

4<sup>th</sup> European Summit on **Cardiology Research**  
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**The Impact of Digital Health in the Optimization of Cardiology Healthcare Services in the MENA region.**

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The objective of this study is to analyse the current situation of Cardiovascular diseases and highlight the impact of digital health technology on optimizing cardiology healthcare services. In addition, to provide use cases of how the digital health technology can be incorporated in the diagnosis and post- acute care processes within the cardiology domain. Finally, detailed interviews/surveys will be held with cardiologists and other KOLs to determine the overall effectiveness and impact of the solutions on the KPIs of the cardiology healthcare processes. Introduction & Background: Rise of the Global Cardiovascular Diseases Burden. According to the WHO Cardiovascular Diseases (CVDs) are the leading cause of death globally, with an estimated 17.9 million people died in 2019 alone representing 32% of all global deaths. (WHO, 2022) It was further stated by the American Heart Association that this reflects a 17.1% increase over the last decade. There have been a total of 523 million recorded cases of CVDs which is a 26.6% increase from 2010. (AHA, 2021) In addition, The Lancet highlighted that majority of the deaths can be found in the Middle- and Low-Income countries. (Agenais et al., 2020). The digitalization of healthcare domains plays a vital role in today's healthcare transformation, allowing easy access to relevant data, improving quality of care and delivering value to patients, healthcare practitioners, hospitals, and governments. Thus, Digital Cardiology is described as the use of ICT technologies and platforms to digitalize healthcare processes to support cardiac healthcare practitioners and patients. This is suitable tool that is to be analysed as a solution to help mitigate the issues associated with the cardiology domain WHO Global Strategy on Digital Health 2020-2025. The WHO has also expressed the importance of the use of digital health in the different healthcare domains around the world to elevate the overall quality of healthcare provided to patients. As Per the WHO's global strategy on digital health it aims to support and respond to the growing needs of countries to implement appropriate digital technologies in accordance with their health priorities and to make progress towards universal health coverage and the health-related Sustainable Development Goals. (WHO, WHO Global strategy on Digital Health 2020-2025, 2021, According to the World Heart Federation publication of "A Roadmap of Digital Health in Cardiology" most health challenges faced by healthcare systems around the world can be resolved by the use of digital health technologies. It can further empower patients and healthcare providers, as well as promote universal healthcare coverage, improve patient outcomes, and reduce healthcare costs. (WHE,2022) In a statement released by the American Heart Association highlights the effectiveness of using telehealth solutions for CVD care. It was elaborated how through the use of telehealth portals and smart devices remotely monitoring and managing the cardiac risk factors such as high blood pressure diseases such as heart failure and coronary artery diseases can be executed in a cost- effective method as well. (Takahashi, 2022) Positive findings have been identified after a review was done of the latest developments in digital health for CVD prevention. It expressed the existence of new digital health solutions that have aided in the fields of CVD diagnosis and monitoring such as detection of Arterial Fibrillation. In the treatment domain as well has seen advancements such as remote cardiac rehabilitation. In addition to the increasing rise in VR, AI, and machine learning further potential and growth of clinical relevance in digital cardiology will occur. (Vervoort, D et al.,2020)

Joint Event

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**Biography**

Nour is the Regional General Manager for Allm, in charge of Middle Eastern and African markets. 20 years of experience in Middle East and Africa in medical devices, and leading healthcare transformation. Nour is MSc in e-health and a Digital healthcare enthusiast who helps the healthcare industry with his brilliance to identify gaps and improve clinical processes for clinicians, and successfully improving different clinical pathways, such as stroke, remote consultation networks, and cross border consultation initiatives. He is passionate about shaping the healthcare industry and personalizing medical services to further improve the lives of both healthcare professionals and patients

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