DIGITAL HEALTH

The scientific literature and popular media frequently comment on how digital health offers new and improved ways of delivering health care. Digital health covers a wide range of health care products and services such as health and medical websites and platforms; telemedicine and telehealth. Digital health technology ranges from simple scheduling tools to digital interventions that completely replace pharmaceuticals or other health care interventions as in the case of insomnia treatment.
Digital health technology supports new and innovative solutions for providing health care that at the same time optimizes patient treatment. It provides the possibility for patients to gain more control over their treatment and become more sovereign in handling their own unique health care situation. The increasing number of digital tools can change the patient pathways, the choice of interventions and the relationship between the actors in a treatment situation.

The many opportunities in real world data and digital solutions enable better patient self-monitoring and self-care, thus putting the patient in a central role, a situation that puts focus on new end points for measuring value as well as other uses of data and study designs to demonstrate value to regulators, patients and payers.

The Covid 19 pandemic in the spring of 2020 highlighted needs and opportunities for providing access to health services in a way different to the traditional office based health care delivery. Overnight, virtual patient visits, conducted via telemonitoring or teleconsultation, became “normal” highlighting the willingness to change by health care personnel as well as their patients.

**KEY BENEFITS - IMPLEMENT DIGITAL HEALTH SOLUTIONS**

Upon completion of the course, participants will have gained the following knowledge, skills and competencies:

### Knowledge
- Acquire a basic vocabulary and understanding of digital health issues and solutions
- Understand the ethical concerns and transparency issues of digital health
- Understand the key steps in developing and implementing digital health solutions

### Skills
- Identify the key stakeholders, their interests and motivations
- Discuss and evaluate rationales for and consequences of digital health solutions
- Identify, evaluate and discuss ethical concerns

### Competencies
- Critically reflect upon digital health proposals and practices
- Communicate specific issues and proposals for digital health with other specialists and stakeholders
- Collaborate within a multi-disciplinary digital health project team

**COURSE CONTENT - DIGITAL HEALTH CARE AND TECHNOLOGY**

Digital health covers a wide range of health care products and services such as health and medical websites and platforms; decision algorithms, personal health apps, telemedicine and telehealth. Digital health technology ranges from simple scheduling tools to digital interventions that can potentially replace pharmaceuticals, diagnostics, as well as a variety of health care interventions. Digital health technology introduces new and innovative solutions for health care at the same time optimizing patient outcomes. It provides the possibility for patients to gain more control over their treatment and become more sovereign in handling their own unique health care situation. Digital tools can change the patient pathways, the choice of interventions and the relationship between the actors in a treatment situation.

Patients play a central role due to improvements in self-monitoring and self-care made possible by real world data and new digital solutions. This situation requires new endpoints for measuring value, in order to demonstrate value to regulators, health care providers, patients and payers.

The course will address the following:
- Introduction to Digital Health Care
- Digital health practices – examples from the real world
- Stakeholders, new players and new business models
- Possibilities for collaboration between Big Tech, decision makers, practitioners and patients
- Impact on patient relevant outcomes
- Ethical concerns and transparency issues
- The regulatory environment for digital tools
- How digital tools are reimbursed by the public health care system
- Big data and what it means for the future of healthcare
- How COVID-19 is changing the trajectory for digital health

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“Great choice of speakers from different areas, I found it very inspirational”

Stella Johansson, Y-mAbs Therapeutics A/S, Manager Quality Assurance, Market Access 2020

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For more information and registration

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PARTICIPANT PROFILE – DIGITAL HEALTH

The course is aimed at providing continuing professional development for persons working in: healthcare, public health; pharmaceutical, medical device and diagnostics industries. For example, managers and providers in the health care sector, persons working in regulatory affairs including decision-makers and administrators in the public and private sectors as well as patient organizations.

The course is preapproved as an elective in the Master of Industrial Drug Development (MIND) programme and the Master of Medicines Regulatory Affairs (MRA) programme.

Participants must:
– Hold a relevant bachelor degree or equivalent
– Have a minimum of 2 years of relevant job experience
– Be proficient in English

EXAMINATION
– An optional examination is available (3 ECTS credits at Master’s level) in the form of an essay (case story), based on an extended literature list.
– The course is preapproved as an elective in the MIND and MRA programmes at the University of Copenhagen.
– The exam is obligatory for Master’s students.

COURSE DIRECTORS - DIGITAL HEALTH
Janine Traulsen, Associate Professor/External Lecturer, Department of Pharmacy, University of Copenhagen
Marlene Gyldmark, Global Head Outcomes Research, Health Economics and Health Policy, Roche Diagnostics International, Diabetes Care AG, Switzerland

COURSE INFORMATION
EUR 2,755/DKK 20,500. The fee includes teaching, course materials, and all meals during the course and examination.

“Experienced, confident, professional, human and fun (about the course directors)”

Stella Johansson, Y-mAbs Therapeutics A/S, Manager Quality Assurance, Market Access 2020

For more information and registration

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