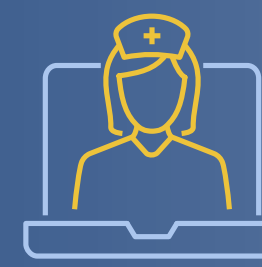


# Example 2 | Digitalisation of healthcare services



Telemedicine involves the use of digital technologies to deliver medical services remotely. This can include video consultations with doctors, remote patient monitoring, digital medical records, and mobile health apps. The digitalisation of these services has been a significant innovation in the healthcare industry, with numerous benefits such as improved access to care, cost savings, and increased patient satisfaction.

Here's how intellectual property (IP) could protect this digital innovation:

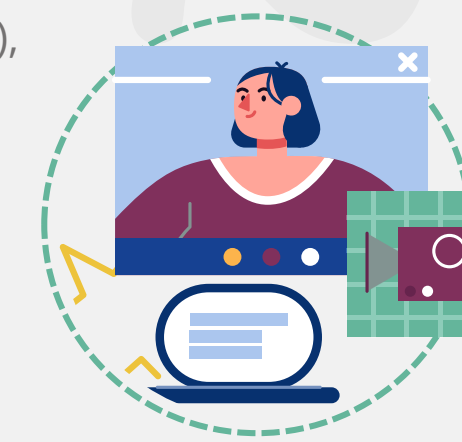
## 1 Patents

Unique methodologies for diagnosing or treating patients remotely, novel algorithms for interpreting medical data, or innovative designs for wearable health devices could potentially be patented.



## 2 Copyright

The software code for the telemedicine platform, as well as any original content (such as educational articles or videos), could be protected by copyright.



## 3 Trade Marks

The name and logo of the telemedicine service could be trade marked, protecting the brand identity and ensuring that patients can trust the service they are using.



## 4 Trade secrets

Proprietary algorithms, unique business processes, and confidential patient data could be protected as trade secrets.



The digitalisation of healthcare services is a prime example of how digitalisation can lead to significant innovations that can be protected and leveraged through IP. This not only benefits the businesses providing these services but also the patients who use them.



**MORE INFO**

For more information and tips on how to get started, check out these free online tools:

- ▶ Discover guides: <https://business.ideaspowered.eu/discover>
- ▶ Free IP support: <https://www.euipo.europa.eu/en/sme-corner/free-ip-support>
- ▶ IP Scan: <https://www.euipo.europa.eu/en/sme-corner/ideas-powered-for-business/ip-scan>



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