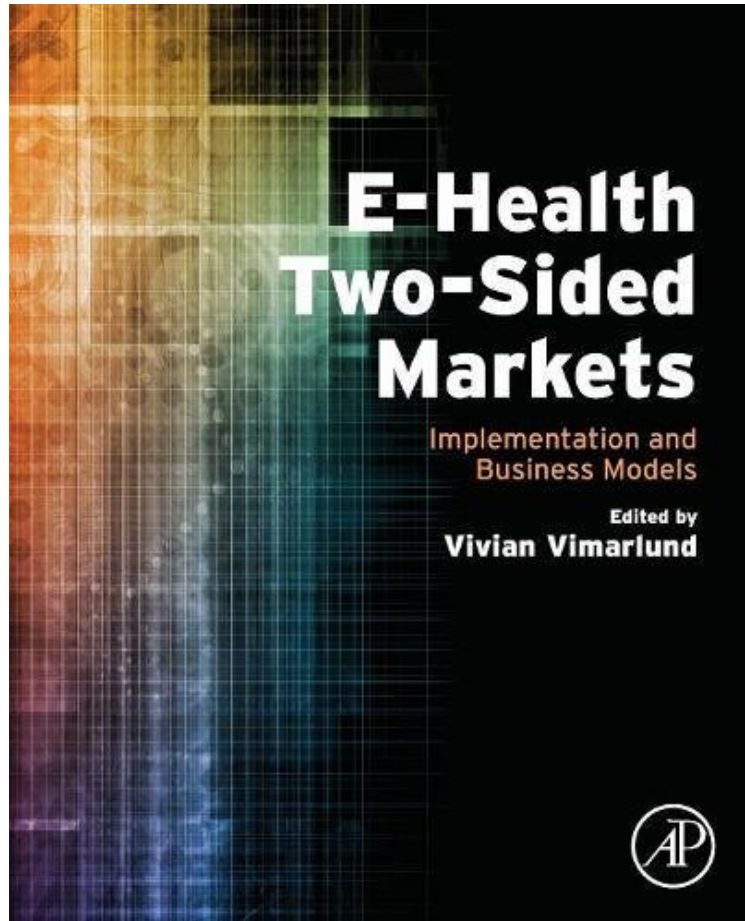


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# E-Health Two-Sided Markets: Implementation and Business Models

*Vivian Vimarlund*

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E-health two-side Markets: Implementation and Business Models presents empirical models and suggestions that focus on how to remove barriers to deliver online services across borders and how actual barriers affect business models in a two-sided market with regard to eHealth. Technological innovation and business developments in online trade result in fast-evolving markets with the continuous emergence of new products and services, thus requiring a specific approach. This book discusses how to develop innovative and cost-effective implementation strategies for complex organizations, the importance of barriers and facilitators for two-sided markets when implementing e-health

services and/or IT based innovations, which pre-requisites have to be achieved in complex organizations that act in two-sided markets when implementing e-services, the ecosystem for implementation of services and innovations in complex organizations, and its effects for business models. This book is a valuable source for researchers in medical informatics, and is also ideal for stakeholders, consultants, advisors, and product designers involved in eHealth services. Presents guidelines that can be used as examples of pros and cons in two-side markets Provides knowledge that enables readers to identify the changes that need to be considered in budget proposals for eHealth implementation Includes examples of business models applied in two-side markets, diminishing external effects and failures

About the Author Dr. Vivian Vimarlund has a wide experience on management and leadership. Academic leadership is practiced as Associated Dean of Research, Director of the Research Center (CENT/IS) at Jnkping International School (JIBS), as a Member of the American Medical Informatics (AMIA) Mentorship Programme, and as a scientific leader of a series of research projects. She is the coordinator of the national eHealth network in Sweden, and scientific secretary at SFMI (National association of medical informatics). Dr. Vimarlund has since 1989 conducted research within the area of Informatics with special focus on issues such as: a) Methods and models to evaluate the socio-economic impact of the implementation and use of IT-based innovations in healthcare; b) business models for Public Information Systems and Electronic Markets; and c) eHealth services implementation and two-side markets. Expert Evaluator for the Mitacs Accelerate Internship Program, Canada, 2015. Expert Evaluator for the Akrediterings Institute. Danmark, Evaluation of the IT-programme at Arhus University, 2014 Expert Evaluator at EU-commission: Program Horizon, 2014 Expert Evaluator at EU-commission: Program AAL, 2013, 2014 Expert Evaluator for FAS, 2013 Expert Evaluator at STINT, 2012. Evaluation of Institutional Grants. Expert Evaluator for The Research Council of Norway: naturvitenskap og teknologi. Dep. of Science and Technology Division for Vitenskap. Division of Science Norges forskningsrd (2004, 2005, 2009, 2010, 2011, 2012, 2013, 2014).