Digital health in the Information Society

Working together to leave **no one** behind
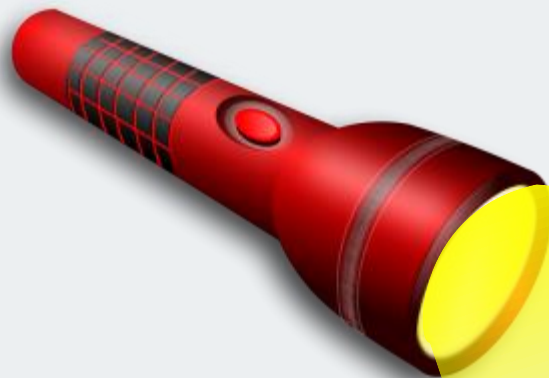
Marcelo D'Agostino

11TH ITU ACADEMIC CONFERENCE

ITUKALEIDOSCOPE
ATLANTA **2019**

*ICT for Health:
Networks, standards
and innovation*

4–6 December
Atlanta, USA

"WHO's goal is to ensure digital technologies for health are safe and that proven tools reach **everyone**, **everywhere**"

Bernardo Mariano
WHO CIO & Director of the Department of Digital Health and Innovation

In this presentation

1. Today's context
2. Rethinking reality
3. The need for a global strategy
4. Everyone has a role
5. Reflections
6. Final thought

Pan American Health Organization

World Health Organization

Today's context

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"All governments are facing **increasing demands** **to provide health services** to their citizens, and many **digital technologies** **offer solutions** to help meet these needs. But countries require **confidence** in what works"

WHO Director-General
Dr Tedros Adhanom Ghebreyesus

Today's context

We have a huge responsibility with society

Today's context

NGOs

Governments

UN

Development partners

High-level political commitment around the world

Academia

International Organizations

Networks

Influencers

Digital Health: A Call for Government Leadership and Cooperation between ICT and Health

February 2017

BROADBAND COMMISSION
FOR SUSTAINABLE DEVELOPMENT

A WORLD THAT COUNTS
MOBILISING THE DATA REVOLUTION FOR SUSTAINABILITY

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's context

eHealth

mHealth

Tele Health

Tele medicine

Web 2.0

You Tweet:
A... Public Health

ark Dredze
ter of Excellence

...Are we really capturing good practices and lessons learned about digital health, AI, etc?

Are we learning from the past?

AI

Tele baby

EHR

Text for baby

eGov

e....

cebook

l da   health

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se of the powerful and
media. Indeed, across the health
upport groups, new media tools like
weblogs, instant messaging platforms, video chat, and social networks are reengineering the

Today's context

There are increasing demands for health services,

Th   es

In   at
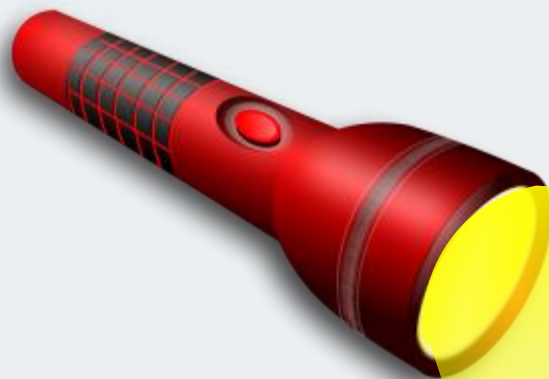
we can say: "it will always be better"

Is everybody understanding that this is a tremendous and unique opportunity (digital health) to improve the health and well-being of the people around the world?

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Today's context

So... Blockchain, AI, etc or a printer?

We need to find the **right solution**, at the **right time** for the **right context**

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Today's context

The **2 most scary** symbols of today

Rethinking reality

Rethinking reality

Rethinking reality

Rethinking Reality

This is the Information Society

Which one is the *phone* and which one is the *camera*?

With this "equipment" you can talk, take pictures, browse, play games, shop, read and much more…

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Rethinking reality

The need for a global strategy

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Global strategy on digital health

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The need for a global strategy
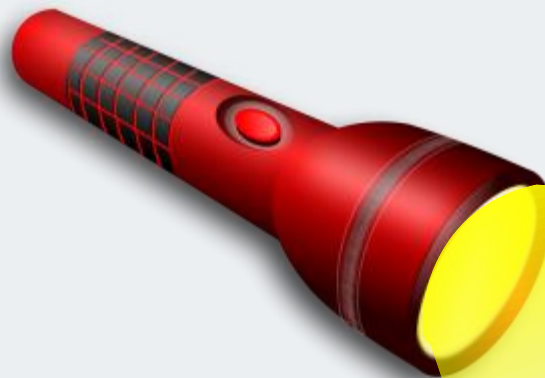
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Global strategy on digital health

GUIDING PRINCIPLES

- *Acknowledge that the digital health adoption process is a country's decision.*

- *Recognize that successful digital health initiatives require a unified strategy.*

- *Promote the appropriate use of digital technologies.*

- *Recognize that there is a pressing need to address the major impediments that least-developed countries face in engaging with and accessing digital health technologies.*

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Global strategy on digital health

STRATEGIC OBJECTIVES

- *SO 1: Promote global collaboration and advance the transfer of knowledge on digital health*

- *SO 2: Advance implementation of national digital health strategies*

- *SO 3: Strengthen governance for digital health at global, regional and national levels*

- *SO 4: Enhance people-centered health systems enabled by digital health*

The need for a global strategy
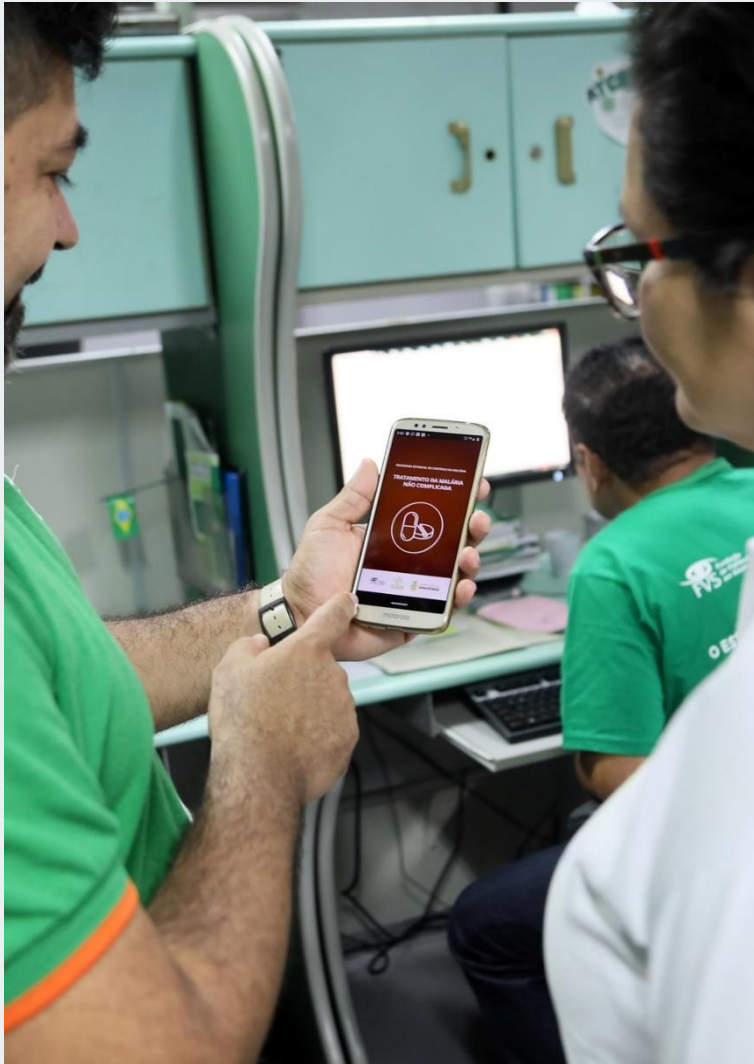
CLASSIFICATION OF DIGITAL HEALTH INTERVENTIONS v1.0

A shared language to describe the uses of digital technology for health
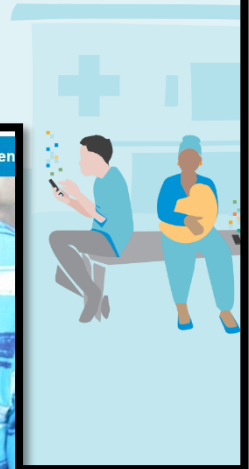
WHAT IS IT? The classification of digital health interventions (DHIs) categorizes the different ways in which digital and mobile technologies are being used to support health system needs. Targeted primarily at public health audiences, this Classification framework aims to promote an accessible and bridging language for health program planners to articulate functionalities of digital health implementations. Also referred to as a taxonomy, this Classification scheme is anchored on the unit of a "digital health intervention," which represents a discrete functionality of the digital technology to achieve health sector objectives.

1.0 CLIENTS · 2.0 HEALTHCARE PROVIDERS · 3.0 HEALTH SYSTEM MANAGERS · 4.0

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WHO GUIDELINE

RECOMMENDATIONS ON DIGITAL INTERVENTIONS FOR HEALTH SYSTEM STRENGTHENING

Strategy

Global Strategy on Health 2020-2024

The purpose for a Global on Digital Health is to pror healthy lives and wellbeing everyone, everywhere, at To deliver its potential, nat regional Digital Health init must be guided by a robus Strategy that integrates fir organizational, human and technological resources.

Read more

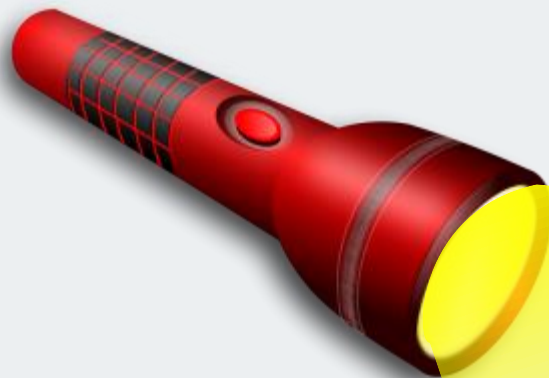World Health Organization · Health Topics · Countries · Newsroom · Emergen

Vaccine Misinformation: Statement by WHO Director-General on Facebook and Instagram

The role of all of us

Everyone has a role

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The role of all of us

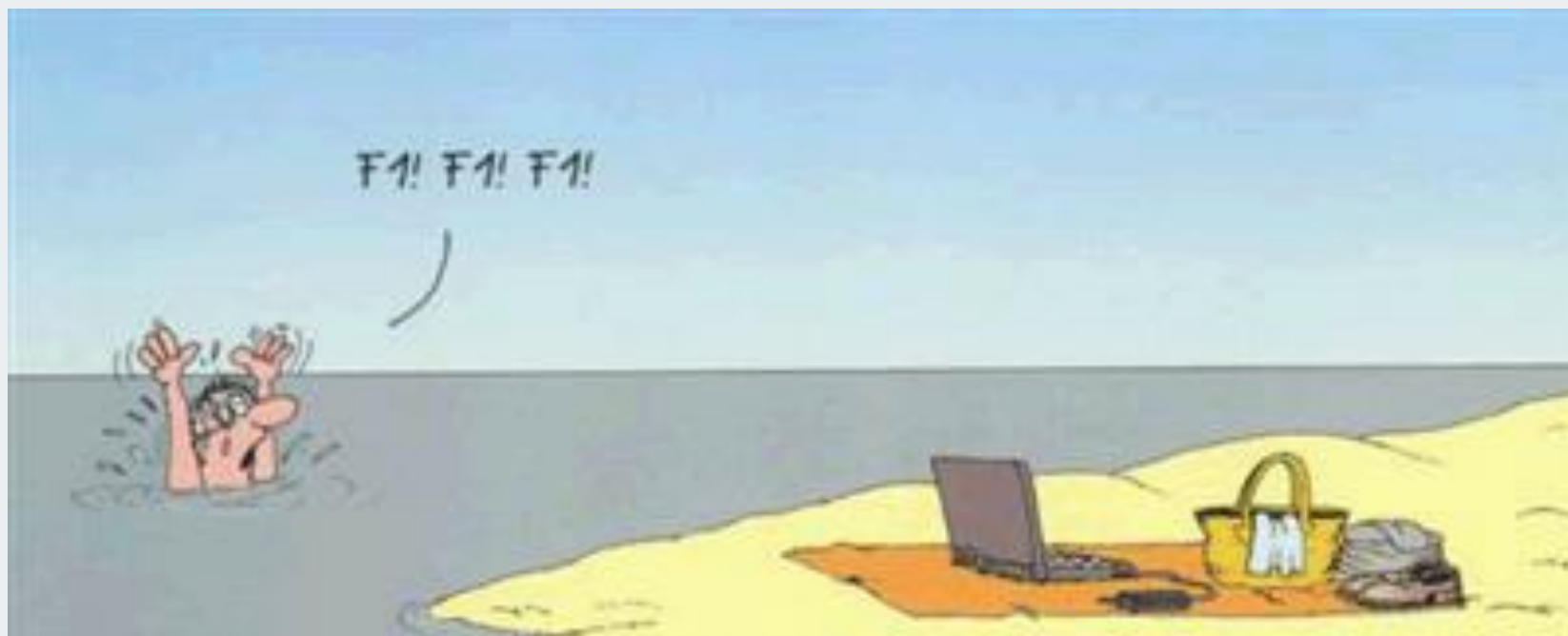**Collaboration**

Coordination

Convergence

individual (*sometimes isolated)* actions

Networking

Reflections

Reflections

In a world overloaded with technicalities resulting from new concepts, **communication** (*and change management*) is <u>key</u> to closing gaps

Reflections

Navigating the Change

CHANGE

Are we all "participating" in the change?

- New concepts
- New technologies
- New methods
- New skills
- New partners

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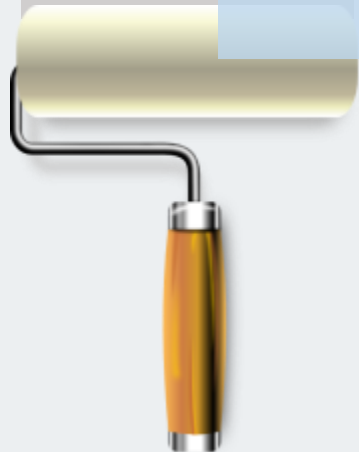
Health workers with multiple capabilities

Predictive analytics

Information and communication technologies

Are the educational programs aligned with the reality imposed by the information society?

Advanced searches

Social analytics

Health workers

Change management

Data management

Political commitment

Development partners

Access to knowledge

Technical engagement

Social participation

What else is needed to leave **no one** behind ?

Access to data

Access to information

Access to technologies

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Final thought

Final thought

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Final thought
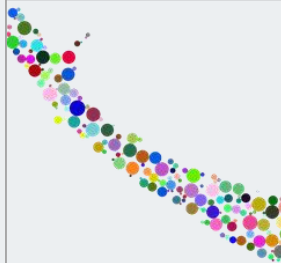
to health and
...th coverage

Mission accomplished!!

ITU kaleidoscope 2030

Genetic code

Zip code

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World Health Organization

Thanks

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