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MAKING DIGITAL HEALTH WORK BETTER

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Health systems all over the world are struggling to meet up with medical services being demanded by their citizens and are facing crippling rising health care costs. An effective adoption and utilisation of digital health technologies is one of the strategies being implemented to mitigate these national and organisational problems. The aim is to offer strategies about how governments, companies, start-ups and regulators can work together to make digital health economy serve the needs of patients, citizens, health professionals, hospitals and payers. National governments, hospitals and clinics (Implementers) have invested into and implemented various digital health technologies. On the other hand, multinationals, companies, start-ups and entrepreneurs (Developers) have started new businesses offering shining new gadgets, apps and services. This creates a dichotomy. The implementers are focussed on health system efficiency, cost-minimisation and enhancing the quality of care that patients receive. Whilst, the Developers preferred the personalisation of healthcare; whereby they invent and sell devices and apps to citizens and consumers to promote wellbeing and wellness. The progress so far is encouraging, but impact on patient outcomes and evidence of cost-effectiveness haven't materialised yet. And the markets for consumer-centric digital health technologies have yet to grow as expected. Strategies are how to align the interests of the implementers with the developers. To propose a system of partnership where innovation, adoption and utilisation are fostered in a mutually beneficial manner.

Biography

Sina Iluyemi is qualified as a Dental Surgeon and a Masters in Public Health (Dental) from Queen Mary's University of London and a PhD in Health Informatics (eHealth Innovation & Policy) from University of Portsmouth. He has a Diploma in Dental Public Health from the Royal College of Surgeons England. His specialties include eHealth, mHealth, telemedicine, digital health, health policy, innovation and strategy. Presently, he is the Founder and Lead Consultant at HEALTHTRONICS Consulting based in London, UK.

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