

## **Transformation of the Business Model in an Occupational Health Care Company Embedded in an Emerging Personal Data Ecosystem: A Case Study in Finland**

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**Abstract :** Information technology has long been used as an enabler of exchange for goods and services. Services are evolving from generic to personalized, and the reverse use of customer data has been discussed in both academia and industry for the past few years. This article presents the results of an empirical case study in the area of preventive health care services. The primary data were gathered in workshops, in which future personal data-based services were conceptualized by analyzing future scenarios from a business perspective. The aim of this study is to understand business model transformation in emerging personal data ecosystems. The work was done as a case study in the context of occupational healthcare. The results have implications to theory and practice, indicating that adopting personal data management principles requires transformation of the business model, which, if successfully managed, may provide access to more resources, potential to offer better value, and additional customer channels. These advantages correlate with the broadening of the business ecosystem. Expanding the scope of this study to include more actors would improve the validity of the research. The results draw from existing literature and are based on findings from a case study and the economic properties of the healthcare industry in Finland.

**Keywords :** ecosystem, business model, personal data, preventive healthcare

**Conference Title :** ICBIR 2017 : International Conference on Business Innovation and Research

**Conference Location :** Venice, Italy

**Conference Dates :** June 21-22, 2017