




NAME: Informa 

DATE: May 15, 2026 7:22 AM


DESCRIPTION OF TECHNOLOGY
 A data analysis tool, that will reduce costs for pharmacies in Belgium. And try to improve health by predicting a certain path a patient will take.

HUMAN VALUES 


The new system does not change anything about the way that the identity of users is influenced, which is different from the current system.

TRANSPARENCY 


The system predicts what medicines must be in inventory and it improves the patient's health by everyone's data.

IMPACT ON SOCIETY 


A data analysis tool, that will reduce costs for pharmacies in Belgium. And try to improve health by predicting a certain path a patient will take.

STAKEHOLDERS 


- Pharmacist
- Patient
- Doctors
- Rob, from informa

SUSTAINABILITY 


We are taking into account the energy costs of different solutions.

HATEFUL AND CRIMINAL ACTORS 

The pharmacy is not allowed to change prescriptions for the sake of the patient's health. Even though there is a cheaper alternative. If you do not have a medical degree, you are not allowed to prescribe medication. The program should not be used as a replacement for the doctor's opinion on which medication should be used.


DATA 

The people who buy a lot of medicine are more influencing the system. This bias will be taken into account. There is a difference between women and men in prescriptions, and extra data must be added for the dataset to account for general descriptions.


FUTURE 

utopia
 The pharmacies should be supported with data from this program. Additionally, an effort should be made to fact-check the system by medical specialists.

distopia
 Pharmacists take matters into their own hands and use the algorithm to prescribe medication, while it is not their role.

PRIVACY 

The medicine purchases of customers are kept. The customer is saved by a patient token.


INCLUSIVITY 

One person could have a big influence on the system when it buys a lot of one medicine. Doctors set limitations for the amount of medicine a patient can purchase.

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HUMAN VALUES 

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?...

TRANSPARENCY 

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their...

IMPACT ON SOCIETY 

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine...

STAKEHOLDERS 

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by...

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.

...

SUSTAINABILITY 

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS 

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder...)

DATA 

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into...

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;...

FUTURE 

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY 

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like...

INCLUSIVITY 

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases....

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