Empowerment
through Digital Health
in the WHO European Region

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WHO Global Strategy on Digital Health 2020-2025

- In the context of this global strategy, digital health is understood to mean "the field of knowledge and practice associated with the development and use of digital technologies to improve health".

- Purpose - To strengthen health systems through the application of digital health technologies for consumers, health professionals, health care providers and industry towards empowering patients and achieving the vision of health for all.

- Designed to be fit for purpose and for use by all Member States including those with limited access to digital technologies, goods and services. Encompasses eHealth and other uses of digital technologies for health such as the Internet of Things, advanced computing, big data analytics, artificial intelligence including machine learning, and robotics.

Strategic Objectives

- Promote global collaboration and advance the transfer of knowledge on digital health

- Advance the implementation of national digital health strategies

- Strengthen governance for digital health at global, regional and national levels

- Advocate people-centred health systems that are enabled by digital health

World Health Organization

Global strategy on digital health 2020-2025

Digital Health Use Cases

- Telemedicine is being used to deliver healthcare in a wide range of specialties, for numerous conditions and through varied means. Apart from a commonly used patient-GP consultations, there is a growing body of evidence that telemedicine can improve health outcomes across a range of areas such as mental health, diabetes, asthma, COPD, cardiovascular disease, ophthalmology, pathology, dermatology.
- Big Data Analytics
- Artificial Intelligence/Machine Learning – Chatbots, genomics
- Allowing improved continuity of care – not only from a data perspective, but also treatment and care – use of Internet of Medical Things.
- Enabling /Empowering Health Workforce

Empowerment through Digital Health

WHO/Europe's Digital Health Flagship initiative

- Empowerment through Digital Health is WHO's strategic initiative for digital health working to support Member States in the European Region.

- This flagship initiative provides policy guidance and technical expertise to countries on the safety and efficacy of digital health solutions preserving **equity, gender equality and human rights** as core values of their development and deployment.

- It complements and operationalizes the *WHO Global Strategy on Digital Health* to accelerate digital transformation of health systems and deliver digital public health goods.

Strategic objectives of the
Digital Health Flagship initiative

Safe, inclusive and people-centered digital health services

Resilient individuals and communities enabled by data and digital technologies

Transformation of health systems towards preventive health and well-being

What **impact** will the WHO/Europe Digital Health Flagship initiative have?

More resilient health systems and improved access to quality healthcare

- Equity and human-rights incorporated into the design and deployment of digital services
- Increased availability of safe, effective, people-centered digital health services

An enabled and digitally capable health workforce

- Baseline for digital skills and competencies of health professionals is established
- Accreditation mechanisms for digital health workforce education developed

Increased regional alignment and leapfrogging opportunities

- Sub-regional and thematic networks for digital health established

Strategically repositioned health data use

- Strengthened governance of data for health
- Well-defined approaches to data privacy and sharing in primary and secondary use cases for health
- Trust and transparency increased through secured data
- Data is increasingly used for predictive and personalized health

UN Collaborative Work

- WHO/Europe sub-regional digital health networks
  - WHO/Europe Western Balkans digital health network
- ITU-WHO mHealth Hub
- UNICEF/WHO COVID Digital Health Centre of Excellence - DICE
  - 3 countries were identified for further collaboration
- UNCTAD: Guidelines on consumer protection and digitalization in Digital Health

Thank you!

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