# Transformación digital y sanidad Curándonos en salud





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Murcia, 30 de noviembre de 2017

### A-CHANGIN = { • ) THE LONESOME DEATH OF HATTIE CARROLL **BOOTS OF SPANISH LEATHER RESTLESS FAREWELL / WITH GOD ON OUR SIDE** THE TIMES THEY ARE A-CHANGIN' ONLY A PAWN IN THEIR GAME

ONLY A PAWN IN THEIR GAME WHEN THE SHIP COMES IN / ONE TOO MANY MORNINGS BALLAD OF HOLLIS BROWN / NORTH COUNTRY BLUES

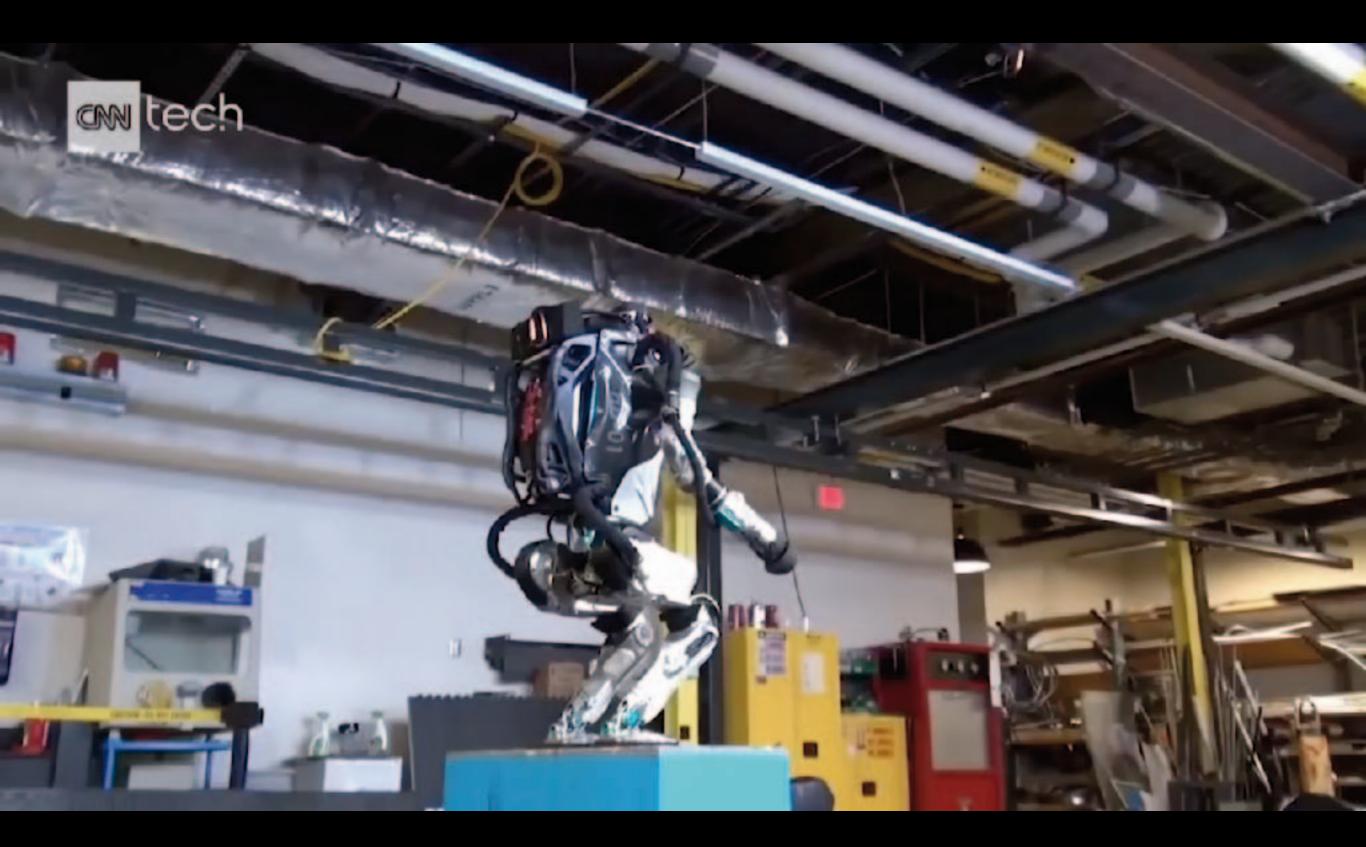




George Jetson and his family could be coming to TV in the near future. <u>TVLine reports</u> that a live-action version of the classic '60s series is in development at Warner Bros. *Back to the Future* director Robert Zemeckis is on board as an executive producer, and the studio is in the process of shopping the show to networks.



## TheJakartaPost Meet Sophia: The first robot declared a citizen by Saudi Arabia





## Airbus will test its Vahana electric 'flying car' by the end of 2017

First flight planned for the end of 2017

by Andrew J. Hawkins | @andyjayhawk | Nov 13, 2017, 9:30am EST





## Boeing is buying one of the companies working with Uber on 'flying taxis'

Aurora Flight Sciences specializes in unpiloted aircraft

by Andrew J. Hawkins | @andyjayhawk | Oct 5, 2017, 3:26pm EDT

f SHARE



#### = engadget

## Uber wants to test its flying taxis by 2020

The company has partnerships in Dallas and Dubai to begin building out its Elevate air taxi network.



Nathan Ingraham, @nateingraham 04.25.17 in Transportation



f 🖌 🗇 🗄



## Autonomous passenger drones will fly you across Dubai starting this July



CATEGORIES

....

by ABHIMANYU CHOSHAL - 9 weeks ago in ASIA



## Welcome to Larry Page's Secret Flying-Car Factories

With Zee. Aero and Kitty Hawk, the Google co-founder looks to the skies.

by Ashlee Vance and Brad Stone 9 de junio de 2016 11:00 CEST From **BloombergBusinessweek** | Subscribe | Reprints

Three years ago, Silicon Valley developed a fleeting infatuation with a startup called Zee.Aero. The company had set up shop right next to Google's headquarters in Mountain View, Calif., which was curious, because Google tightly controls most of the land in the area. Then a reporter spotted patent filings showing Zee.Aero was working on a small, all-electric plane that could take off and land vertically—a flying car.

"Self-flying aircraft is so much easier than what the auto companies are trying to do with self-driving cars"



EL ESPAÑOL LA EDICIÓN VIERNES 21 DE ABRIL DE 2017 N° 539 20/29 2 mins FÓSFORO VERDE

Enrique Dans



## Descifrando la vida

erily es una *spin-off*, una compañía creada a partir de un proyecto nacido dentro de Alphabet, la fábrica de ideas en fase temprana (*alpha*) que Google construyó para poder hacer apuestas (*bets*) sobre ellas. Su nombre completo, Verily Life Sciences, nos da más datos: es una compañía dedicada al estudio de la vida y la salud, entendidas de manera amplia.

El proyecto más ambicioso de la compañía es un estudio longitudinal

#### Project Baseline

HOWE THE STUDY

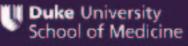
THE TEAM

LOGIN

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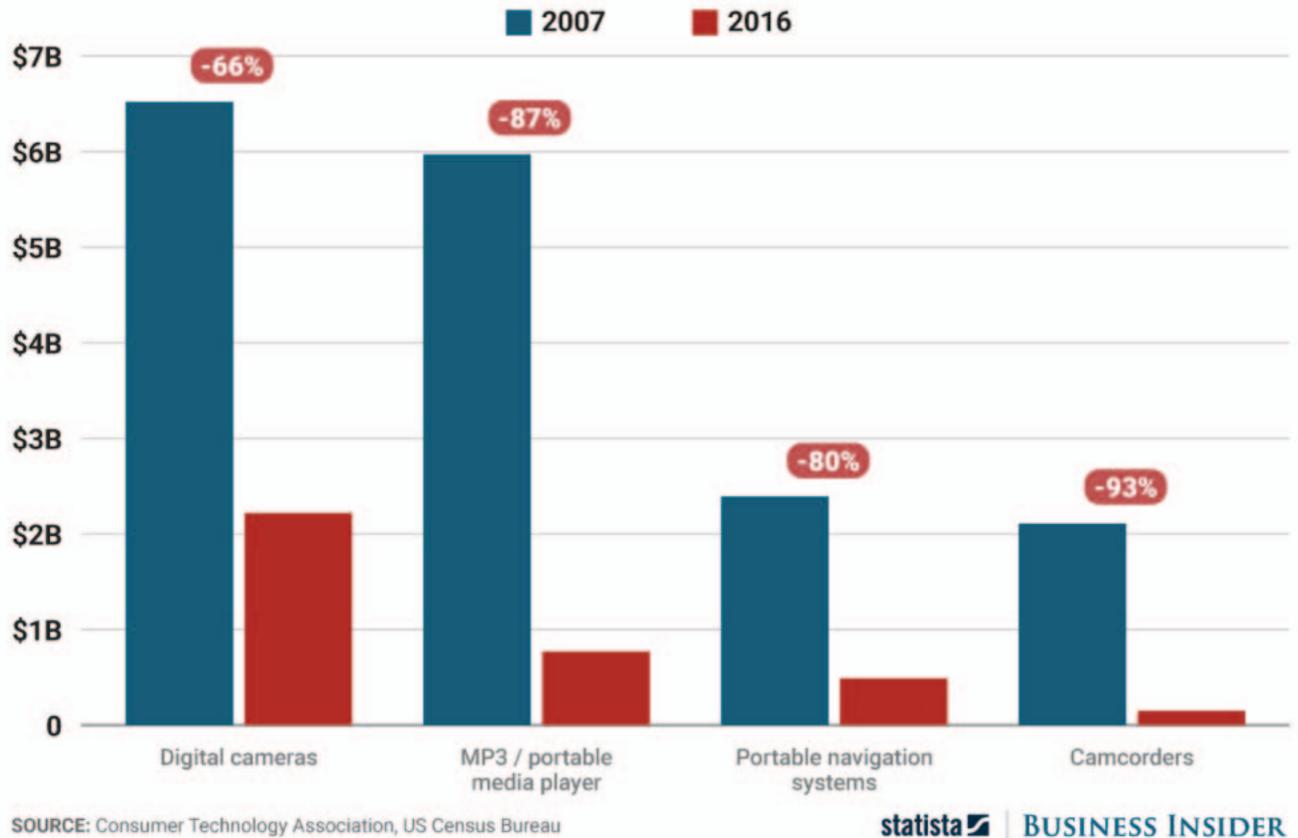




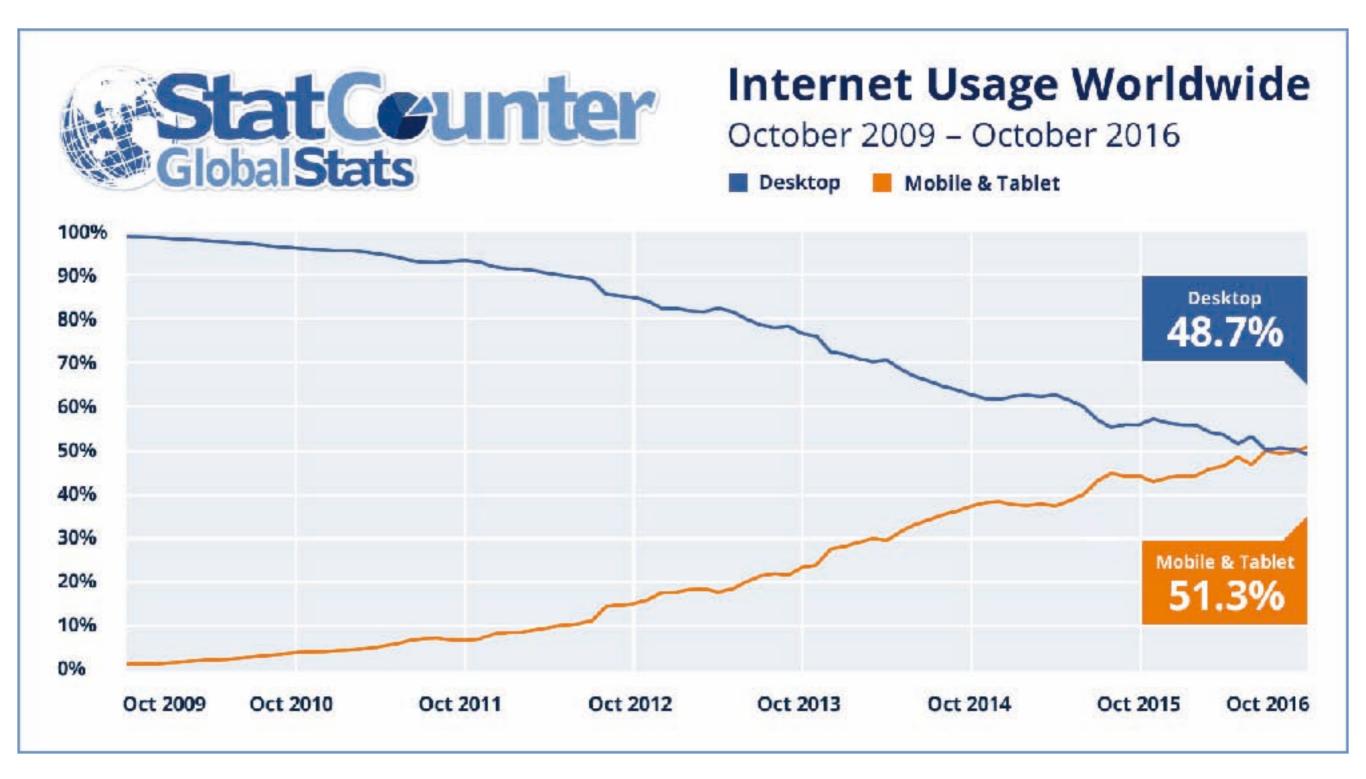
#### TECH I CHART OF THE DAY

#### THE LOSERS OF THE SMARTPHONE BOOM

Consumer electronics sales to dealers in the US



SOURCE: Consumer Technology Association, US Census Bureau



#### The New york Times | International Herald Tribune

## Sunday Review | The Opinion Pages

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

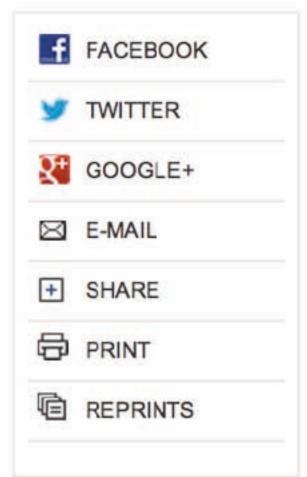
#### NEWS ANALYSIS That's No Phone. That's My Tracker.

By PETER MAASS and MEGHA RAJAGOPALAN Published: July 13, 2012

THE device in your purse or jeans that you think is a cellphone — guess again. It is a tracking device that happens to make calls. Let's stop calling them phones. They are trackers.



Most doubts about the principal function of these devices were erased when <u>it was recently disclosed</u> that cellphone carriers responded 1.3 million times last year to law enforcement requests for call data.



That's not even a complete count, because T-Mobile, one of the largest carriers, did not initially reveal its total. It

### Wearables Drive The Component Technology Innovation

Posted Feb 21, 2016 by Brian Ballard (@brianballard723)



Brian Ballard is co-founder and CEO of APX Labs.

More posts by this contributor:

- Tracing The Roots Of Wearable Technology
- A Periodic Table Of Wearable Technology

How to join the network >

For years, many of the key components of wearables have been drafting off the strengths of the smartphone supply chain. During the last two years, the application processors and sensors for wrist and head-worn wearable products have more or less been taken off the parts bin of low and mid-tier smartphones.

This is typical of the early stages of any new mobile device category introduction, as manufacturers

carefully balance features, performance, form factor and price for an unknown market. Using proven components with the economy of scale helps maintain this balance as new devices are introduced to the market.

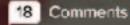
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A downside of this approach has been old and suboptimal technology finding its way onto wearables in the market today. For example, the Texas Instruments (TI) OMAP mobile processor, which was designed out of smartphones around 2013 when TI exited the mobile market, has been found in nearly every smart glasses device and even on the popular first generation Moto 360 smartwatch.

Many of the micro displays found in smart glasses today originate from electronic viewfinders and pico projector devices. These have far more tolerant power consumption and heat dissipation

#### Your phone will soon be your new doctor

Jason Jacobs, RunKeeper Sep 30, 2012 - 12:00 PM PDT



Imagine a day when your phone has all of your health information. It knows your goals, your time horizons and what activities you need to focus on to achieve those goals. It knows your schedule, whether you like to do things alone or in groups and who you like to train with. It knows what you eat, how much you've slept and all of your vital signs in real-time.

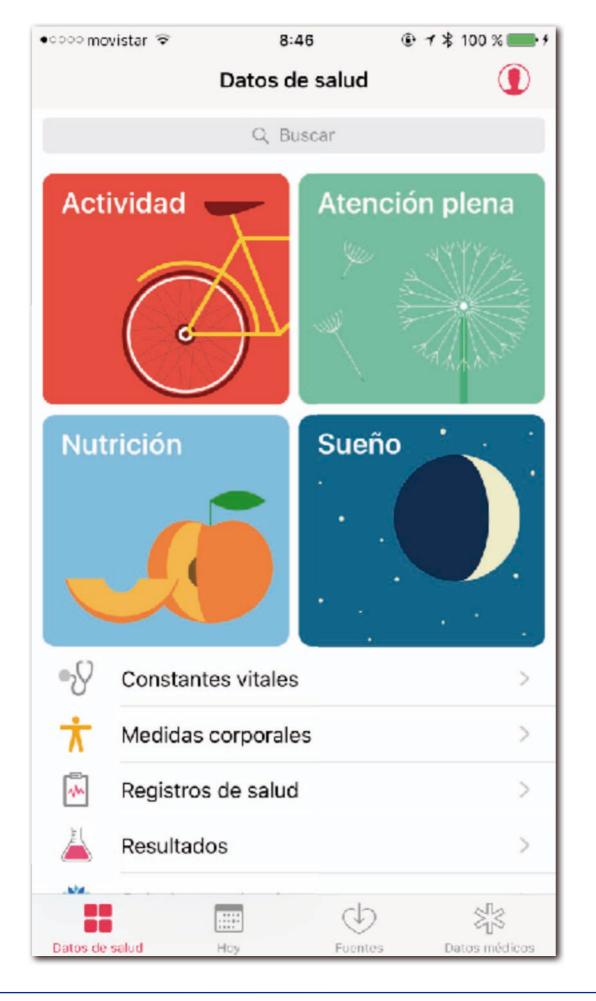
Based on the information it collects, your phone will lay out a plan to help you live a healthier life. It will notify you when it's time for an activity (i.e. taking a pill, going on a walk or taking your blood pressure), and adjust this plan as you go, based on what is and isn't working. The more it learns about you and others like you, the more effective its guidance will become. There will be a day when the



## "We believe Apple's HealthKit will revolutionize how the health industry interacts with people. We are proud to be at the forefront of this innovative technology with the Mayo Clinic app." Dr. John H. Noseworthy, CEO, Mayo Clinic







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## 9TO5Mac

MAC IOS AAPL GUIDES REVIEWS APPS COMMUNITY CASHBACK/FIX

#### APRIL 13, 2015

### Apple Watch gains pill reminders, doctor consultations & more from a dozen new healthcare apps

Jordan Kahn - 1 year ago 🔰 @JordanKahn

APPS & UPDATES APPLE WATCH APPS HEALTH FITNESS MEDICAL RECORDS



As Apple continues to approve more Apple Watch apps following the device going up for pre-order late last week, a long list of healthcare companies are showing off apps for the Apple Watch at the HIMSS 2015 conference this week in Chicago.

Inlcuded are apps from HCSC, WebMD, Kaiser Permanente, Dexcom, HealthTap, Vocera and many others, enabling everything from health records for patients to medication reminders and continuous glucose monitoring on the Apple Watch. Head below for a full list of healthcare apps for Apple Watch on show:



**ENRIQUE DANS** 

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CNET > Tech Industry > Apple's quest to reinvent digital healthcare

cnet

# Apple's quest to reinvent digital healthcare

The iPad, iPhone, and much-rumored iWatch are all part of Apple's plan to sell health and fitness monitoring tools and services to consumers and healthcare providers.

by Dan Farber 🔰 @dbfarber / February 10, 2014 8:04 AM PST

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# Now everybody can do their part to advance medical research.

Medical researchers are doing some of the most important work in the world, and they're committed to making life-changing discoveries that benefit us all. To help, we've created ResearchKit, an open source software framework that makes it easy for researchers and developers to create apps that could revolutionize medical studies, potentially transforming medicine forever.

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View the Open Source Project >



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News Markets

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## Thousands Have Already Signed Up for Apple's ResearchKit

(Bloomberg) -- Stanford University researchers were stunned when they awoke Tuesday to find that 11,000 people had signed up for a cardiovascular study using Apple Inc.'s ResearchKit, less than 24 hours after the iPhone tool was introduced.

"To get 10,000 people enrolled in a medical study normally, it would take a year and 50 medical centers around the country," said Alan Yeung, medical director of Stanford Cardiovascular Health. "That's the power of the phone."

With ResearchKit, Apple has created a pool of hundreds of millions of iPhone owners worldwide, letting doctors find trial participants at unprecedented rates. Already five academic centers have developed apps that use the iPhone's accelerometers, gyroscopes and GPS sensors to track the progression of chronic conditions like Parkinson's disease and asthma.

At the same time, other researchers caution that potential flaws in the information gathered through ResearchKit may make the data less useful. The software's consent forms may not be clear enough, or its applications won't capture data fully and accurately and protect the privacy of participants, they say.





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## TECH MOBILE SOCIAL MEDIA ENTERPRISE CYBERSECURITY TECH GUIDE

Q

## Some Silicon Valley techies are now obsessively tracking their blood sugar -- and they don't have diabetes

- People with type 1 diabetes track their blood sugar on a daily basis.
- There's a new market of people who don't have the disease, who are interested in tracking their blood sugar.
- At Geoff Woo's nutrition supplement startup Nootrobox, nearly all of the small team tracks their blood sugar continuously throughout the day

Christina Farr | @chrissyfarr Monday, 15 May 2017 | 7:35 PM ET



### MAY 18

AAPL: 152.54 2.29 /

## Report: Tim Cook testing wearable blood sugar tracker on Apple's campus, connected to Apple Watch

Benjamin Mayo - May, 18th 2017 12:48 pm PT 💆 @bzamayo.



## Forbes -





Enrique Dans, CONTRIBUTOR

I study technology disruption in individuals, companies and societies. FULL BIO V Opinions expressed by Forbes Contributors are their own.



My prediction is that the same thing will happen with blood sugar levels and other parameters: orientative devices that carry out constant and nonintrusive monitoring, continuously generating data that will be analyzed in real time in the cloud using machine learning. Such data would allow algorithms to carry out a preventive diagnosis and, if necessary, send patients to the doctor for more rigorous monitoring. This would undoubtedly give medicine much more data to work with, without pretending to deploy sophisticated instrumentation with strict levels of precision in environments that simply do not allow it.

It's not about getting your doctor to look at your Fitbit chart: it's about machine learning systems being able to use low accuracy readings of your devices as indicators to tell you when you should see a doctor.

The future of medicine is digital. But not necessarily FDA-approved.

A message from Tim Cook about Apple's commitment to your privacy.

At Apple, your trust means everything to us. That's why we respect your privacy and protect it

Our business model is very straightforward: We sell great products. We don't build a profile based on your email content or web browsing habits to sell to advertisers. We don't "monetize" the information you store on your iPhone or in iCloud. And we don't read your email or your messages to get information to market to you. Our software and services are designed to make our devices better. Plain and simple.

information and asking for your permission a

your mind later, we make it easy to stop sharing with us. Every Apple product is designed around those principles. When we do ask to use your data, it's to provide you with a better user experience.

We're publishing this website to explain how we handle your personal information, what we do and don't collect, and why. We're going to make sure you get updates here about privacy at Apple at least once a year and whenever there are significant changes to our policies.



# Dr. Google is as popular as ever — can real doctors adapt?

Al Mais Plaussner Jan 16, 2013 - 7:09 PM PDT

7 Comments

It's easy to dismiss the Internet as a risky place to look for health information. As HealthTap founder Ron Gutman joked the first time we met, "On the Internet, every headache becomes a brain tumor in four clicks or less."

If you've ever done an online search for an unfamiliar ache, you can probably relate: That weird pain in your side could mean appendicitis, food poisoning or pregnancy. That nasty rash on your arm could be poison ivy, a spider bite or cancer.

But despite "Dr. Google's" shortcomings and concerns about so-called cvberchondria, the Web – and search engines in particular – remains a top



#### **ENRIQUE DANS**



Amit Chowdhry Contributor

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I cover noteworthy technology, startups and gadgets full big →

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TEGH 10/15/2014 @ 1:37AM 2.315 views

## Google Is Testing A 'Talk With A Doctor' Feature Within Medical Search Results

+ Comment Now + Follow Comments

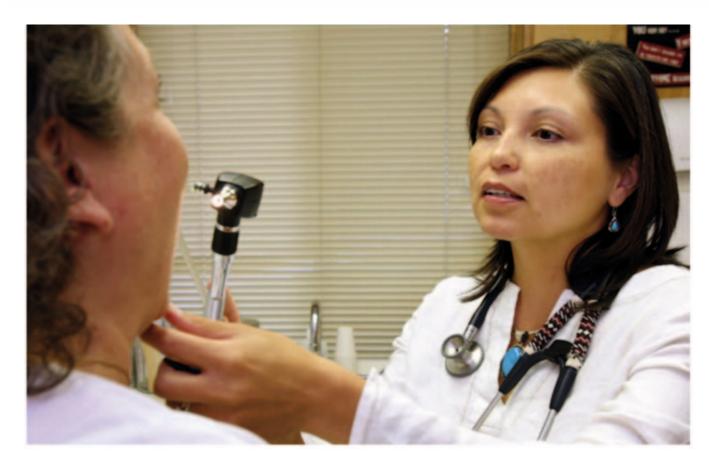
<u>Google Goost 15%</u> is working on a feature that benefits people searching for information about medical problems. The feature offers the ability to set up a <u>video</u> chat session with a doctor while searching for specific medical symptoms. Doctors at Scripps <u>Health</u> and One Medical with verified credentials have partnered with Google on the video chatting project.

"When you're searching for basic health information – from conditions like insomnia or food poisoning – our goal is provide you with the most helpful information available," said a Google spokeswoman in a statement. Google confirmed that the service is currently in a test phase after Reddit user Jason Houle posted a <u>screenshot</u> of the feature on <u>Reddit</u> from his smartphone:

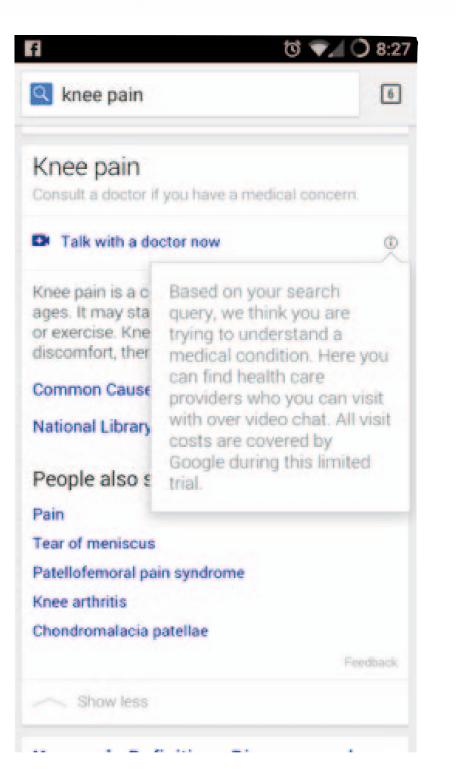


Cockies on Forbes

# Google trial lets you chat with doctors when you search for symptoms



Searching the web for symptoms of illness can be dangerous -- you could identify a real condition, but you also risk scaring yourself for no reason through a misdiagnosis. Google might have a solution that puts your mind at ease, though. The company has confirmed to Engadget that it's testing a <u>Helpouts-style</u> feature which offers <u>video chats with doctors</u> when you search for symptoms. While there aren't many details of how this works in practice, the search card mentions that Google is covering the costs of any chats during the trial phase. You'll likely have to pay for virtual appointments if and when the service is ever ready for prime time, then. That's not ideal, but it could be much cheaper than seeing a physician in person.









RunKeeper





























## **Five Best Sleep Tracking Gadgets or Apps**



Alan Henry 3/31/13 8:00am · Filed to: HIVE FIVE ~



We could all use a better night's sleep, and the key to getting there is a mix of **good sleep habits** and understanding the things that keep you from getting the best sleep you possibly can. That's where sleep tracking gadgets that you wear, and smartphone apps that monitor your sleep cycles all come into play. This week, we're looking at five of the best sleep tracking tools, based on your



### Sleep Cycle

Sleep Cycle is an iOS app that also watches your sleep habits from your nightstand in order to help wake you up at the best possible time of the morning. We've mentioned it before, a long time ago, but the app has grown a good bit since then, and still has a loyal following. It's \$1, and for the money you get motion monitoring (and even advises you on where you should place your iPhone while you sleep so it can make use of its accelerometer-right next to your pillow) so the app will know when you toss and turn and

when you wake in the middle of the night. The app collects its data and then presents it to you in easy-to-understand graphs, and lets you even mark conditions for the night, including behaviors you may have changed, so you can see their effect on your night's rest. The app also functions as an alarm clock, and will wake you to your own music or any one of over a dozen soothing alarm melodies for a gentle start to the day. Plus, the app runs in the background so



















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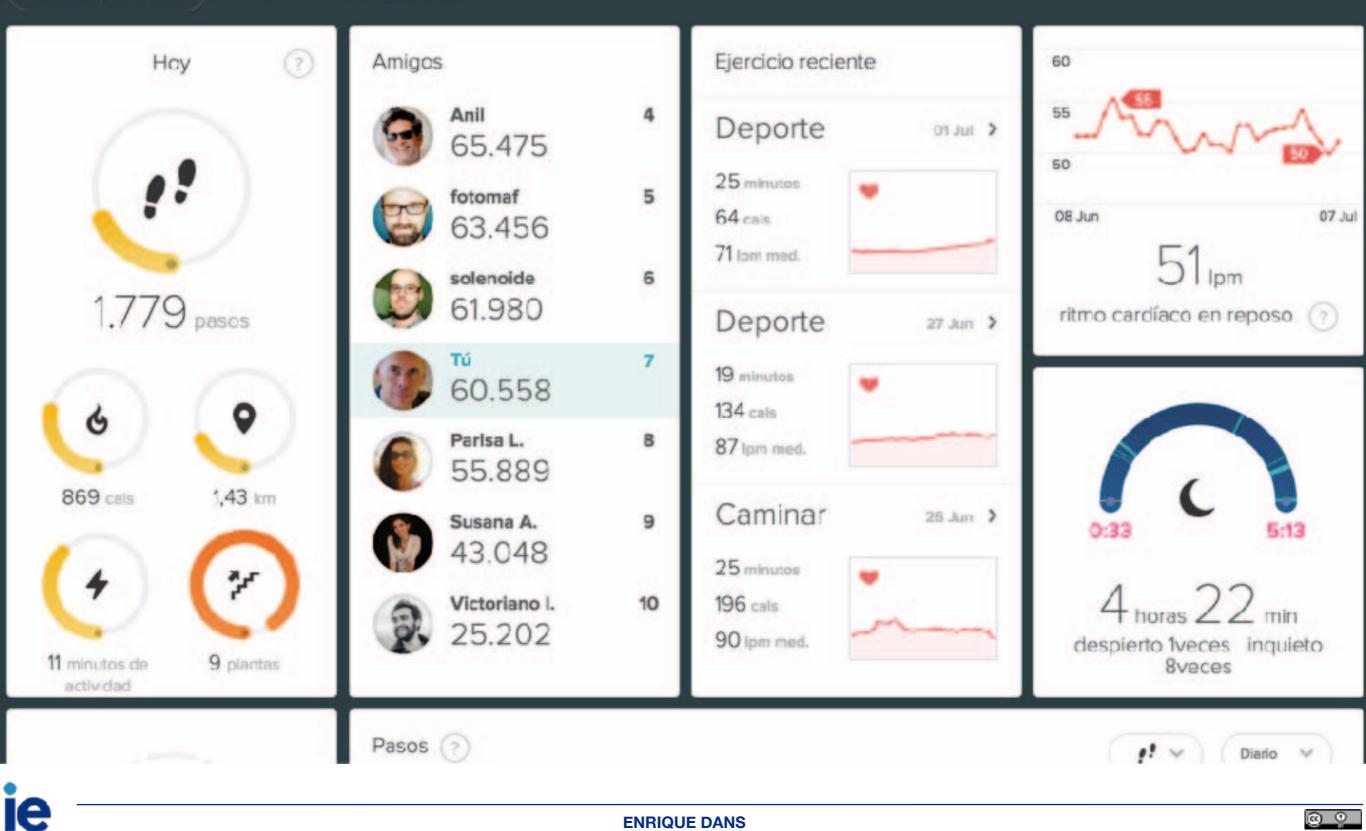




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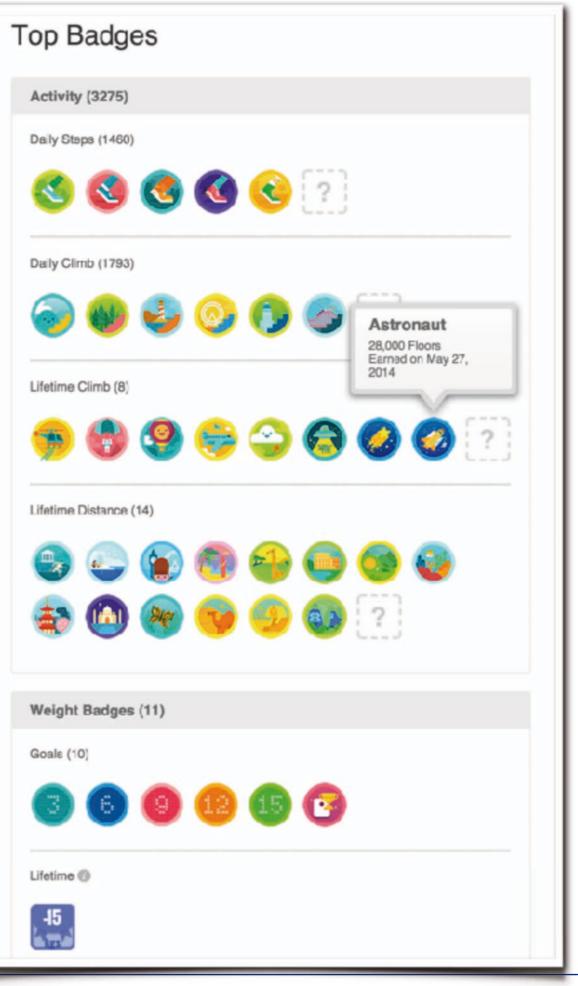


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Sports app	<b>Sports brand</b>	When	How much
Rrunkeeper	asics	Feb. 10, 2016	85M
- runtartic	adidas	Aug. 5, 2015	<b>239M</b>
FITSTAR ★	🖷 fitbit.	Mar. 5, 2015	17.8M
myfitnesspal		Feb. 4, 2015	475M
		Feb. 4, 2015	<b>85M</b>
mapmy®fitness		Nov. 14, 2013	<b>150M</b>

# NBA-approved wearables may hit courts soon

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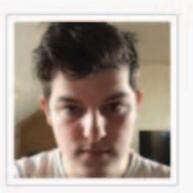
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Posted on April 13, 2016

DAVID CURRY Contributing Writer 283 Shares 30 165 57

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It comes after Cleveland Cavaliers point guard Matthew Dellavedova was warned for using Whoop's biotracker in multiple games last month. He has since removed the tracker, but received no fine for using it.







### Intelligent Machines

### The Machines Are Getting Ready to Play Doctor

An algorithm that spots heart arrhythmia shows how Al will revolutionize medicine—but patients must trust machines with their lives.

by Will Knight July 7, 2017



The researchers partnered with <u>iRhythm</u>, a company that makes portable ECG devices. They collected 30,000 30-second clips from patients with different forms of arrhythmia. To assess the accuracy of their algorithm, the team compared its performance to that of five different cardiologists on 300 undiagnosed clips. They had a panel of three expert cardiologists provide a ground-truth judgment.

Deep learning involves feeding large quantities of data into a big simulated neural network, and fine-tuning its parameters until it accurately recognized problematic ECG signals. The approach has proven adept at identifying complex patterns in images and audio, and it has led to the development of better-than-human image-recognition and voice-recognition systems.

## Rhythm

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Michaela Rehie / Reuters

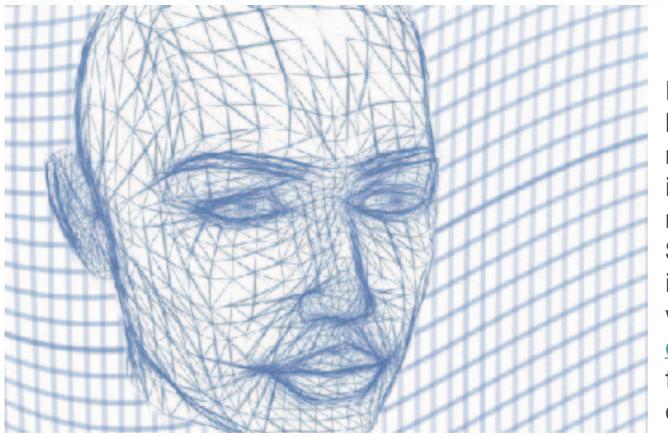
### TECHNOLOGY

## Machines That Can See Depression on a Person's Face



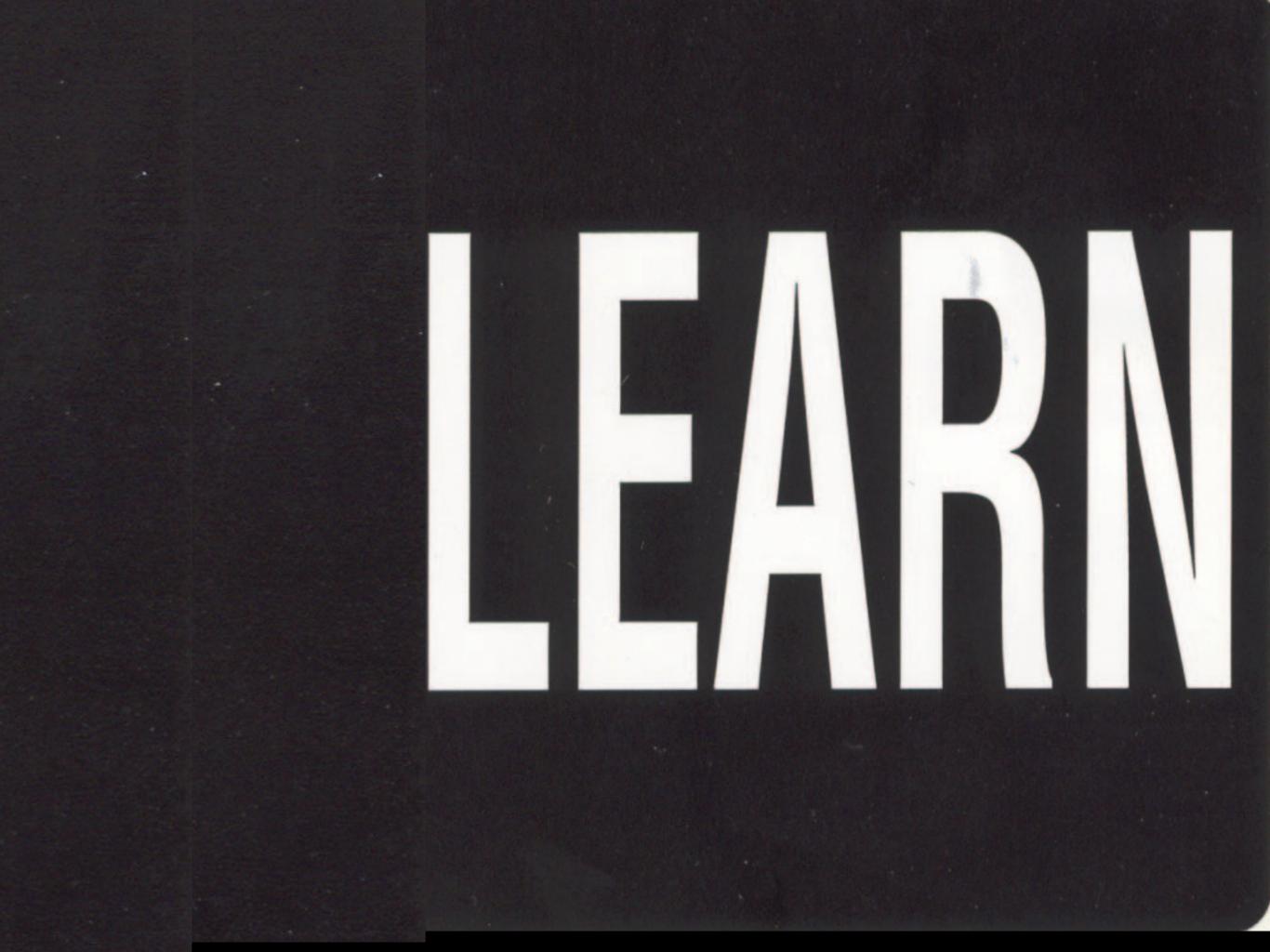
## How machine learning will affect your business

In the past, successful use of machine learning algorithms required bespoke algorithms and huge R&D budgets, but all that is changing.



Machine learning techniques may have been used for years, but recently there has been an explosion in their applications. In fact, in a recent Q3 earnings call, Google CEO Sundar Pichai said "Machine learning is a core, transformative way by which we're re-thinking how we're doing everything." And they're far from the only business making that claim.

In the past, successful use of machine learning algorithms required bespoke algorithms and huge R&D budgets, but all that is changing. <u>IBM Watson</u>, Microsoft Azure, Amazon and Alibaba all launched turnkey cloud based machine learning SaaS solutions in 2015. At the same time startups like Idibon, MetaMind, Dato and MonkeyLearn have built machine learning products that companies can take advantage of.







Enrique Dans Contributor





I study technology disruption in individuals, companies and societies.

#### full bio $\rightarrow$

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### Comment Now

LEADERSHIP 2/04/2015 @ 3:41AM 7.185 views

## If You Want To Change Things, You Have To Break Things

+ Comment Now + Follow Comments

"The problem with this company is it lacks an innovative culture," said the CEO while asking his secretary to print out his emails for that day so he could check them, pulling out a pen at the same to sign the minutes of a meeting...

Okay, I made that up, but the scene is played out all too often in the business world: managers who say they want an innovative culture in their company, a proactive approach toward what they still call "the new technologies" —when in reality they are talking about products and services that have generally been around for several years... how long does a technology have to have been in used by us before some people stop calling its "new"? — but who are unable to even consider giving up some of the oldest and outdated aspects of their own culture.

The first thing you must have clear in your mind when talking about innovation is whether you really want your organization to be innovative. Managing



"My profession has probably been transformed again just since we started this session."



y now you've surely heard that moving forward, every company will be a software company, and that shift is happening now as companies large and small scramble to transform into digitally-driven organizations.

Wherever you turn, businesses are facing tremendous disruptive pressure. What's interesting is that the theory about how firms should be dealing with this massive change is itself in flux, transforming if you will, as organizations come to grips with the idea that the most basic ways they do business are being called into question.

Just over a year ago when I researched this topic, I found that the general method for dealing with disruption was **developing pockets of innovation inside a company** using labs or incubators to prime the innovation pump. Today, when I explore the same issues, I'm finding that companies are taking a much more comprehensive approach that has to do with reviewing every department and business process in the organization.



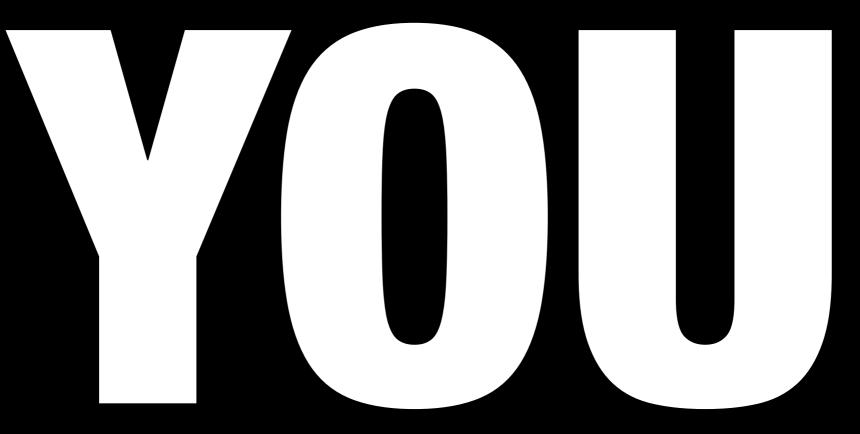












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