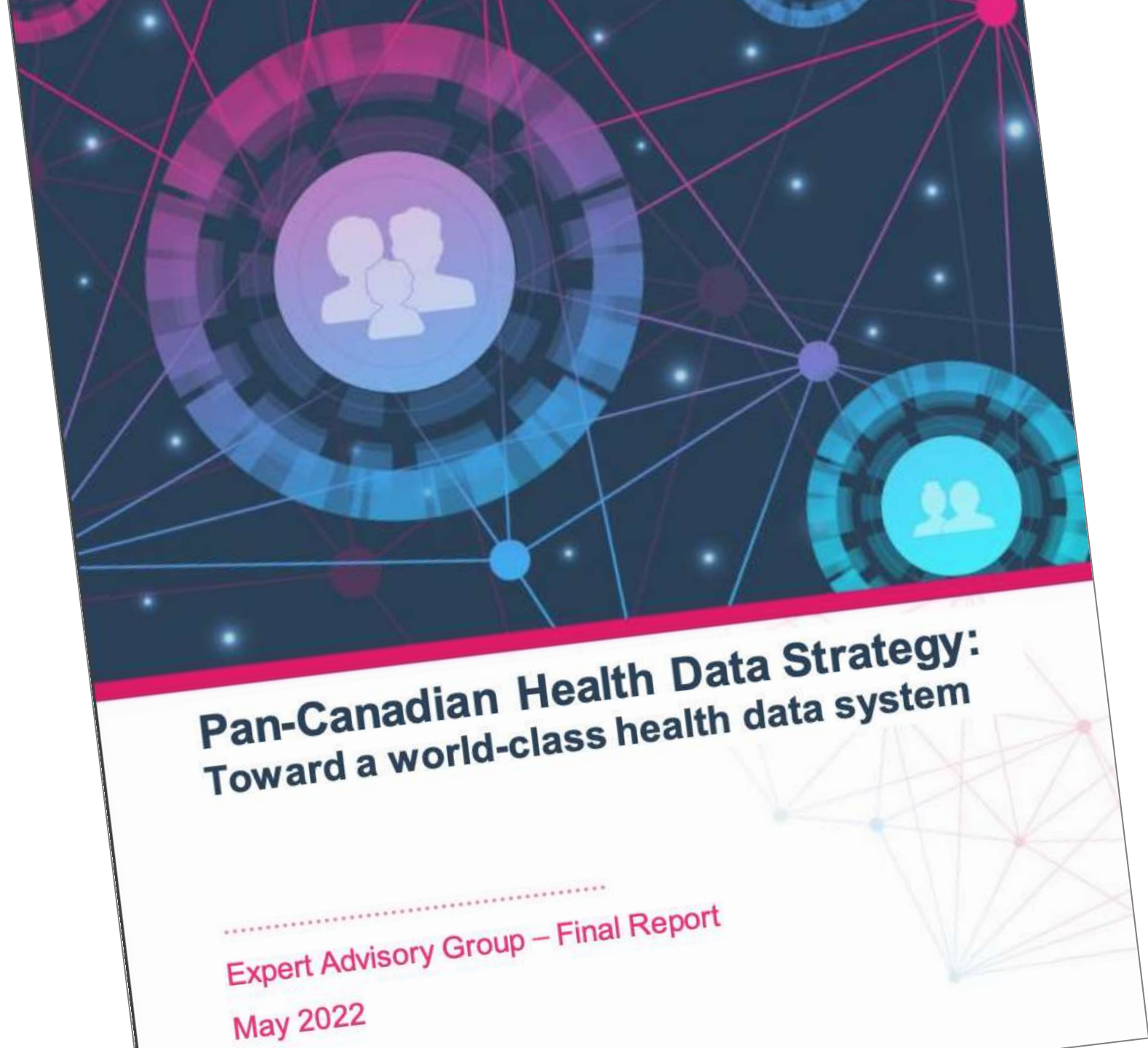


Failure to use data effectively “risks continued escalation of health care costs, underperformance of health services and poor health outcomes including avoidable illness and death, low levels of innovation, perpetuation of health inequities, and ineffective responses to future public health threats.”



Health Data-related Harm Framework

1. Individual Harm

- a.** Breach of personal health data
- b.** Damage to physical or emotional health and wellbeing through data misuse, non-use, or lack of integrity
- c.** Breach of cultural rights to personal health data
- d.** Breach of legal and ethical rights to personal health data

Carmel Chamberlain

Marketing & Social Media Coordinator

2. Population Harm

Reboot Communications

www.rebootcommunications.com

carmel@rebootcommunications.com

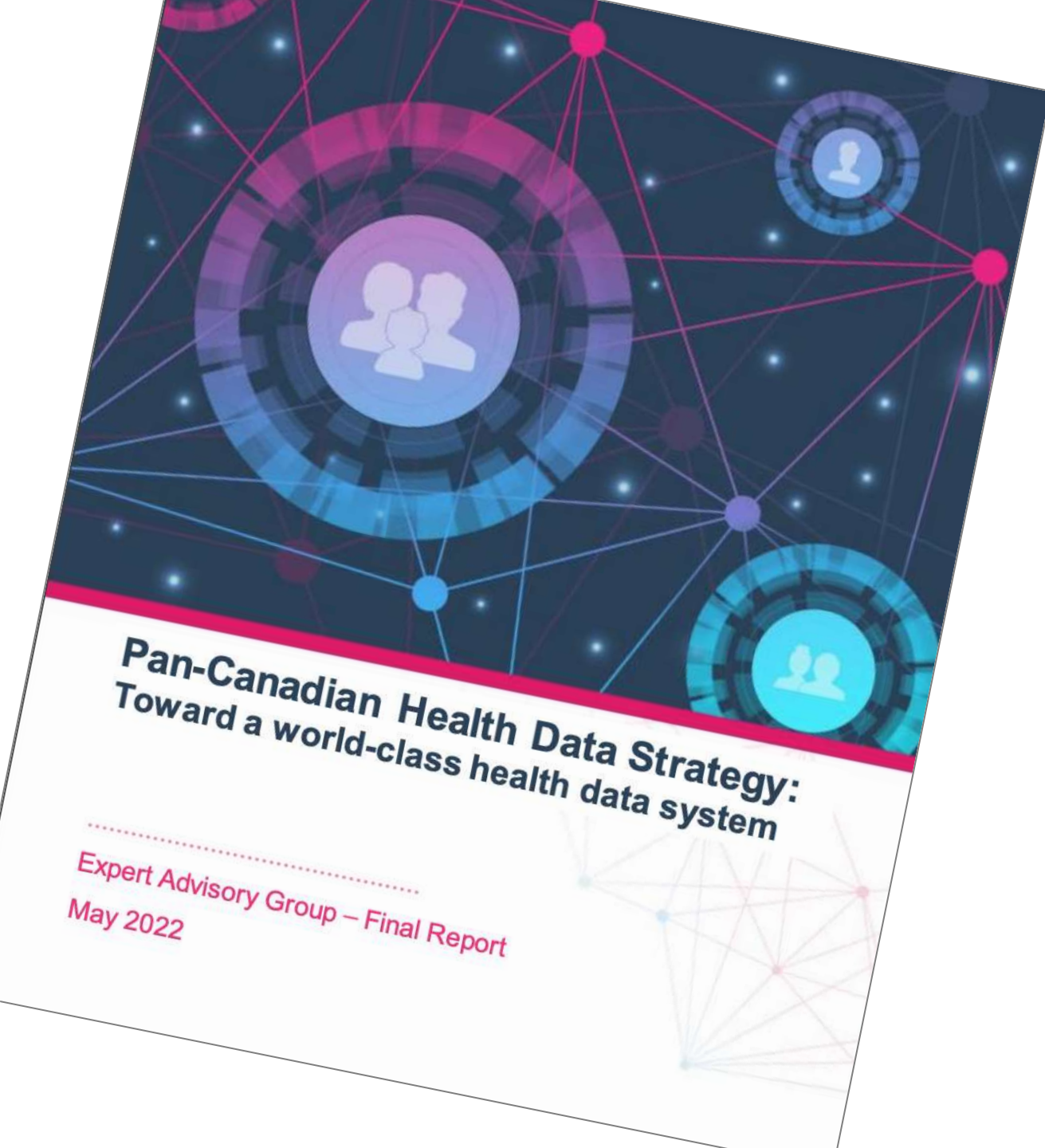
- a.** Failure to benefit from science and use health data for public good
- b.** Misuse of data to create misinformation or information that may be used to deceive or promote discrimination and/or inequities

250-589-7607

Follow us on Twitter & join our LinkedIn Group

3. Health System Harm

- a.** Failure to optimize health system function and efficiency due to poor data design, misuse, non-use, or lack of data integrity
- b.** Damage to health workforce wellbeing from poor data design and/or misuse, non-use, or lack of data integrity
- c.** Failure to support health innovation through health data misuse, non-use, or lack of data integrity



Based on past experience, we expect a great deal of wrangling and squabbling over funding and authority between jurisdictions, turf protection between organizations, and concerns from professional groups. Rather than continuing such self-defeating exercises, let us put energy into collaboration and collective action, and deliver what Canadians expect and deserve.