**[119] THE CLINICAL GPS - CLINICAL DECISION SUPPORT END TO END**

**Kaare Norgaard1, 1 Business Development**

**Ocean Process and the Clinical GPS**

**Questions for Health IT/Digital Health:**

* **Investment Rational**   
  The clinical GPS is the future way to manage health care processes – online from one Global knowledge database. The clinical GPS means decision support end–to-end, in the whole treatment process. By using our system you avoid malpractices and handle the complexities of personalized medicine, and the patient and/or relatives get full insight into the treatment and has control over the process.
* **Business Strategy**   
  We deliver it like Google Maps – the guidance is free, based on one server, and you can deviate from its guidance (it then re-plans). Hospitals pay for the integration in order to state conformance with guidelines – reducing law suits and avoiding losing those that do come up. The hospital can offer the service to their patients and get the data it needs.
* **Core Technology**   
  We use a special workflow model – the Process Matrix – which enables the end-to-end guidance (as opposed to the Flow Chart that everybody else uses). It can hold the complexity of diseases and their many variants, and it can offer to the clinician a user interface that doesn’t force them to work in a more structured way than today.
* **Product Profile/Pipeline**   
  We have a complete prototype that we want to introduce to partner discussions.
* **What's Next?**   
  We approach the top end of hospitals that care the most about treatment quality and patient experience. The offering may be bundled with e.g. Personalized Medicine, i.e. the delivery of gene tests, whose results we can build into our model. And in clinical tests where we can offer a precise and fast approach to disseminate rules to the doctors taking part in the test.