



Continua<sup>SM</sup>  
HEALTH ALLIANCE

# The Next Generation of Healthcare: Personal Connected Healthcare

[www.continuaalliance.org](http://www.continuaalliance.org)

# Mission



“Our Mission is to establish an ecosystem of interoperable personal connected health systems that empower individuals and organizations to better manage their health and wellness”



# Continua Domains

To organize its work, Continua segmented the market in three large Domains

Living Independently  
Longer



Wellness

Manage Chronic Conditions

*People are at the center of everything we do*



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# Promoter Members

Open International





# Industry Liaisons



EuMHA



Better healthcare through better IT



# Market barriers: Lessons from Continua

- Developing an open platform takes time
- Powerful barriers: law, regulation, culture
- Vendors will offer compliant products when consumers demand them
- And then there could be disruption...







# Thank you!

**Michael Strübin, [michael.strubin@continuaalliance.org](mailto:michael.strubin@continuaalliance.org)  
AAL Workshop, Brussels, 7 June 2011**

For more information or to join Continua Health Alliance...

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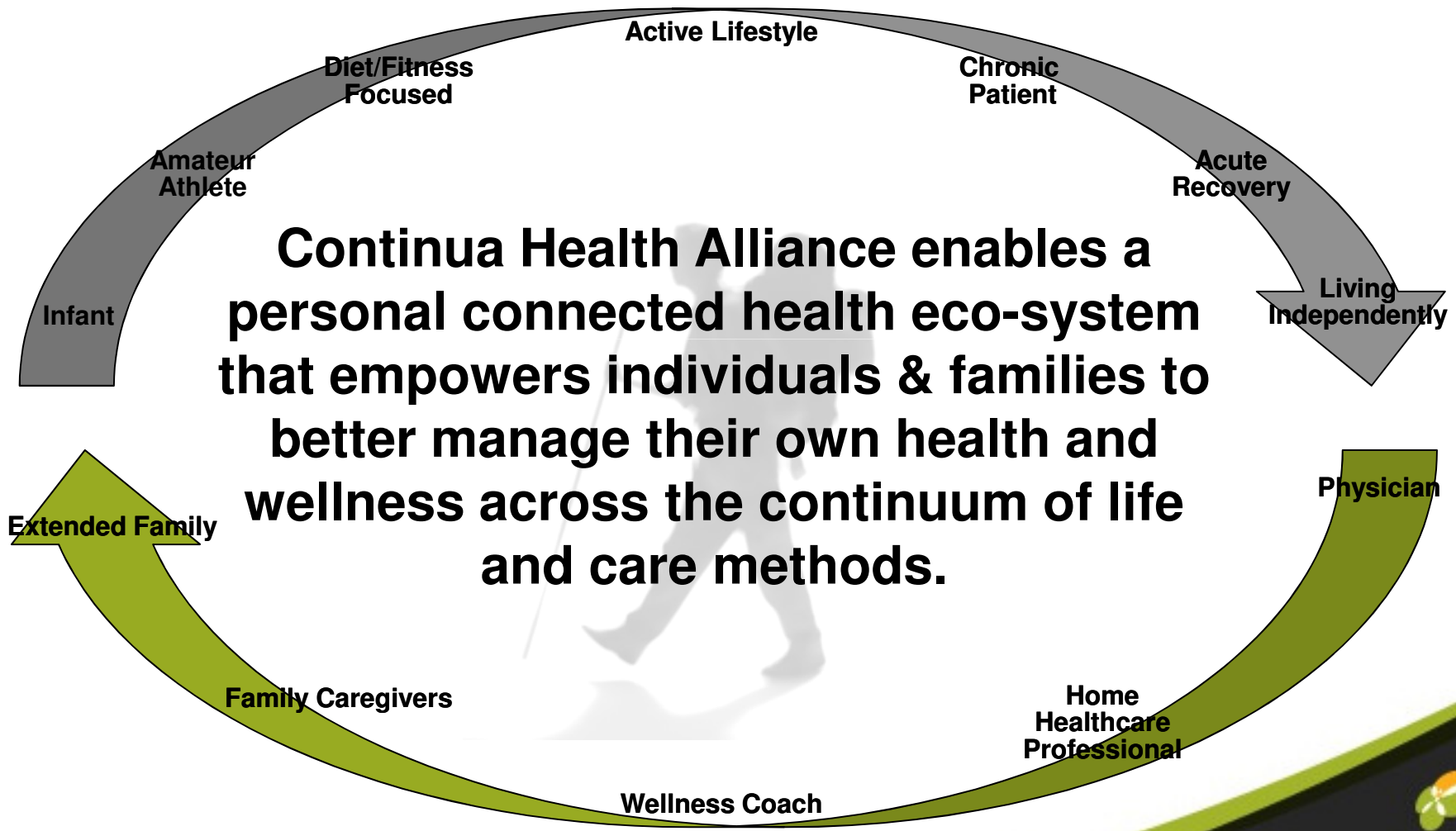
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## Extra slides



# The Continuum of Care

## CONTINUUM of LIFE



## CONTINUUM of CAREGIVERS

# Guidelines → Certification → Recognizable Logo

## Guidelines

Continua member companies will select connectivity standards and publish Guidelines for strict interoperability.

Electronic Media / Software



## Certification and Logo

Continua is establishing a test and certification program with a recognizable logo signifying the promise of interoperability with other certified products.

Product Packaging



Product Applications



Product Substrates



# Already Complete: Interfaces & Standards

## Personal Device

- Thermometer 
- Pulse Oximeter 
- Pulse / Blood Pressure 
- Weight Scale 
- Glucose Meter 
- Cardio / Strength 
- Independent Living Activity 
- Peak Flow 
- Medication Adherence 
- Physical Activity 

## Aggregation Manager



↑  
Device Connectivity



## Telehealth Service Center



↑  
Wide Area Network (WAN) Interface


↑  
Health Record Network Interface

## Health Records

CCD  
PCD 01

EHR  
HIE  
PHR  
NHIN

# Ecosystem Development

## Developer Resources

- Web-based environment (repository, collaboration tools)
- Reference source code

## Certification

- Test and certification tools
- Right to use certified logo upon completion of successful certification

## Market Intelligence

- Access to market research data
- Access to pre-publication drafts of the design guidelines
- Internal and external education and training

## Collaboration

- Plugfests participation
- Participation in RFP MatchMaker program
- Unlimited participation in Continua quarterly summits, town hall meetings, and education seminars