The Digital Health Revolution

Industry is driving **rapid global change** in health technologies

Telemedicine, AI, electronic health records are **reshaping interactions with health professionals**

Technology has the capacity to **completely transform** the way healthcare is delivered.
Psychology has a key role in digital transformation

There has been a growing sense of public distrust around data privacy and lack of regulation
“The vision of the global strategy is to improve health for everyone, everywhere by accelerating the development and adoption of appropriate, accessible...\textit{person-centric digital health solutions}.... to promote health and wellbeing”
Why is Psychology so important in technology?

- Acceptability
- Engagement
- Design
- Efficacy
- BEHAVIOUR CHANGE
Understanding technology and behaviour

“There comes a point where we need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in”

Desmond Tutu
The Science of Behaviour Change
THE CONTEXT

The Quadruple Helix Model

Government

Citizens

Innovation subject

Academia

Industry
In summary….

TEAM WORK MAKES THE DREAM WORK

Thank you!

@ProfJaneWalsh