



A photograph of green plants with yellow flowers against a blue sky, with the text "Take a deep breath" overlaid in white. The plants are in the foreground, and the background is a clear blue sky. The text is centered and written in a clean, white, sans-serif font.

Take a deep breath

First and last
act of life





**Fabio
Balli**

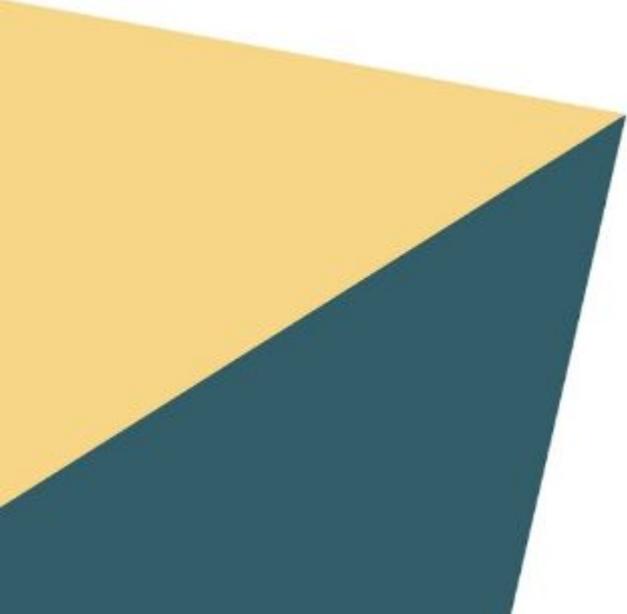


**Leora
Simon**



Problem

Why is the burden
of respiratory diseases
on the rise?



1 in 5 person has a chronic respiratory disease





Asthma

1000 new cases
a year

Chronic Obstructive Pulmonary Disease



#1 cause of
hospitalization

Lung cancer - Sleep apnea - Cystic fibrosis
Allergic rhinitis - Bronchitis - Tuberculosis - etc.



2010-2030 projections



Cost doubles to 24 billion yearly

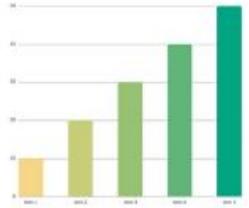
32%

People affected



Problem landscape

Data



Education

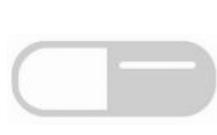
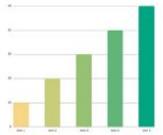


Access to treatment



Patient experience





Data

Problems

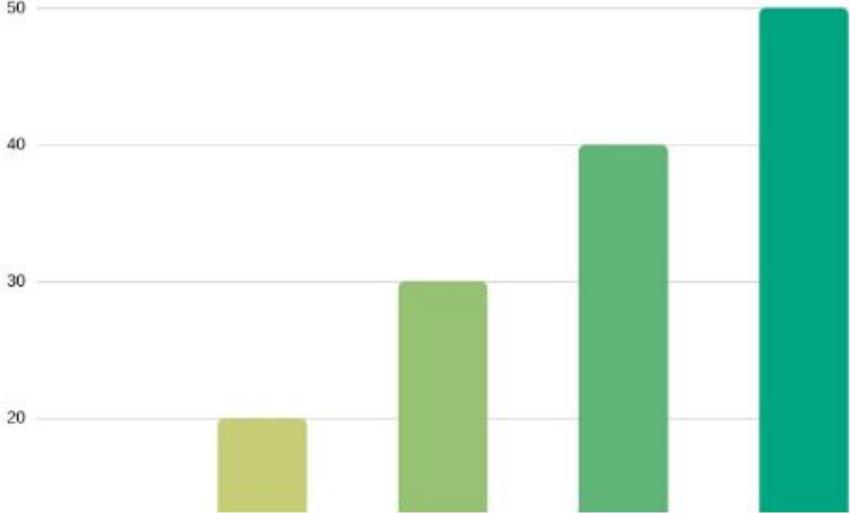
- Collection is sporadic, not comprehensive
- Data is a commodity
- Data is not shared

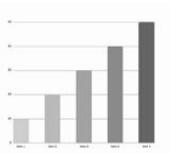
Current solutions

- Data projection
- Health tracking software (phone apps)
- Electronic medical records

How can we create ongoing, open data that inform public health and research?

Gap





Education

Problems

- Education without pedagogy
- Focus on treatment over prevention

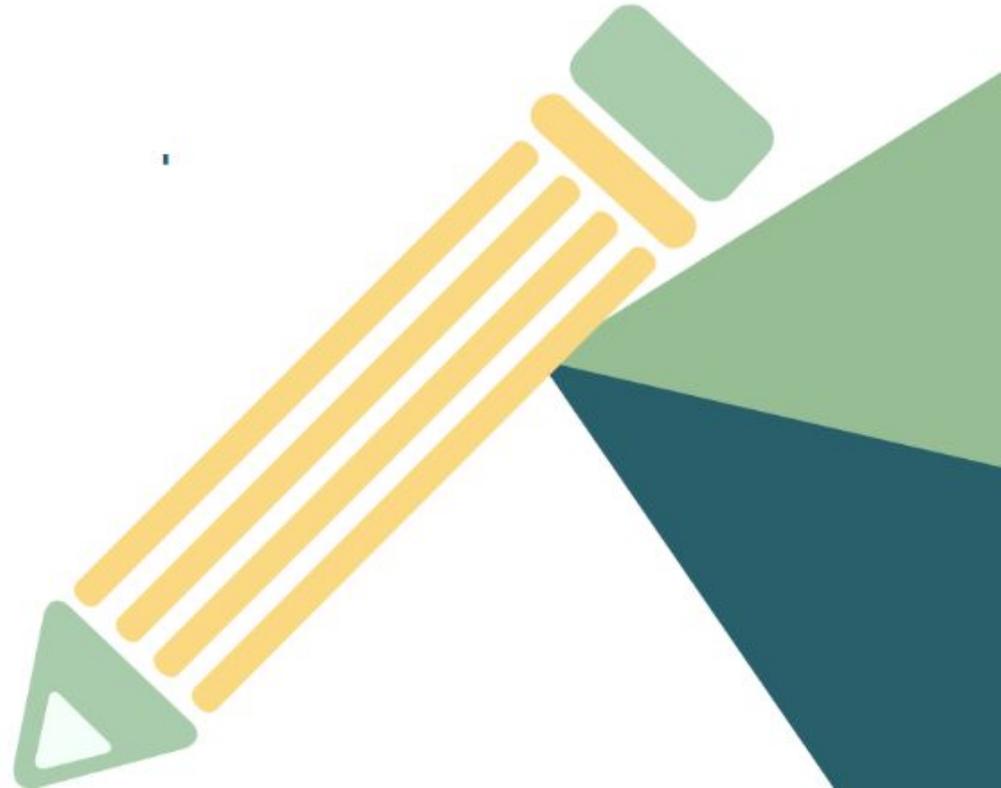
Current solutions

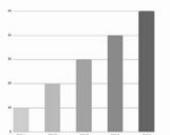
- Government strategies for patient-centered care
- Child-friendly materials in schools
- Unlikely partnerships

Gap

How can we make learning engaging?

How can we change mindsets
within healthcare systems?





Access to treatment

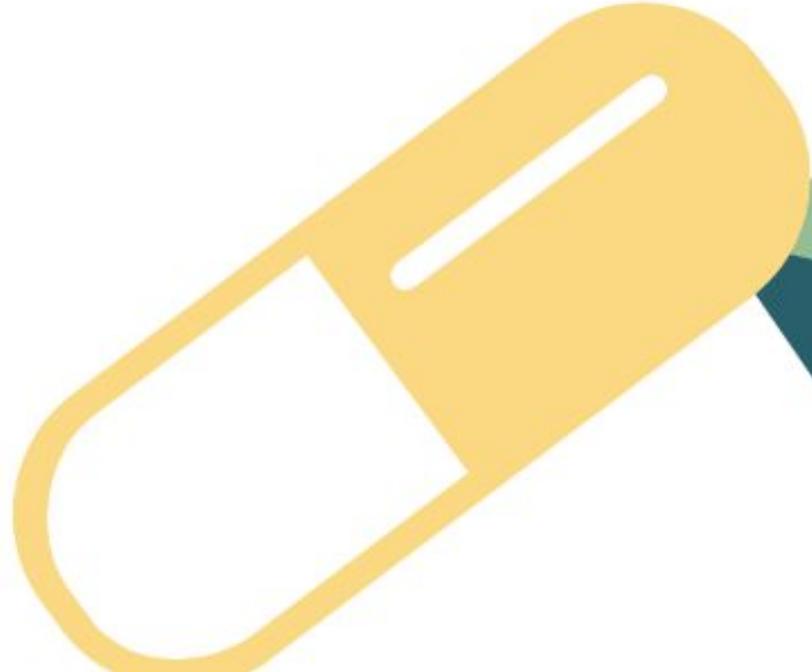
Problems

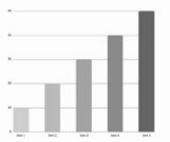
- Patents on inhalers and education tools
- Subsidies: up to \$ 300K year/person with cystic fibrosis
- No access to medical care

Current solutions

- Generic medication
- Virtual medical care

How can ensure everyone, everywhere has access to lifesaving innovation?





Patient experience

Problems

- Prescriptive: physician has authority
- 1 in 2 patients do not follow their treatment
- Patient blamed

Current solutions

- Pilot studies with a holistic approach
- Fostering empathy
- Peer groups

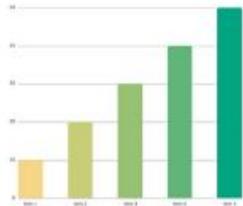
How can we empower individuals to care for their respiratory health and that of others?



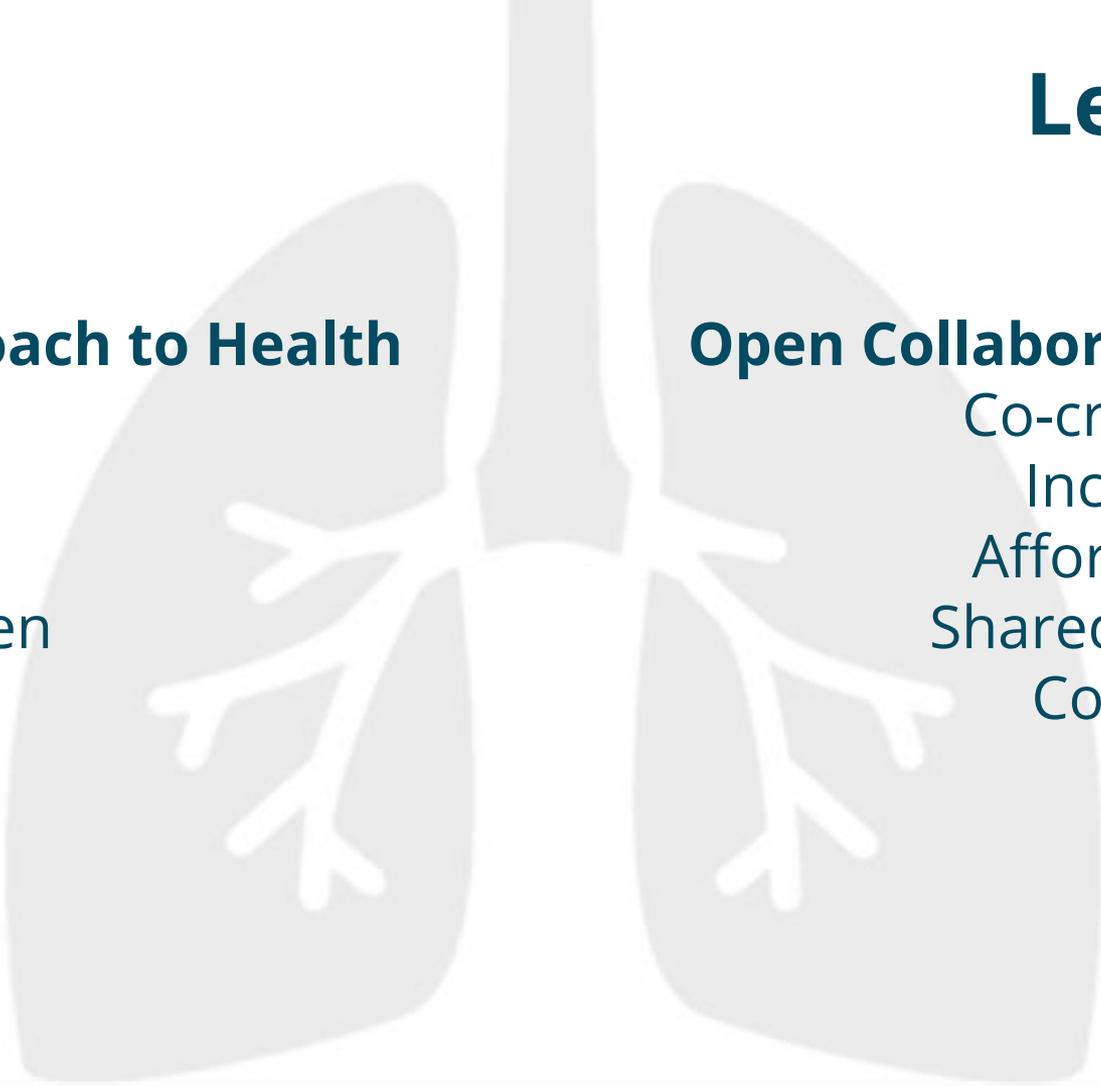


What we have learned

All problems identified
have **common threads.**



Levers



Changing Approach to Health

Empowering

Accessible

Fun

Community-driven

Preventive

Open Collaboration

Co-created

Inclusive

Affordable

Shared data

Copyfair

Levers

Changing Approach to Health

Empowering
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with

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Copyfair

ME[©]

ME[©]

ME[©]



WE[©]





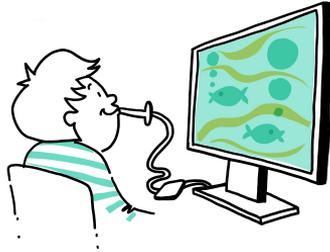
Healthy Lives for All by 2030





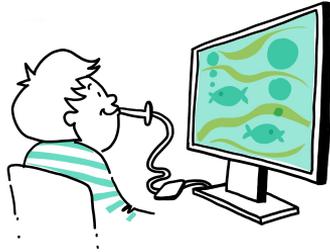
A solution to *inspire*

Changing Approach to Health with Open Collaboration

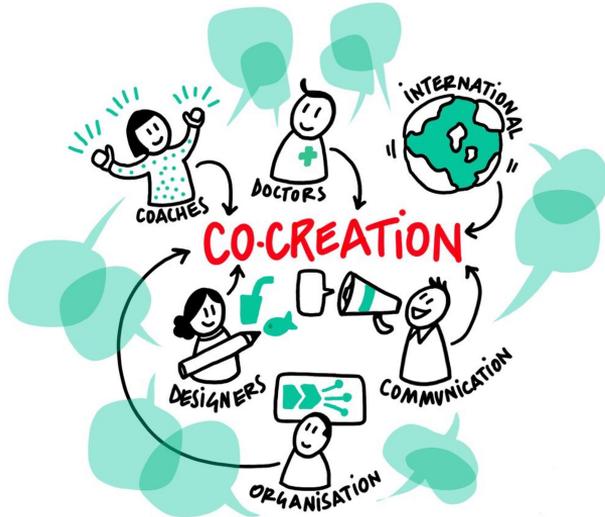


- Fun, empowering learning
- Distributed data

Changing Approach to Health with Open Collaboration

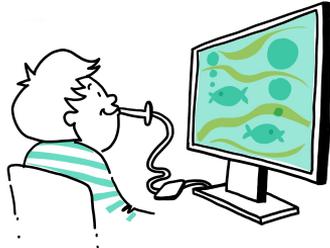


- Fun, empowering learning
- Distributed data



- Multidisciplinary co-creation
- Participatory research

Changing Approach to Health with Open Collaboration



- Fun, empowering learning
- Distributed data



- Free to use and improve
- Cheap to reproduce locally

- Multidisciplinary co-creation
- Participatory research



“When I don’t do my treatment, it is because it's **boring to death.**
Playing makes me want to do it.”

Alexis, 8 years

“Starting from a group of people interested in building something together,
each person bringing their own skills, is an **eye-opening experience.**
That collaboration is key to developing any tool that will be useful for the patient.”

Dr Sze Man Tse, respirologist, Sainte-Justine university hospital



“It is there for everyone, including for developing countries
where certain things that are proprietary don’t get easily sent over.”

Jonathan Ng, visual artist, filmmaker



