



IMPLEMENTATION OF DIGITAL HEALTH IN BRAZIL — ROADMAP TO RIGHT TO HEALTH

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BRAZILIAN HEALTH SYSTEM

Unified Health System (Sistema Único de Saúde)

Public system (public healthcare and public health, R&D etc.) tax-funded and single payer

Principles:

- i. Universality**
- ii. Integrality**
- iii. Equity**

Governance

- i. Social participation w/ workers and users**
- ii. Decentralization**

Private healthcare (Supplementary health)

Private system, insurance-based

“Principles”:

- i. Market dynamics**

Covers about 25% of the population and aims integration with SUS

DIGITAL HEALTH DURING COVID-19

Lifting on telemedicine prohibition

- Regulation of medical records, digital medical prescription

Unification of databases (public health and healthcare)

- National Network of Health and Data (RNDS)
- New apps (e.g. ConecteSUS) and digitalisation of personal health records (ex: Covid-19 vaccination)

New business models on private healthcare that uses mass data collection

- Predictability analysis: individual risks
- Prescriptive analysis: shaping of best individual behaviour to tackle individual risks

Implementation of LGPD (General Data Protection Law)

- Advancements on personal data protection

DIGITAL HEALTH AND RISKS

Discrimination

- Price discrimination based on individual behaviour (e.g. Health Score or pricing discrimination on drug retailers)
- Individualization of behaviour in health policy: the idea of individual risk replacing collective vulnerability

Unconsent third-part sharing of personal data

- Companies acknowledge they can make profit from personal health data (e.g. Pharmaceutical companies buying data for clinical trials)

Data leakages and other safety breaches

- Two massive data leakages from Ministry of Health in 2020/21

Telemedicine: improving access or restricting access?

- How to prevent telemedicine to not replace in person care and to increase and improve access?

POTENTIALS AND CIVIL SOCIETY

How to shape digital health to increase access and realize right to health

- Collective approach to health
- Policy-making under the historical principles that led the creation of the SUS in the 80's:
 - i. Universal access,
 - ii. Integrality of care
 - iii. Equity
 - iv. Social participation

Personal data protection and beyond

- Civil society orgs. have been working a lot on personal data protection issues (data ownership, privacy) → How to move beyond?

Digital industry, innovation and access

- How to integrate health policy with economic development policy?
- Development of local R&D (including public developers) to meet SUS's needs
- Avoid economic dependence from BigTech (parallel with BigPharma)

Access to internet

- Increasing access on rural areas and vulnerable urban settings
- Improving quality and quantity

THANK YOU

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