
 - System hacking
- Paying for new system upgrades--who is paying?

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Ethical issues:

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Survey Questions

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Alert Fatigue

1) Are you able to customize the alerts to what you need as a healthcare professional in the type of field you practice in? Is this an easy process for you? If not, why?

2) Do you feel comfortable not writing your own prescriptions, or would you rather write them out by hand? Why?

Online Treatment Guidelines

3) Do you feel that the care that you have provided to your last twenty patients fulfilled their personal needs or were they generally treated as any patient with his/her symptoms?

Recommendations

4) Do you feel as if the recommendations given to you by online treatment guides coincide with your knowledge of your speciality?

Solutions

Everyone needs to agree on a system and use the same one. It needs to be universal so that different hospitals can communicate patient information.

According to Daniel Gaylin, the executive vice president at the University of Chicago for the National Opinion Research Center, “a large majority of Americans support use of the health IT to improve healthcare and safety, and reduce costs” (Debusmann, 2011).

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Works Cited

Davenport, Thomas H. "15." Enterprise Analytics: Optimize Performance, Process, and Decisions through Big Data. Upper Saddle River, NJ: FT, 2013. N. pag. Print.

Debusmann, Bernd. "Most Americans favor electronic medical records." N.p., Feb. 2011. Web. 29 Jan. 2015.

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