CONNECT
Cooperation and training on innovation and entrepreneurship in eHealth community

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CONNECT focuses on the national priority of "Tackling skills gaps and mismatches"

By delivering an education program which engages students from across European countries, it will to enable continuous innovation and entrepreneurship in the European eHealth sector.

The main focus of the CONNECT project is on issues of eHealth innovation, state-of-the-art training and education of students necessary on the health market, in the form of a highly-and-systematically organized formal and informal educational program to improve knowledge, develop cross-sectoral skills and competences, and support students' radical thinking required to improve health care.

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eHealth has become a symbol of the democratization of healthcare and an opportunity to meet the challenges caused by an ageing society, the epidemic of non-communicable and chronic diseases, and the dramatically rising healthcare costs. It gives us the hope that we can ensure personalized and coordinated care to patients, and more efficient preventive treatment, due to a secure electronic health record available anywhere, anytime.

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Understanding eHealth

The Healthcare sector digitalization is in a phase of dynamic growth. Numerous countries are already implementing eHealth strategies and investing strongly in IT infrastructure and companies, while start-ups are introducing infinite modern mobile solutions.

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Information is becoming as vital as medicine, now focusing more on replacing curative treatment with preventive one.

Along with their digital awareness, the expectations of patients, doctors and nurses are also rising. Mobile health apps have obtained quick popularity, resulting in healthcare being at our fingertips instead of behind the door of an examination room. We are witnessing the appearance of the new healthcare reality, where information serves as a solving-problem pill.

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This will require a much broader adoption of standards and alignment of clinical documentation practice than we currently have, so health information is consistently organized to present a comprehensive picture of the patient's health.

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The Digital Patient

What exactly is the “digital patient” and how can ICT (Information and Communications Technology) change the way we deliver healthcare, undertake prevention and organize healthcare systems?
A metaphor. For now.

The digital patient is no longer a record of the past – it is a tool that helps us predict the future. This can help us in many ways, like deciding the planning treatments and providing more specific and well-tailored preventive health guidance to each individual.

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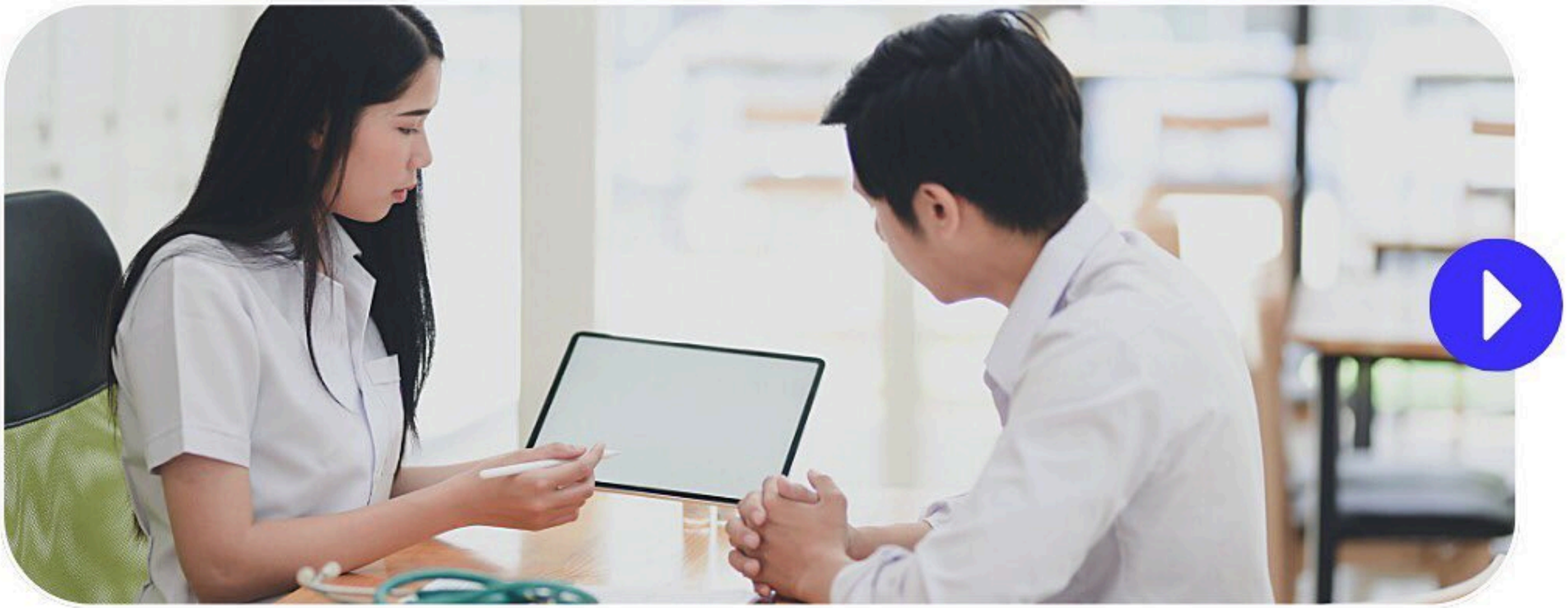
What do we need in order to make the “digital patient” real?

By realizing that the digital patient’s potential requires the technical integration of data from multiple sources on a single patient record during his or her lifetime. This may include various GP practice systems, multiple hospital systems, health centres, schools and occupational health systems, and health clubs.



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PROJECT PARTNERS

BABES-BOLYAI UNIVERSITY

BBU is one of the most prestigious higher education institutions from Center-Eastern Europe.It is the largest Romanian university, with 21 faculties, but also the leader among the universities in Romania according to the Academic Ranking of World Universities.

The scientific activity of the Public Health Department from the Faculty of Political, Administrative and Communication Sciences from Babes-Bolyai focuses on the submission and implementation of projects for the research-development-innovation, capacity building and mobility on different sub-domains of public health, medicine, and social and economic sciences.

The main objective of the department is to improve the health of the people from Romania and the central and eastern Europe through the interdisciplinary collaboration for research and practice in the public health domain.

UNIVERSITY OF PORTO

UPorto, founded in 1911, is one of the largest higher education and research institutions in Portugal. Being a truly international University, with 4.421 international students from around 100 nationalities, internationalization is one of U.Porto's strategic pillars and objectives, allowing the development of existing collaborations, as well as the establishment of innovative cooperation through the creation of active links with institutions from all over the world (more than 2500 active agreements).

UPORTO's commitment is built upon different guidelines ranging from quality control to multidisciplinary cooperation, internationalization, development, openness, rationalization, efficiency, and sustainability. This strategy is directed to the development of UPORTO's activity in three strategic areas - education and training, research and the third mission – community extension.

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INIT ASSOCIATION

The INIT ASSOCIATION is an NGO founder in 2012, with the purpose of developing and supporting the innovative small businesses in Cluj Napoca. The organization is implementing its projects through 2 brands that it owns: Cluj Startups and Freshblood.

Cluj Startups started as a startup founder's community in 2014, and to this day it preserves the community focus, engaging around 3000 startup founders and startup enthusiasts in Cluj-Napoca. Cluj Startups has, at the moment, 3 main focus areas of activity: education, connecting, and investing.

Freshblood is the second brand under INIT Association, and it started in 2016 from the need to focus on innovation in the medical field, one that has been evolving in Europe and in Cluj-Napoca.

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EUROPÄISCHE BILDUNGSINITIATIVE

EBI - in English European Initiative for Education - is a Private Non-Profit Education and Training Association located in Austria.

EBI's mission is to endorse an innovative approach to education, training, and culture. Target groups are adult learners, teachers/trainers in Adult Education, teacher trainers and trainees in the frame of C-VET (and Vet).

The scope of the EBI is the development of special training courses, new approaches to learning and teaching, as well as the participation in international projects to gain new knowledge and competences and to disseminate the research results and experiences created during the provided courses, research work and active involvement in teaching to others (in Europe).

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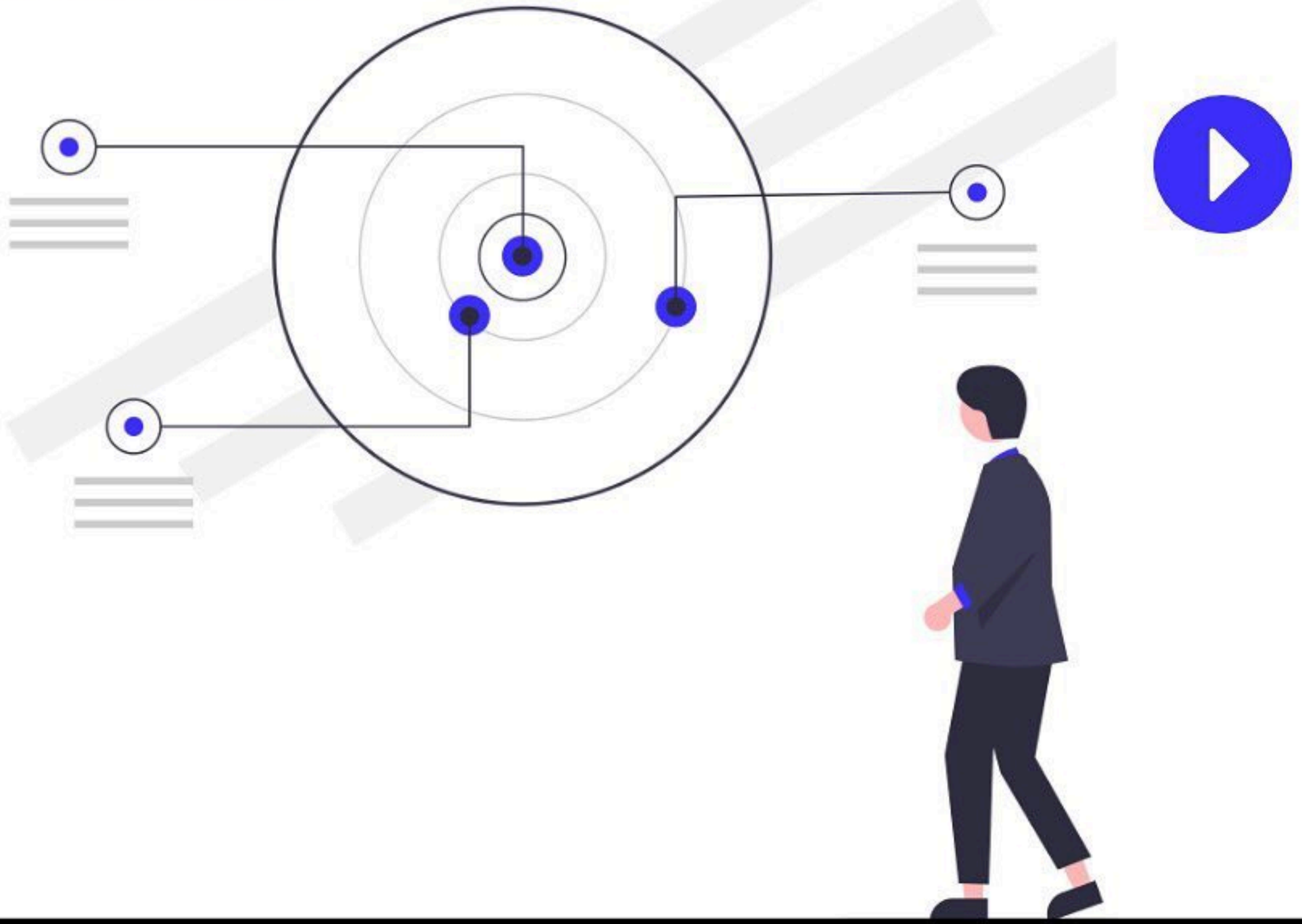
ABOUT THE PROJECT:

OBJECTIVES



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1st Objective

Develop an innovative multidisciplinary and cross-sectional curriculum for students from the computer and information, health and social sciences background, with the main focus on cooperation between sectors for improving the existing knowledge, skills, and entrepreneurship, in the first ten months of the project, by an international team of eHealth informal and formal educational providers within partner institutions.

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2nd Objective

Provide one Intensive Study Programme (ISP) to 42 students from the computer and information, healthcare and social sciences background in mixed working groups in Cluj-Napoca, Romania in order to facilitate student's challenge-based learning collaborations by having students develop eHealth applications in the form of a project with real implication in the field
of eHealth.

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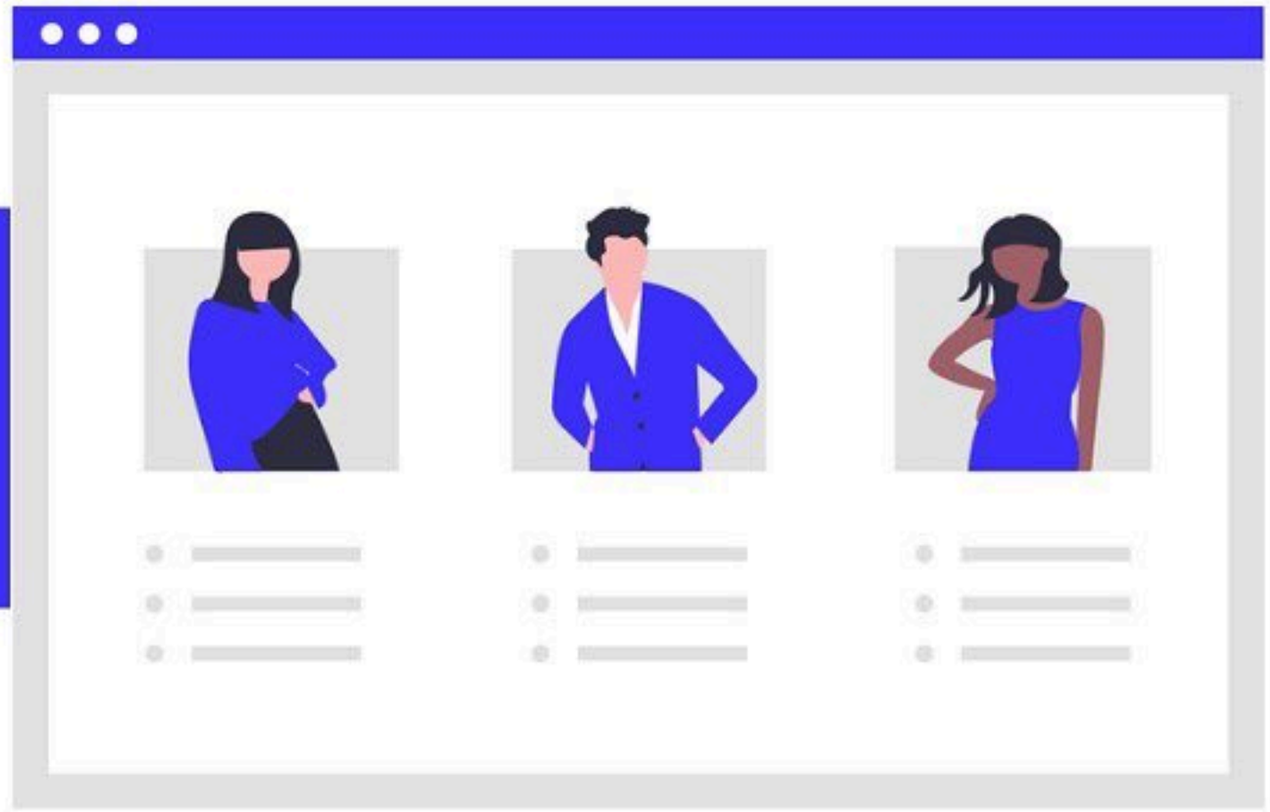
3rd Objective



Develop a transnational network of key actors from academia, industry, and NGOs to establish collaborations, exchange best practices and facilitate long-distance mentorship for students who graduated the Intensive Study Programme through an online platform “eHealth Community of Practice” by the end of the project.

If you are a student with background in health care, information technology and computer science, social sciences, marketing, management or entrepreneurship, you can join our team and face one of the most exciting interdisciplinary challenges of our times: **health digitalization** through inspiring, interactive and immersive educational resources and mentorship from people with valuable insight in the eHealth industry.

The intersection of health and IT can be very rewarding and can bring both challenges and major career satisfaction to teachers and students. It is also an encouragement to explore and embrace an entrepreneurial path, and to strengthen the idea of innovation, networking, and connection in the European eHealth Environment.

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Think you've got what it takes TO CHANGE THE WORLD?

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The doctor’s office or a remote medical consultation?

The validity of losing valuable time going to a doctor's office (or waiting in the halls for a check-up at a time) when there are technologies available to enable remote medical consultations is questionable nowadays.

eHealth could make a patients' life easier by reducing the waiting time, commuting between clinics and feeling uncertain after leaving the hospital or doctor's office when the patient is left alone with their condition. Unfortunately, new solutions are limited due to administrative obstacles, and fail to reach the people who need them the most.

The smartphone is becoming a health management centre. In the future, health apps will be considered medical equipment and become the physician's favourite tool for distributing health information, as well as a communication platform.

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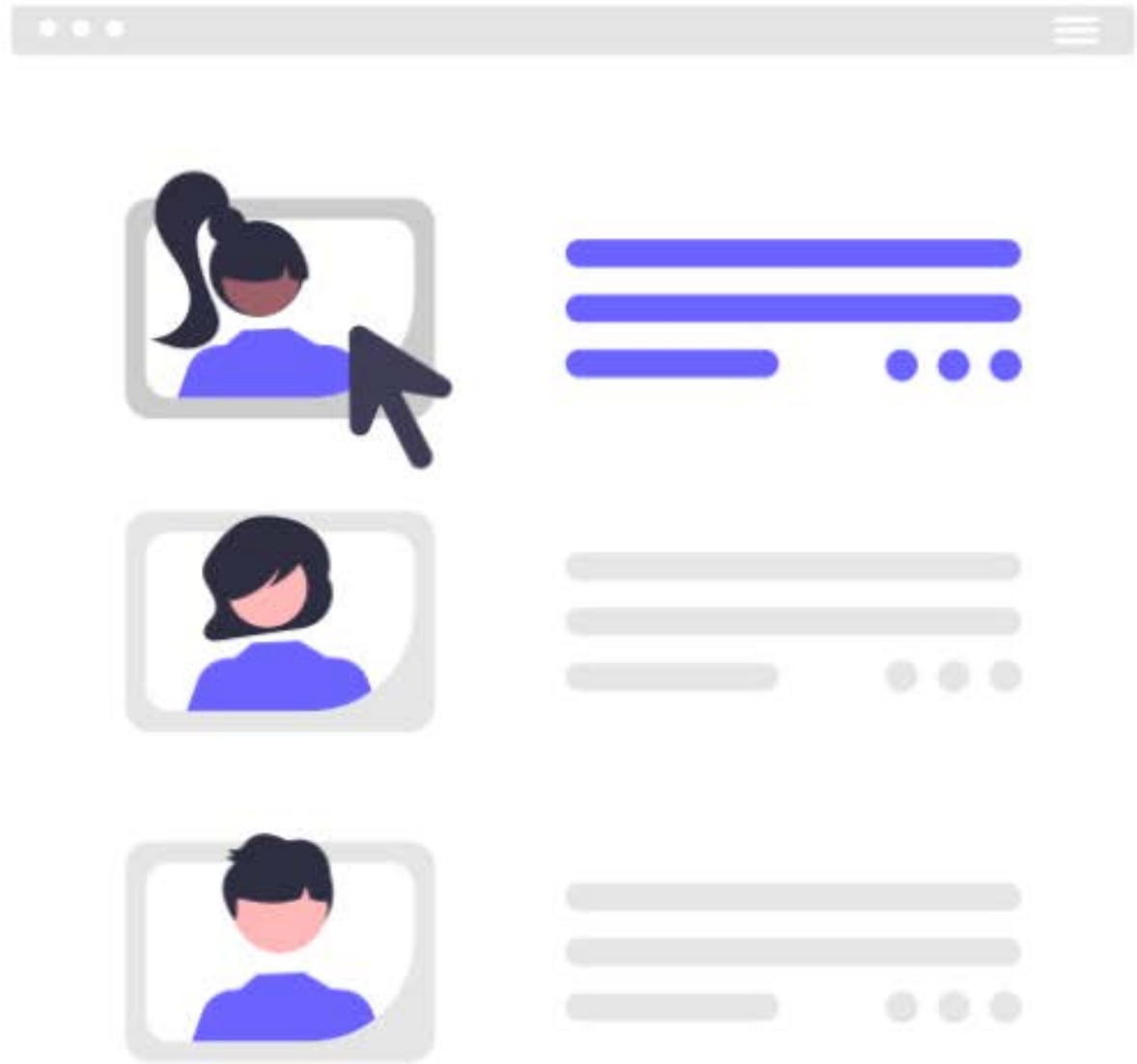
ABOUT US:

BBU TEAM



Răzvan Chereches

Alina Forray

Mădălina Coman

Zaki Milheim

Diana Nemeș

Andrei Rus

Andrada Hlatca

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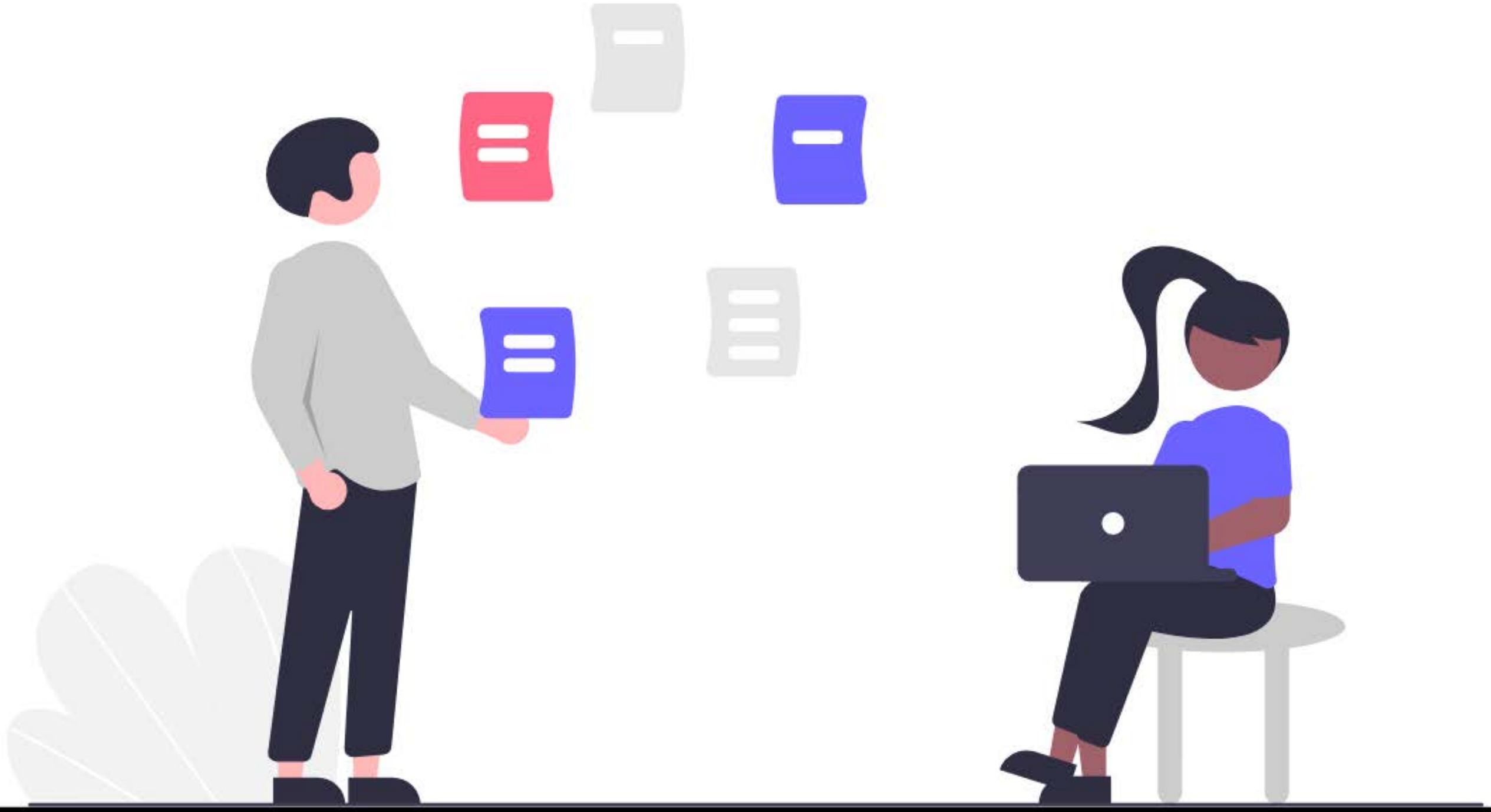
ABOUT US:

INIT TEAM



Ion-Gheorghe Petrovai

Florina Truta

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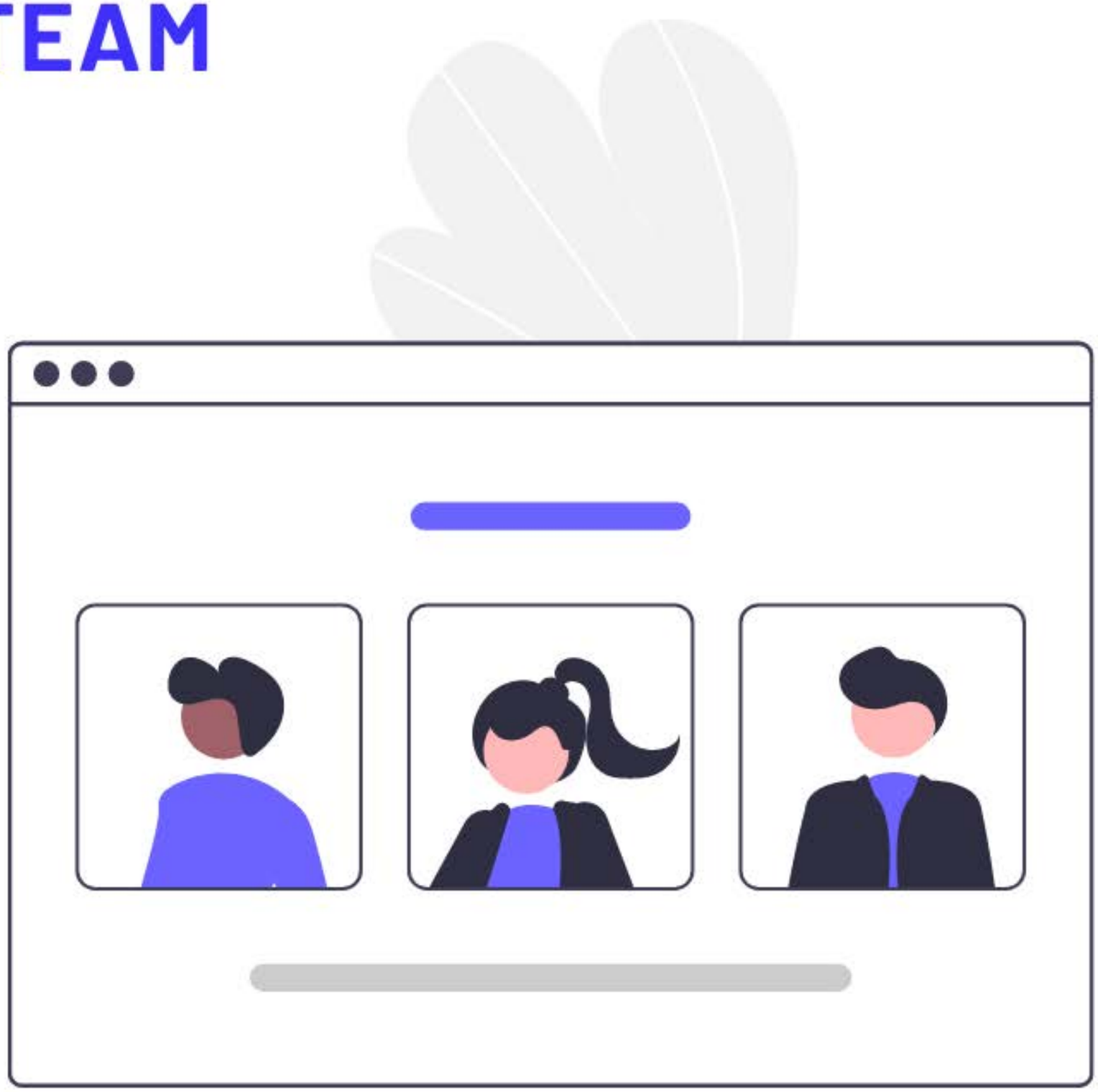
ABOUT US:

UPORTO TEAM



Elísio Costa

Sofia Laranjeiro

Joana Carrilho

Cristina Rocha

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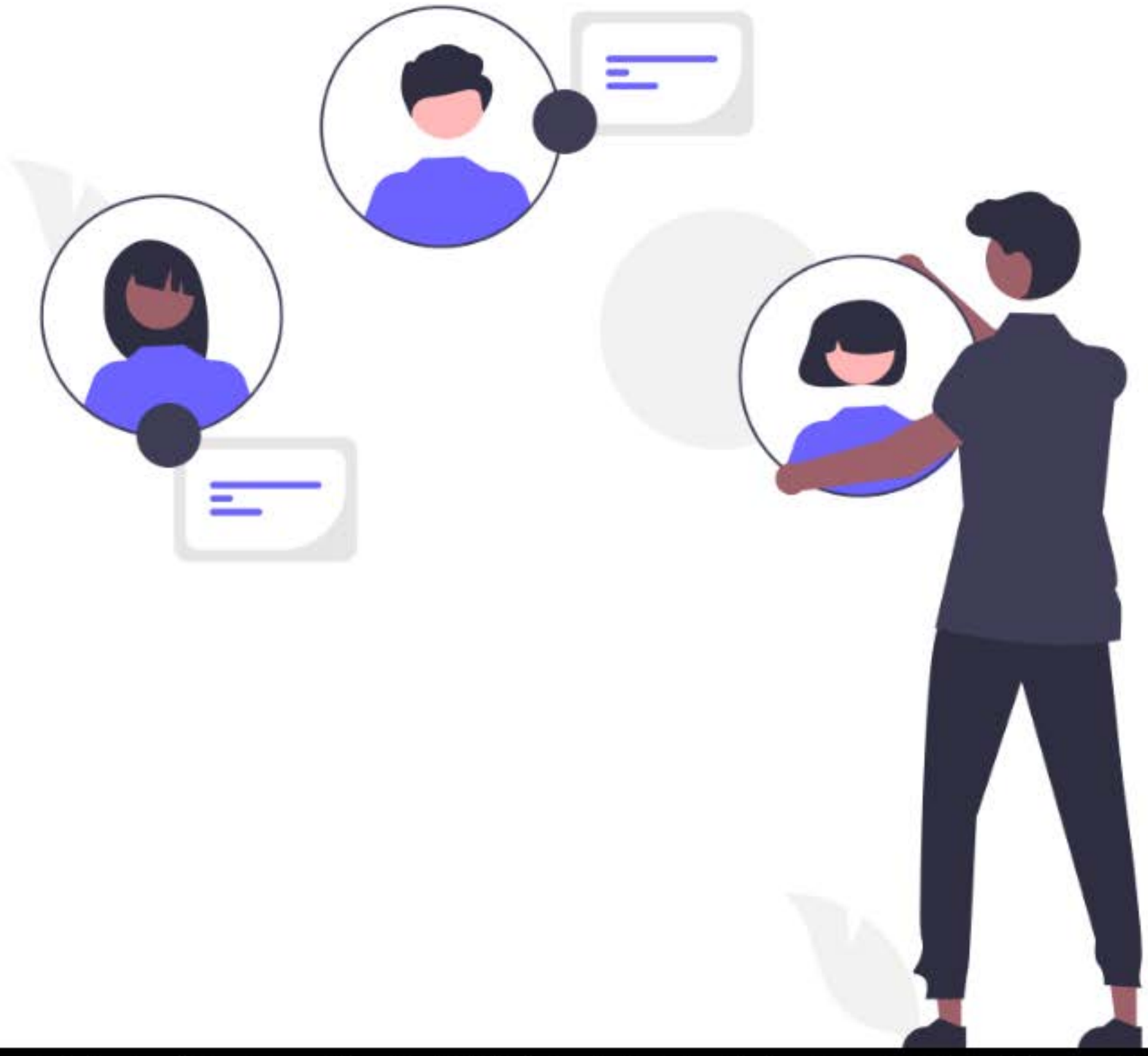
ABOUT US:

EBI TEAM



Peter Mazohl

Harald Makl

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> As a digital health entrepreneur, I was forced to learn at the expense of avoidable mistakes. Pricy ones. And the status quo is roughly the same as in 2017. Someone, if not all of us, need to contribute to teaching society about e-health and eHealth about society, before these two diverge beyond reunion.

Zaki Milhem

PhD student UMF Iuliu Hațieganu,
Co-Founder and CEO of WakeZ

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"

From my perspective, CONNECT platform is an opportunity for self-development, a tool to enrich your knowledge and also a chance for innovation and entrepreneurship in the field of eHealth. It is a community that is worth joining if you are fascinated by projects like ".Lumen" and "Neuralink" or if you just want to learn about innovation in health.

Alexandra Ștef
Student at Cluj School of Public Health

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"Digital health is a relatively new field, that gained momentum during the pandemic, due to the restricted access to healthcare. It is an extensive area of study, and it's evolving every day. There aren't many places where you can find complete, up-to-date information about e-health, telemedicine, electronic health records and so on. CONNECT is a platform that has all this. The information is presented in a comprehensive language, and it is structured to include all of the principal fields of digital health.

Florina Crișan
Student at Cluj School of Public Health

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The eHealth Community of Practice

CONNECT is a project focused on innovation, education, and information about eHealth. During this pandemic, it has become clear how much potential this field has, and that it's still in its early phase.

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In consequence, future workforce in digital health is insufficient prepared and developed to meet the needs.

For example, there are studies that highlighted misknowledge and even absence of knowledge related to this field.
Terms like eHealth, Telehealth or Telemedicine were not completly understood.

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The eHealth market is growing exponentially, and anyone wanting to work in this domain needs up-to-date information. There is a lack of curriculum for this area of study, and a dire need for specialists.

Our platform was created as a space where people interested in this domain can learn, find a community, and discuss with others, so they can come up with innovative solutions. CONNECT also aims to create a bridge between professionals working in this domain, so they can create interdisciplinary networks.

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Mental health during the pandemic

The SARS-CoV-2 pandemic that started in February 2020 and is still ongoing affected more than people's physical health. Between the unknown variables from the beginning to the lockdown and the new strains appearing periodically, many have reported a worsened mental health status.

This can lead to depression, anxiety, irritability, stress, uncertainty, frustration, but also unhealthy behaviors, such as excessive substance use or non-compliance with public health measures.

Burnout is also more frequent, especially among nurses and physicians working in emergency and intensive care units.

The number of people whose mental health is affected during epidemics is usually higher than those who are infected.

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Several categories are more vulnerable to mental health issues during these times

- Healthcare workers, who have to deal with longer hours, a higher risk of contracting the virus and shortage of equipment.
- Immunocompromised and elderly people, who are more at risk to catch COVID-19
- Infected people and their direct contacts
- People with pre-existing mental health conditions

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A need that is not satisifed now

A need that is unmet for the moment is awareness and subjects in Universities related to digital health. Often, digital health solutions did not reach the full potential due to various factors like a rigid approach or lack of competencies.

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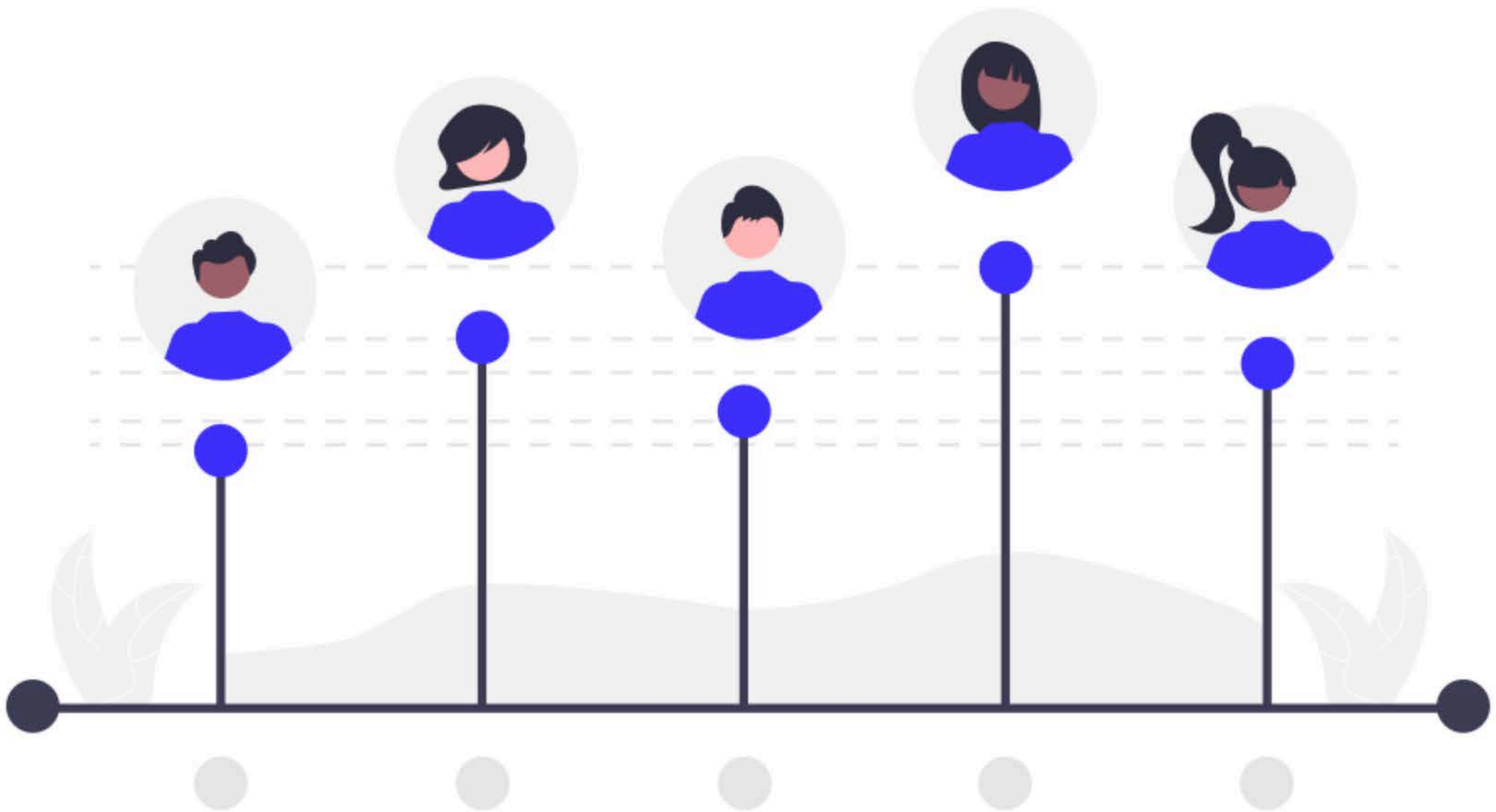

Studies showed that that a better understanding of Digital Health terms lead to better health and health services so a solution could be a curriculum on the topic which would be addressed to students from higher education. Most European Universities don't tackle Digital Health topics so it is a challenge to develop this kind of multidisciplinary curriculum.

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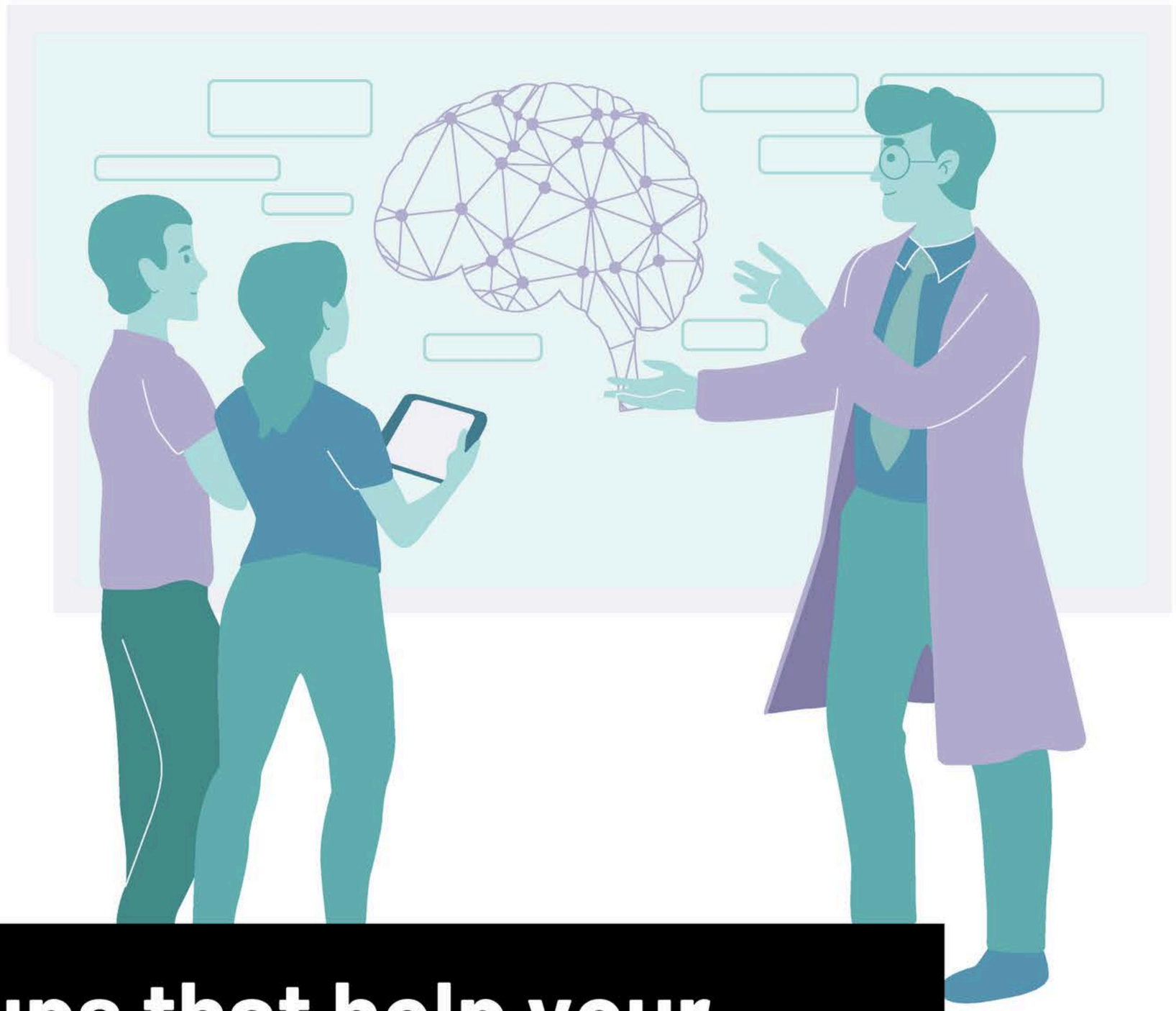

Startups that help your mental health

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Brightline is an app that targets children's and teenagers' mental health.

It brings to the table an approach that includes the caregivers as well, in order to provide support and improve their relationship.

It includes personalized care plans, access to therapists, and daily challenges.

brightline

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Sanvello is a mobile app that helps you keep track of your mental health through daily check-ins, clinically-approved therapies, and progress assessments.

It also offers the opportunity to join a community to talk to and has the option of in-app chats or live classes with certified coaches.

SANVELLO™

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I'm Fine is a Romanian start-up that has over 200 certified therapists that you can talk to, in over 20 cities. The app is available on both iOS and Android for free.

It has a chatbot that you can talk to, a journal, a mood tracker, educational articles, and guided meditation, all wrapped up in a user-friendly interface, to make tracking your mental health fun and easy.

i'm fine

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Sentio Solutions developed *Feel*, a wristband that senses your emotions, paired with a mobile app where they are tracked and which also offers personalized solutions, access to therapists, and multiple educational programs.

Their plans for the future include developing Biomarkers & Digital Therapeutics that aim to improve the way mental health disorders are managed, and how people suffering from them can take care of themselves.

feel

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Second step

Create an action plan because you know that the outcomes will not just magically happen.

e.g. changing a behavior that you feel is preventing you from reaching your goal.

Bad behavior: I'm always with my phone in my hand

↓

Cue: I don't study enough for my future career

↓

Routine: I check my phone very often

↓

Way to change behavior: I will put my phone away while I am studying

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Third step

Another thing that you should always have in mind is to make it personal and allow you to make mistakes. Be aware that you always can get back on track!

Take a look into our platform, Digital Health is a field that is growing and you might find your new career resolution right here.

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New Year, New Resolutions!

Your career resolutions will not be just part of the statistics this year because we are here to help you. First step: it's important to choose THE RIGHT ONE that would be:

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

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Setting up SMART goals

We already discussed the importance of setting up SMART objectives to succeed. But how exactly do we do that?

Let's use an example: My goal is to learn more about digital health this year.

This isn't particularly specific, measurable, or time-bound.

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Specific

The objective needs to be concrete, to later be divisible into activities and make our action plan based on it.

A tip that might help is trying to answer "w" questions: Who, What, When, Where, Why.

Example: I want to learn about the different concepts of digital health, as presented by FDA, so I can choose one to deepen my knowledge about.

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Measurable

Having a way to quantify our progress can help us see if we are on our way to achieving our goal, or we need to take a break, adjust and reassess.

Example: I want to be able to understand what each of the digital health branches is, and what they cover.

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Achievable

There is no point in setting an unrealistic and unachievable goal, as we would only set ourselves up for failure.

It's important to check if we can realistically achieve this goal with our current skills, and, if yes, what steps do we need to take.

Example: As I am already familiar with the healthcare field, I can understand what I'll be reading about digital health.

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Relevant

Is this objective relevant to our career/family/lifestyle long-term goals? If we achieve it, how would that help us?

Example: I've noticed more people are interested in digital health, and, working in healthcare, it would be a step forward in my career if I learned about this field.

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Time-bound

Without a timeline, anything can be procrastinated. If we want to succeed, we need to know how long achieving our goal will take, and set up a schedule.

Example: I will learn about one concept of digital health per month, until June. Afterward, I'll narrow my area of interest to one branch.

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Re-write your SMART goal

Taking into consideration the new information you gathered, re-write the goal.

It goes from:
My goal is to learn more about digital health this year.

To:
I will learn about one concept of digital health per month, until June, so I can understand what it covers and can use this information in my daily work.

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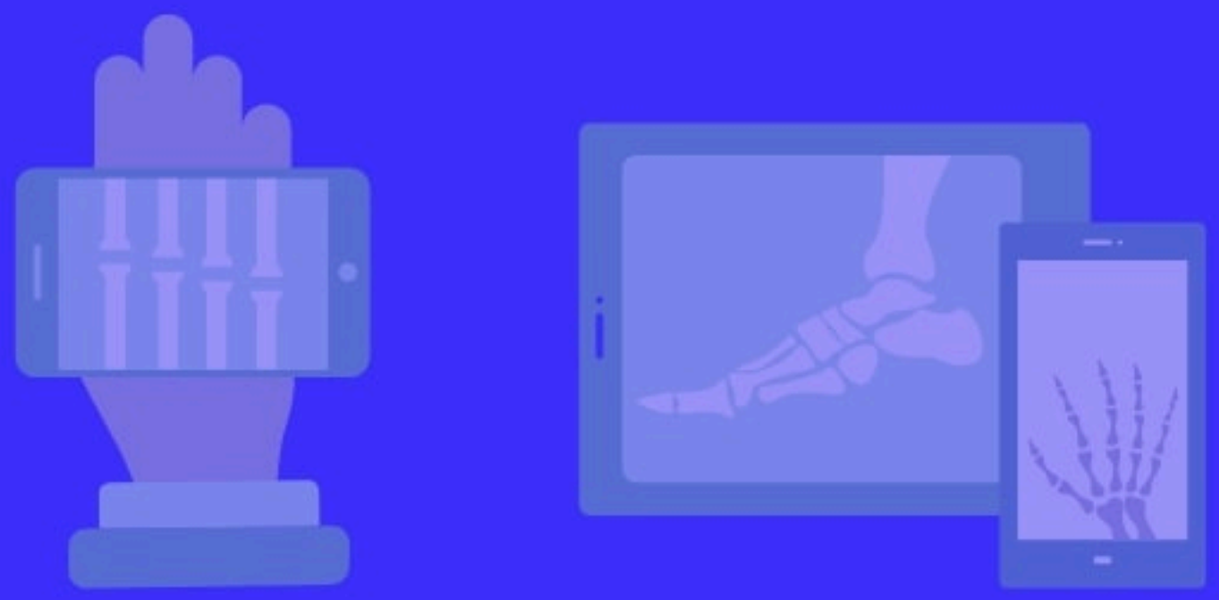
E-Health

eHealth stands for electronic health.

- It is often used as a catch-all term for software used in healthcare practice.
- It is often used interchangeably with HealthIT or Health-Tech.



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Digital Health is an umbrella term for multiple concepts. Let's see what are the main concepts in this area!

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Telehealth

- It is mainly used to describe systems that allow for the delivery of care through information technology, for example, having a video call with your doctor.
- The term is generally interchangeable with telemedicine.

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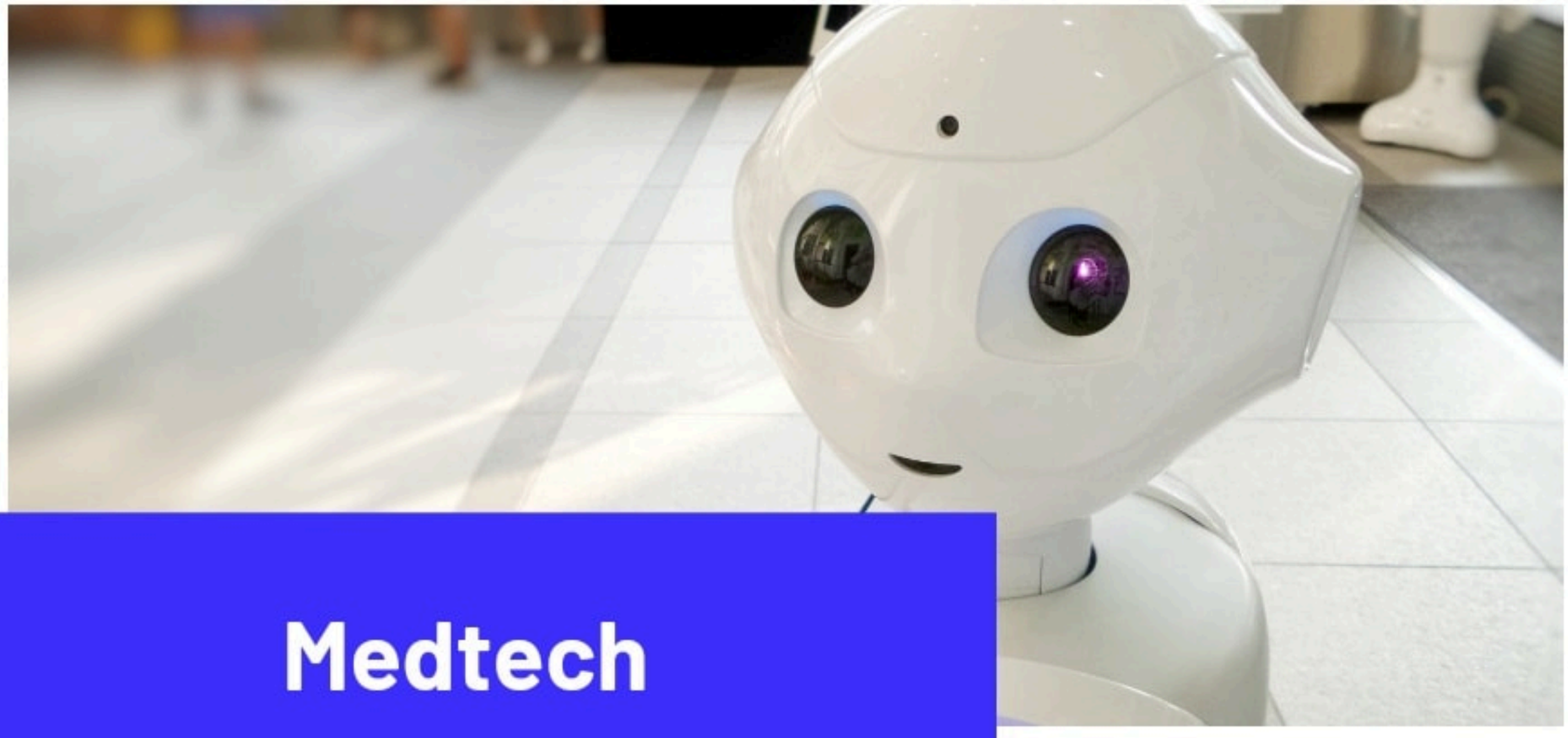
Medtech stands for Medical Technology.

- This term is generally coined for the use of medical devices. Although some digital therapeutics are considered medical devices, Medtech is generally used to refer to devices that have a hardware component.



Medtech

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MHealth

M-Health stands for Mobile health

- The term refers to healthcare applications that are accessed on a mobile device.

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We have some examples of companies/programs that can help you to grow and implement your idea. Those are called accelerators and can help your business with:

acceleration

funding

mentoring

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INNOVATION LABS

Innovation Labs is a startup accelerator which organize yearly Hackathons. They are offering mentorship and consultancy.

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ACTIVIZE

Activize is a consultancy and advisory company based on a network of partners focused on projects and programs in the startup ecosystem in Eastern Europe.

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Startarium

Startarium is the platform for entrepreneurs that provides what it takes to launch and grow a business. Crowdfunding, mentoring, networking and pitching.

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techcelerator

Techcelerator is a powerful start-up accelerator in Romania which aims to discover next unicorn and offers connection with active investors.

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There are a lot of successful startups on the market.
Today we provide some examples to check it out and
get inspired.

LUMEN
EMPOWERING THE BLIND

Telios™

Fleming

DARKTRACE

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LUMEN
EMPOWERING THE BLIND

.Lumen (dotLumen) is a Romanian startup which aims to "empower the blind."

The actual device is a pair of glasses with a sensory and a feedback system which can recognize user's environment and position and provide contextual information for guiding.

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Telios™

Telios is a telemedicine tool that offers which provides assistance 24/7.

Their services include consultations, treatment and monitoring.

Fleming

Fleming startup is a smart healthcare app, in the mHealth category, that allows the patient to get an online consultation anytime and from anywhere.

DARKTRACE

Darktrace startup is a cybersecurity company which relies on Artificial Intelligence to recognize and remove distinct kinds of threats.

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Digital health blogs and podcasts

We found this resources, and though they might be useful for keeping an eye on the digital health community

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The Medical Futurist

The Medical Futurist is a magazine that aims to help modernize healthcare, and use digital tools to improve the delivery of medical care.

They have great blog posts that keep you up with the latest discoveries and their impact on the medical world.

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This Week in Digital Health

It is a website with a calendar containing the most important conferences, congresses and healthcare events, resources for startups, and articles about digital health and many more topics.

Digital innovators can keep up to date with the startup environment by simply visiting the site and looking through the articles.

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about Digital Health

about Digital Health is a platform where you can find interviews with stakeholders in the field, trends, ideas or reports.

They also have posts summarizing what's new in healthcare innovation, and many more resources to help you stay up to date with what's important in digital health.

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Talking HealthTech

It's a podcast platform, where you can listen to important stakeholders' opinions about the trends and innovation in healthcare.

Besides, you can also find news, job opportunities and events, and, with a THT+ account, take part in the community discussions.

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Funding for Romanian student entrepreneurs

Innotech Student is a program run by the Ministry of Investition and European Projects that focuses on preparing students to enter the workforce.

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Innotech's goals

The first goal is to invest in education and professional development so that students can be better prepared for their future jobs.

A second goal is facilitating students' entry into today's work field by creating programs that aim to teach them new and relevant skills.

The third goal is to increase the number of graduates that find work, study or entrepreneurship opportunities through the project.

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The University of Medicine and Pharmacy "Iuliu Hatieganu" Cluj-Napoca, as part of the “Start-Up Sănătos (SUS)” project, will offer specialized training in the field of entrepreneurship and the possibility to receive non-refundable financial support, up to 100.000 euros, for 350 students (bachelor, master, doctorate) for the implementation of a business plan. @startupsanatos

START-UP SĂNĂTOS

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You can find out more about Innotech in the links from the description

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#1 Newsletter of the CONNECT eHealth Community

We're excited to announce we bring to our community curated insights and news with our monthly newsletter!

Be sure to subscribe on our website to receive all of the latest digital health happenings and project news.

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We're aware that there are some ideas that may be concerning when you're thinking about starting a start-up. You might think: "I Don't have enough entrepreneurial knowledge." But this doesn't have to be an impediment and we have some solutions.

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You can improve your knowledge by participating in Hackathons, Startup Conferences or reading entrepreneurial books.

Here are some examples:

- Hackathons: HIVE, StartupWeekend, Innovation Labs
- Startup Conferences: Upster, Startup Grind Global Conference
- Entrepreneurial books: Lean Startup, Zero to One, Chasing the Chasm

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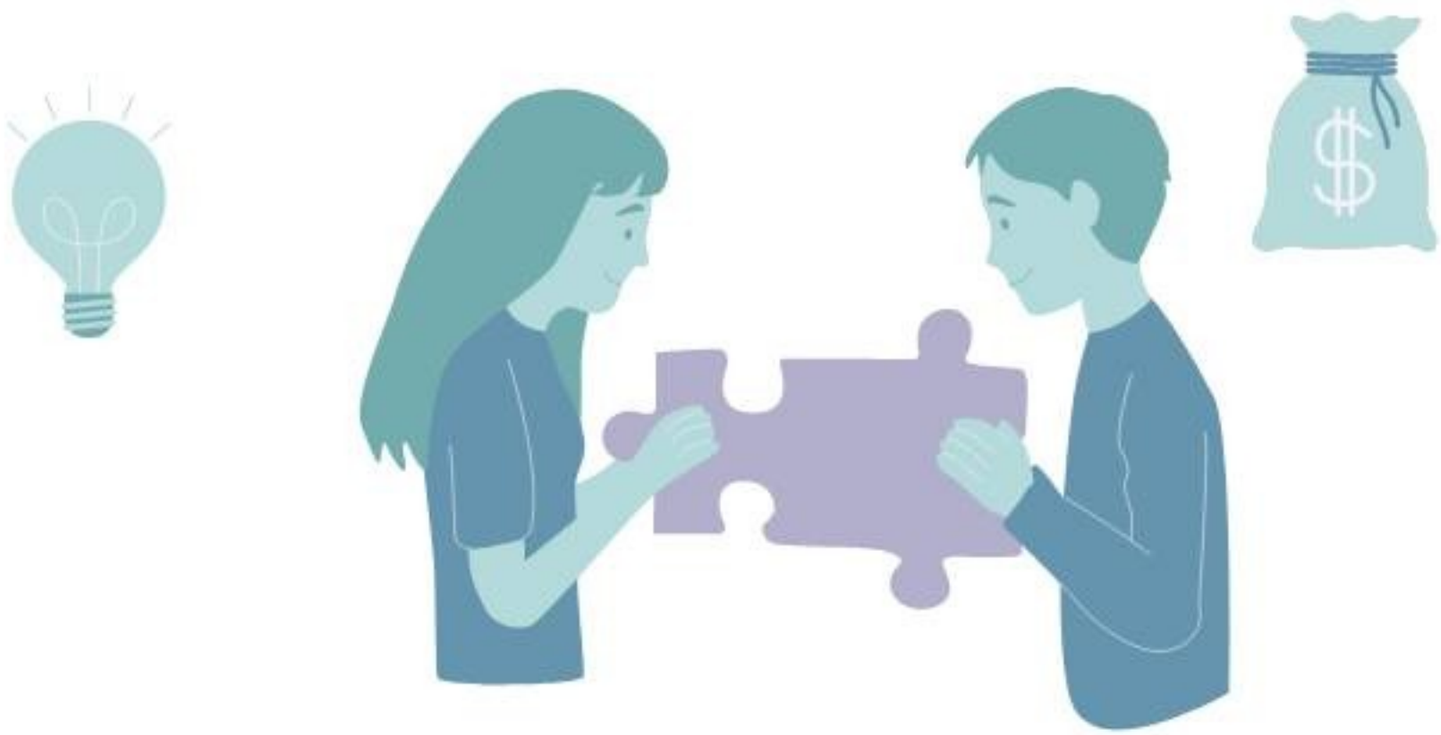
We're aware that there are some ideas that may be concerning when you're thinking about starting a start-up.
You might think: "I don't have enough money to start and sustain a business." But this doesn't have to be an impediment and we have some solutions.

After you have a business plan, you can find different sources of financing, that can help you start and sustain your business in the first few months or years.

Here are some examples:

- Startup Accelerators: Eleven, LaunchHub, Innovation Labs
- Non-refundable financing: Innotech Student, POCU, Startup Nation, FIX
- Angel Investors



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We're aware that some ideas may be concerning when you're thinking about starting a start-up. You might think: "I can't find suitable people to form a team." But this doesn't have to be an impediment, and we have some solutions.

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"I can't find suitable people to form a team" is the sentence that represents a common concern.

We are the solution to your concern!

CONNECT brings together people with different backgrounds. Students and mentors with computer and information, health and social sciences backgrounds that focus on innovation are gathered in one place.

Join us, connect with people and meet your team on our eHealth Community of Practice!

Having a stable job might seem a better option than being an entrepreneur overall. For some people, it is a safer bet. But it's not necessarily the case for everyone. Let's analyze some advantages and disadvantages of both.

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Being an employee

Advantages:

- paid time off
- less responsibility
- guaranteed income

Disadvantages

- dependency
- limited income
- limited opportunity for career growth

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Being an entrepreneur

Advantages:

- career growth
- independence
- flexible working hours

Disadvantages

- higher risk
- higher amount of stress
- harder to separate work and personal life

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Electronic Health Records

EHR is a digital version of a patient's medical history. The concept of EHR was formulated to integrate an individual's physician-generated and the patient-generated personal health record.

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Advantages of an Electronic Health Record

- Reducing the incidence of medical error by improving the accuracy and clarity of medical records.
- Making the health information available, reducing duplication of tests and reducing delays in treatment.
- Reducing medical error by improving the accuracy and clarity of medical records.

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Startups that use Electronic Health Records

oncochain

Based in Romania

The method of collection is a web-based Oncology specific EHR that acts as a software platform creating operational data repositories for real-world data studies.

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RENALYTIXAI

Based in the United Kingdom

RenalytixAI is a developer of artificial intelligence (AI) enabled clinical diagnostic solutions for kidney disease.
The platform uses distinct sources of patient data, including large electronic health records, predictive blood-based biomarkers and other genomic information for analysis by learning computer algorithms.

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Based in Romania

Voxi Kids is a Software as a service platform which is offering a selection of high-value materials designed by speech pathologists, as well as management tools that streamline the collaboration between parent and therapist, with the common goal of assisting the child's recovery and integrating them into the pre-school and school environments.

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Human Resources and e-Professionalism in the health sector

In healthcare, HR does much more than in other fields. Besides hiring, payroll, and firing, HR focuses on patients and their needs as well.
Here are the main responsibilities that the Human Resources departments in healthcare companies have:

- Hiring
- Training
- Logistics Management
- Relevant Trends
- Diversity, Inclusion, and Equitable Treatment
- Patient Satisfaction
- Employee Management
- Dispute and Discipline Management
- Compliance and Legality

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e-Professionalism

It is a relatively new concept, having emerged after the development of new technologies, and the digitalization of healthcare. It shapes the attitudes and behaviors that are appropriate in technology-based companies and environments.

e-Professionalism tackles healthcare providers' activity online, in social media, privacy, and how they interact with patients.

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mHealth or Mobile Health

Mobile Health is a Digital Health component.
World Health Organization has defined mHealth as the "use of mobile and wireless technologies to support the achievement of health objectives."

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Advantages of mHealth

- A cheaper and faster diagnosis is the biggest advantage of mobile health.
- mHealth apps have significantly improved the quality and approach toward healthcare services.
- The market for mHealth apps is fast evolving with dynamic options for caregivers and patients' convenience.

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mHealth technologies

Remote patient monitoring

Point-of-care diagnostics

Medication management

Medical Imaging

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mHealth Startups

SanoPass

Based in Romania

Complete digital solution and memorable experience – SanoPass gives the freedom in following treatments in numerous independent and private clinics.

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parentool

Based in Romania.

Parentool helps you craft an individual approach to your parenting style according to your needs and your child development phases by offering you personalized content and access to the right specialists.

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MEDICAI

MedicAI

Based in Romania

MedicAI helps patients to manage their medical scans, connect with a service provider and get an interpretation and allow hospitals to provide them at a low cost.

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Health Analytics and Big Data in Health

The main concepts of health analytics and big data

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Data analytics

Healthcare analytics is the process of analyzing medical data, both past and current, in order to see patterns, predict trends, and manage the spread of diseases.

This field is very promising, and it aims to integrate and analyze very complex and heterogenous data, such as biomedical records, experimental results, electronic health records, etc.

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Big Data in Health

The term big data is described by the following characteristics, known as the 6 Vs:

- value
- volume
- velocity
- variety
- veracity
- variability

In healthcare, big data sources include patient and hospital records, results from investigations, and information collected by healthcare testing machines.

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Applications of big data analytics can improve the patient-based service, help detect spreading diseases earlier, generate new insights into disease mechanisms, monitor the quality of the medical and healthcare institutions as well as provide better treatment methods.

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Big Data and Health Analytics Startups

Here are some startups that use big data analytics in order to improve the quality of healthcare worldwide, by correlating data from multiple sources and countries.

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Prognos Health

Prognos is a platform that stores and analyzes data. They collect de-identified data from multiple sources, such as lab results, diagnosis, prescribed medication.

Stakeholders can buy data easily, without having to contact multiple researchers, doctors or institutions. The data is tailored to the customer's needs, and is ready to be used for future projects, experiments, programs and policies.

prognos
health

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Innovaccer

Innovaccer is a company based in San Francisco. Its aim is to make medical data available to specialists, so they can make better decision regarding healthcare.

Through their Health Cloud, physicians, researchers and public health workers can find and analyze data, improving the knowledge about the field.

innovaccer

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Embleema

Embleema is a platform through which patients can store and share the amount of medical data they choose to with healthcare stakeholders, and be remunerated for it.

Their HIVE Ecosystem includes a bioinformatics and regulatory analytics platform for all genomic and biomarker data. Currently, HIVE is also used by the FDA.

Embleema

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Social Media in Health

As more people have become active on social media, the medical field has embraced it and now incorporates social media into a number of health care strategies.
Social media is used by both patients and physicians but does not only provide beneficial effects, it may also constitute a challenge within the healthcare system.

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Advantages of Social Media in Health

Social Media in Health can be used in:

- Infovilleance
- Disseminate health information and combat misinformation
- Health interventions (e.g. support groups, campaigns, changing behaviour)
- Facilitate health related research
- Facilitate doctor-patient communication and offline health services

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Challanges of Social Media in Health

- Privacy concerns
- Misinformation
- Disinformation
- Fake news

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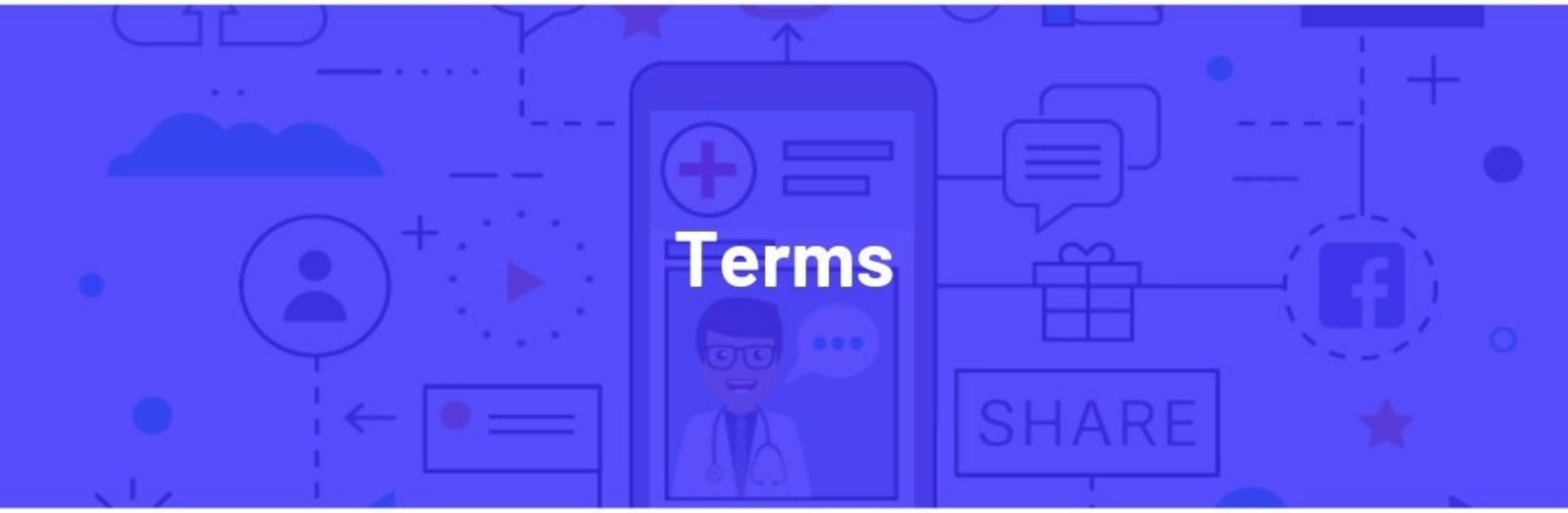

- **Infovilleance** is the application of infodemiology with a primary aim of surveillance, which refers to surveilling and analyzing the unstructured information available on the internet in order to inform public health and public policy.
- **Infodemic** is a blend of "information" and "epidemic" that typically refers to a rapid and far-reaching spread of both accurate and inaccurate information about something, such as a disease.

- **Misinformation** could be defined as a health-related claim that is based on anecdotal evidence, false, or misleading owing to the lack of existing scientific knowledge.

- **Disinformation** could be defined as false information deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth. Propaganda.

- **Fake News** could be simply defined as false news.

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Where is Social Media Used in Health?

Many social media tools are available for health care professionals and health organizations, including social networking platforms or media-sharing sites.

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Social Media is Used in:

- Professional Networking-Social Networks for physicians and pharmacist e.g. Sermo &PharmQD
- Professional Education
- Organizational Promotion
- Patient Care
- Patient Education
- Public Health Programs

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Real world data (RWD) and real world evidence (RWE)

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Real world data

In healthcare, **real world data (RWD)** is data from multiple sources, such as health records, patient questionnaires, disease registries, and routine clinical practice.

RWD differs from data acquired from clinical trials, and it is more observational. It is collected from heterogenous patient groups, and the results are not obtained in a controlled environment, but in a real-world setting.

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Real world evidence (RWE)

According to FDA, real world evidence is the clinical evidence regarding the usage and potential benefits or risks of a medical product derived from analysis of real-world data.

It offers insight about what happens in practice, and the reasons why it does.

RWE complements results from randomized clinical trials and other classical study designs. It can provide information about niched patient populations, from certain age groups or locations, that did not participate in trials and might not respond to the tested treatments.

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The connection between RWD and RWE

RWD is used to describe the impact of certain treatments or therapies outside of the studied groups; it can also contribute to characterizing populations, care patterns and burden of disease.

RWE is obtained from the analysis of RWD, observational, RTC and early phase study results. RWE bridges the gap between the results obtained in research and what actually happens in healthcare practice.

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How do RWD and RWE improve healthcare

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RWD and RWE are already being used by decision makers in healthcare, such as the Food and Drug Association (FDA), European Medicines Agency (EMA), Pharmaceuticala and Medical Devices Agency (PMDA), and others.

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In **medical research**, RWE can assist with:

- pre-trial design

- data regarding niched patient populations

- supplementary patient-generated data

- insight into the cost-benefit of existing drugs, therapies and technologies

- accentuating shortcomings that exist in clinical trials

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RWE helps in regulating therapies and medical devices, by:

- determining the safety and efficacy of new technologies
- optimizing treatment guidelines according to patient particularities
- performing post-marketing surveillance

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In **health systems**, RWE is used to:

- compare performance among health systems, organizations and providers

- tailor treatment guidelines according to patient particularities

- minimize inefficiency and information silos between stakeholders

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Here are some startups that focus on real world evidence and try to make it more accessible for stakeholders in healthcare.

RWE startups

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Pentavere

Through DARWEN, their engine, **Pentavere** aims to transform unstructured health data into usable evidence.

They use a combination of artificial intelligence (AI) and natural language processing (NLP) to extract data from sources such as clinical notes, lab results, and imaging and pathology reports

PENTAVERE

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ConcertAI

ConcertAI is a startup that helps pharmaceutical companies include RWE and reduce health disparities, in order to boost their chances to receive regulatory approval for clinical trials.

It simulates and compares patient population size and characteristics, which in turn allows companies to find patients who benefit, and are underserved, by current therapeutic approaches.

They have recently announced a partnership with Janssen.

ConcertAI

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PatchAI

In order to obtain fresher and more relevant information from participants in clinical trials, PatchAI comes with a platform that checks in on them daily.

It aims to help pharmaceutical companies, research organizations and healthcare professionals gather data in real time.

Their Co-PRO® technology keeps the patients engaged, reminds them to take the treatment, and has intelligent virtual assistants (IVA) they can conversate with.

patchai
An AliraHealth Company

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Aetion

Using algorithms, multiple data sources, and validated analytic workflows, **Aetion** collaborates with stakeholders in the pharmaceutical and medical fields.

The company's purpose is to analyze data, so it can be used by those who need it; this way, researchers have access to real-world data, not just lab results, when designing their studies.

AETION

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electronic Medication Administration Record (eMAR)

Is a technology that automatically documents the administration of medication into certified Electronic Health Records.
It is using electronic tracking sensors. e.g. radio frequency identification (RFID) or electronically readable tagging such as bar coding.

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- eMAR helps ensure medication is administered reliably.
- Could work as an App on Android smartphones and tablets.
- For example, it could be used for residential care homes and supported living environments where compliance and security are vital, and where reducing staff time taken to fill in and check MAR sheets and recording errors helps the smooth running of the unit.

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eMAR startups

Extended Care Professional

Based in: East Troy, Wisconsin, United States

Is an EHR, Electronic medication administration record, and clinical charting system for long-term care communities.
ECP offers customizable assessments that automatically create care plans.

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VITA+ STAT
YOUR HEALTH GUARDIAN

Vita Stat

Based in: Louisville, Kentucky, United States

It is an innovator of medication and care management software solutions to optimize and error proof the shared process between caregivers and pharmacists in the senior care, assisted living, and corrections markets.

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Human Resources in health and eProfessionalism

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Human Resources in Health deals with issues such as planning, development, performance, management, retention, information, and research on human resources for the health care sector.

e-Professionalism is the attitudes and behaviors seen in traditional professionals, showcased in digital media. It represents the electronic professional identity of an individual.

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Human Resources in health include the clinical and non-clinical staff whose intent is to enhance health and the healthcare system performance (physicians, allied health professionals, health services mangers, medical records, and health information technicians etc).

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Mobile Health refers to the use of mobile/wireless technologies, such as mobile phones, tablets, and smart watches for medical and public health services and for the support of health objectives. mHealth applications include SMS, apps, data collection software, patient monitoring devices etc.

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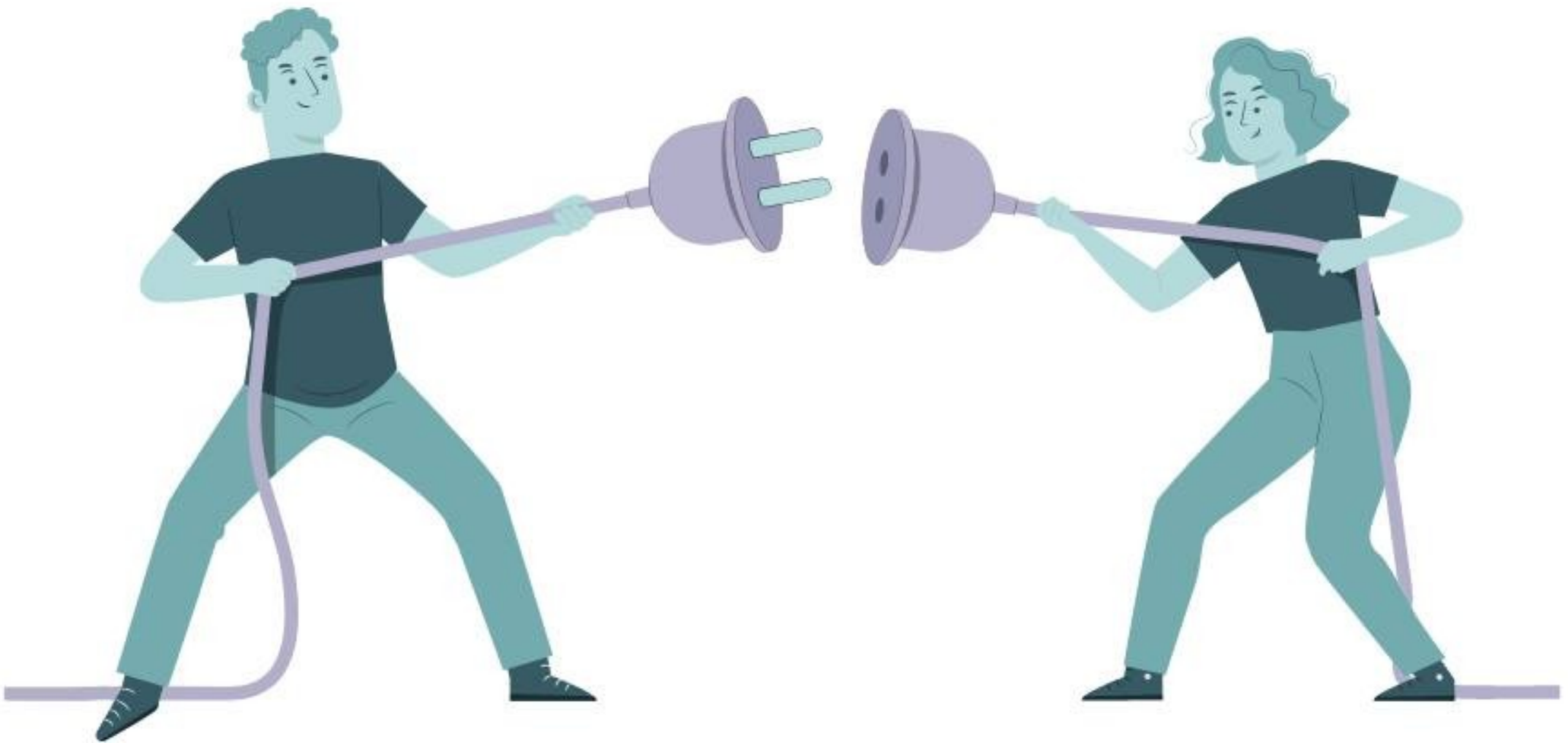
A gap that we intend to fill trough the CONNECT Project is that there are no curriculums or activities that bridge the IT and health domain.



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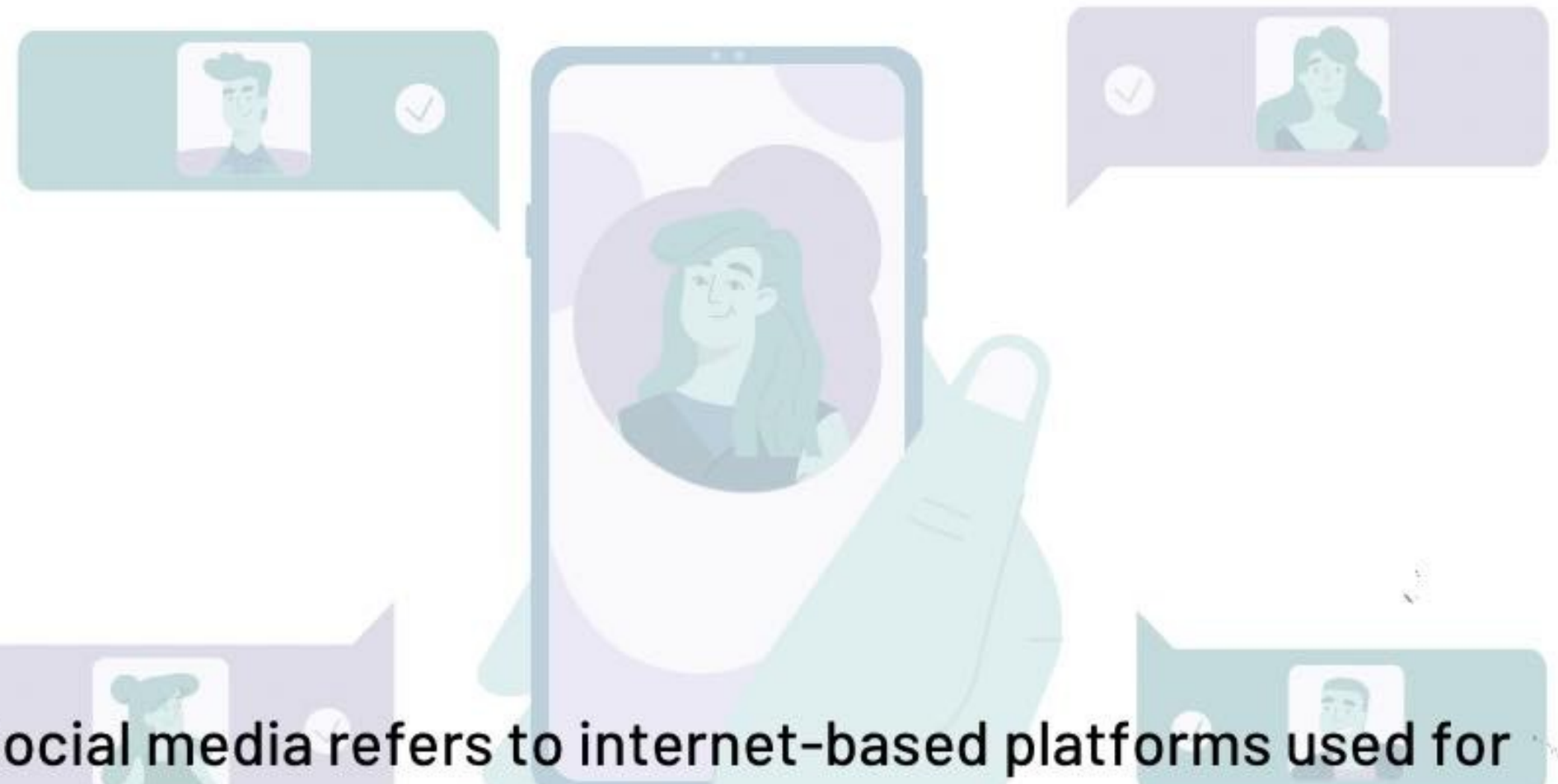
Social Media



Social media refers to internet-based platforms used for communication, the gathering of information and or sharing of information/content including platforms like Twitter, Facebook or LinkedIn. It can be used by health care professionals to share health information, promote health behaviors, or educate and interact with patients.

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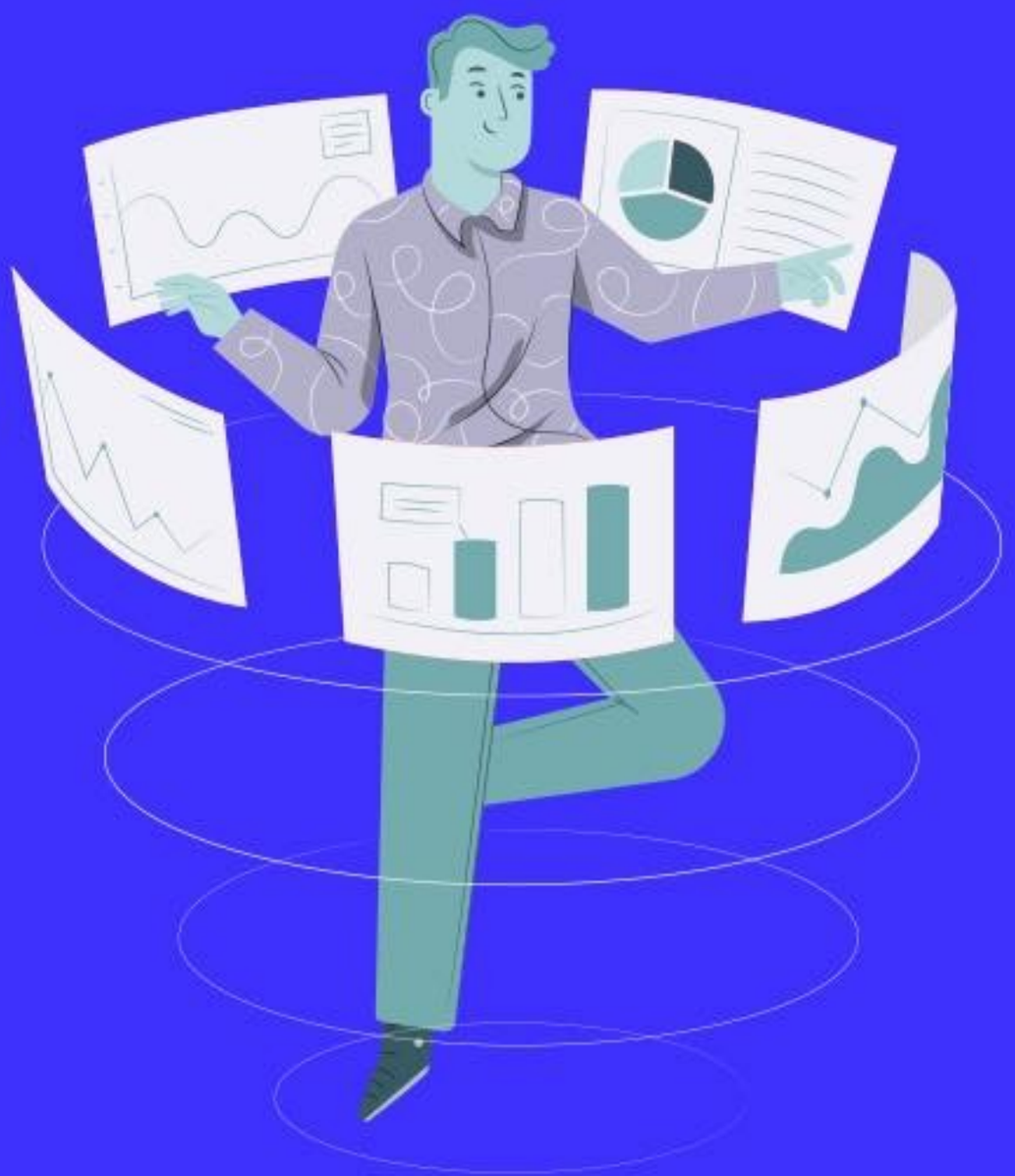
In order to explain how social media platform functions and the algorithms behind them, we intend to include elements of from the IT field (such as social media algorithms and other relevant computer-based technology) into the module of social media as a part of the intensive "eHealth Lab" program.



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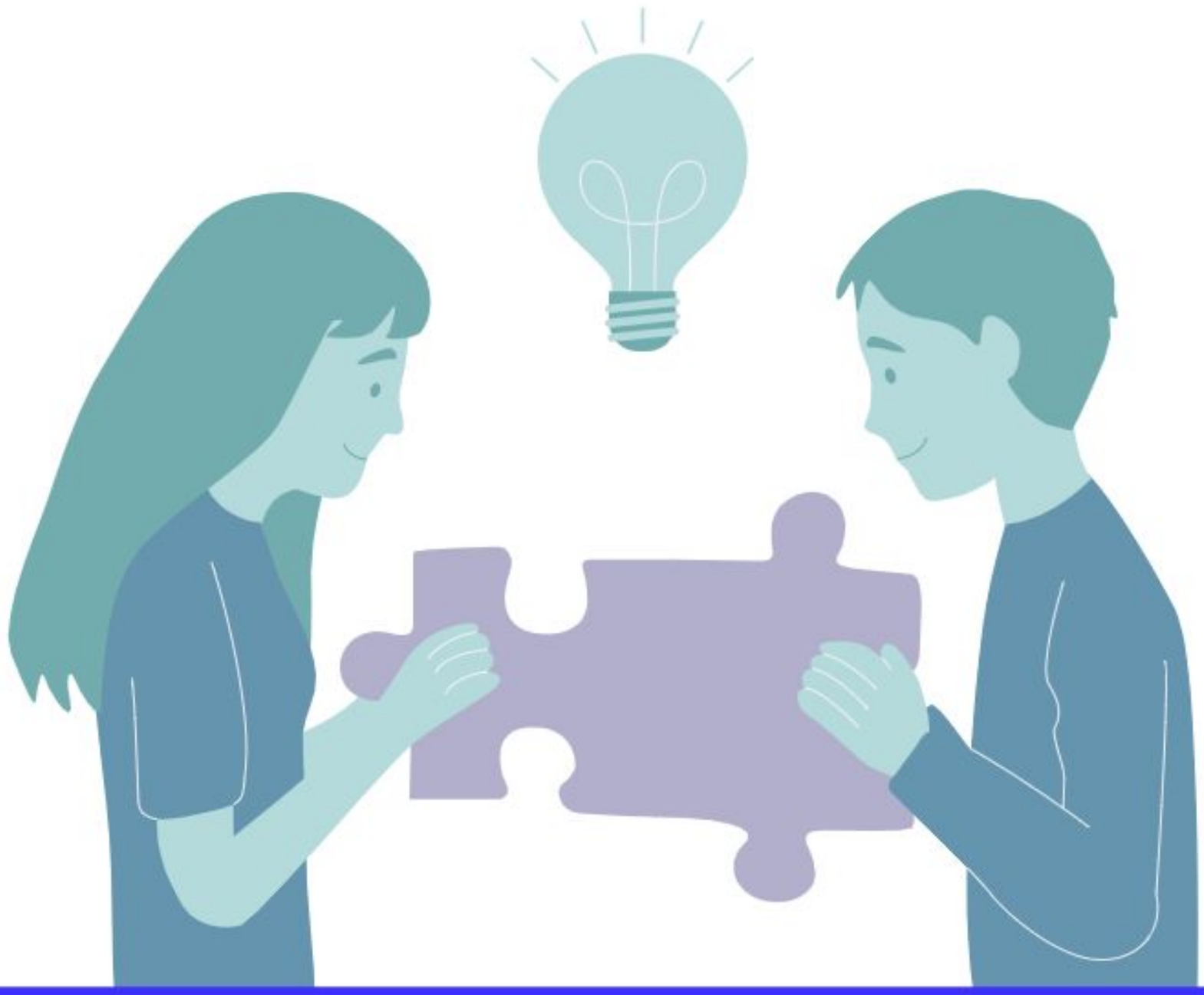

Social Media & Health Promotion

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Social Media Vs. Public Health Risks of using social media in health promotion

People view problems through their filters and don't always seek better information, making it more difficult to suppress erroneous information.

Thus, social media and public health problems have become inexorably connected since people utilize social media to acquire the "inside scoop" from official social media platforms and to find out what their relatives and friends are saying about a current health issue.

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How to...?
Promoting health on social media

In health promotion, social media is often accessed for networking and community-building purposes, likewise for informing healthcare decision-making between patients and providers.

To optimize the potential of social media to improve public health, there is a necessity to effectively leverage these technological tools to form scalable, culturally tailored health promotion programs and campaigns.

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Say *'Yes!'* to telemedicine!

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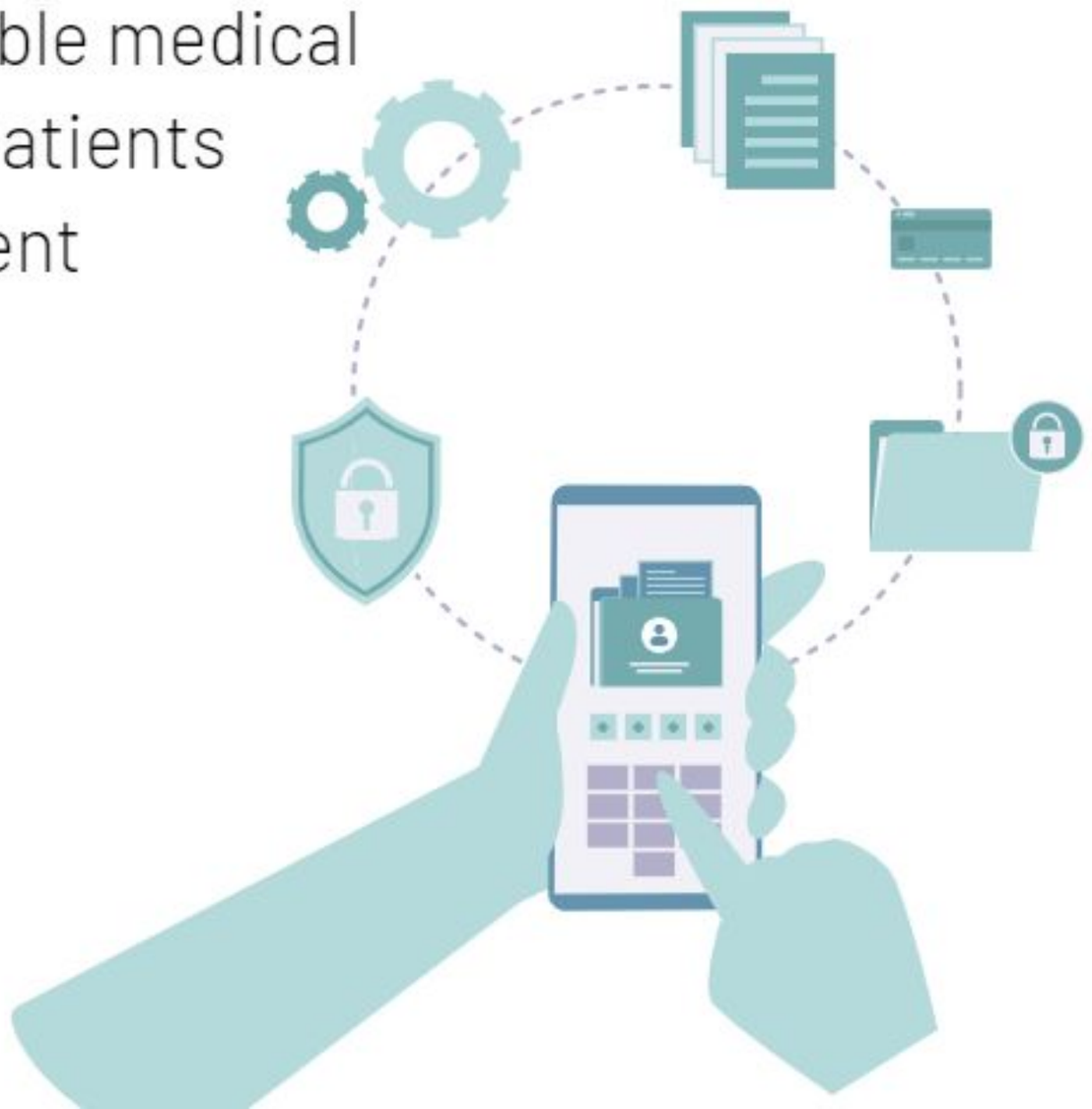
Benefits of using telemedicine and telehealth

Telemedicine minimizes the spread of infectious diseases.

One of the reasons telemedicine and telehealth have gained so much popularity during the COVID-19 pandemic is that they enable medical professionals to provide patients with the excellent treatment they need during a virtual session held over the phone or by video visit.



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Telehealth is practical.

Virtual visits can be conducted by providers from almost any location with an internet connection. This makes it simpler for people to get medical attention, especially if they have trouble getting around or if they reside in remote places where it would be challenging to find a specialist.

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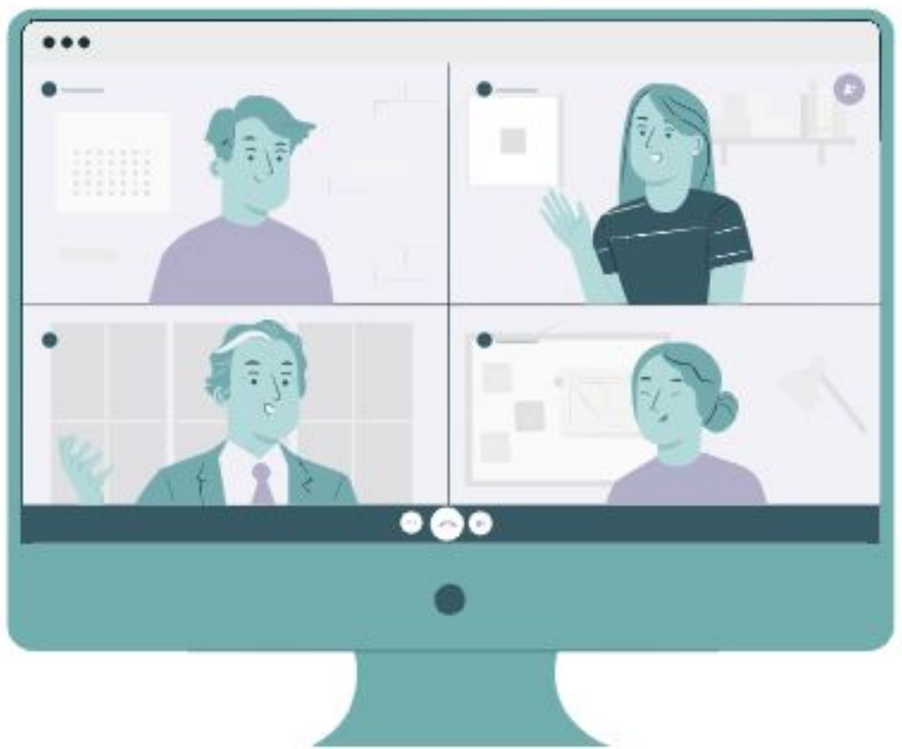
Telemedicine can help reduce unnecessary ER visits.

Telemedicine can help patients to avoid expensive and unneeded journeys to the hospital or emergency room by enabling them to contact a doctor from their comfort of their own homes when they want urgent treatment.



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You can improve patient outcomes through telehealth.

Physicians and population health managers can better manage patients with chronic health disorders without an office visit because telemedicine enables healthcare professionals to ensure that patients are adhering to their care regimens.

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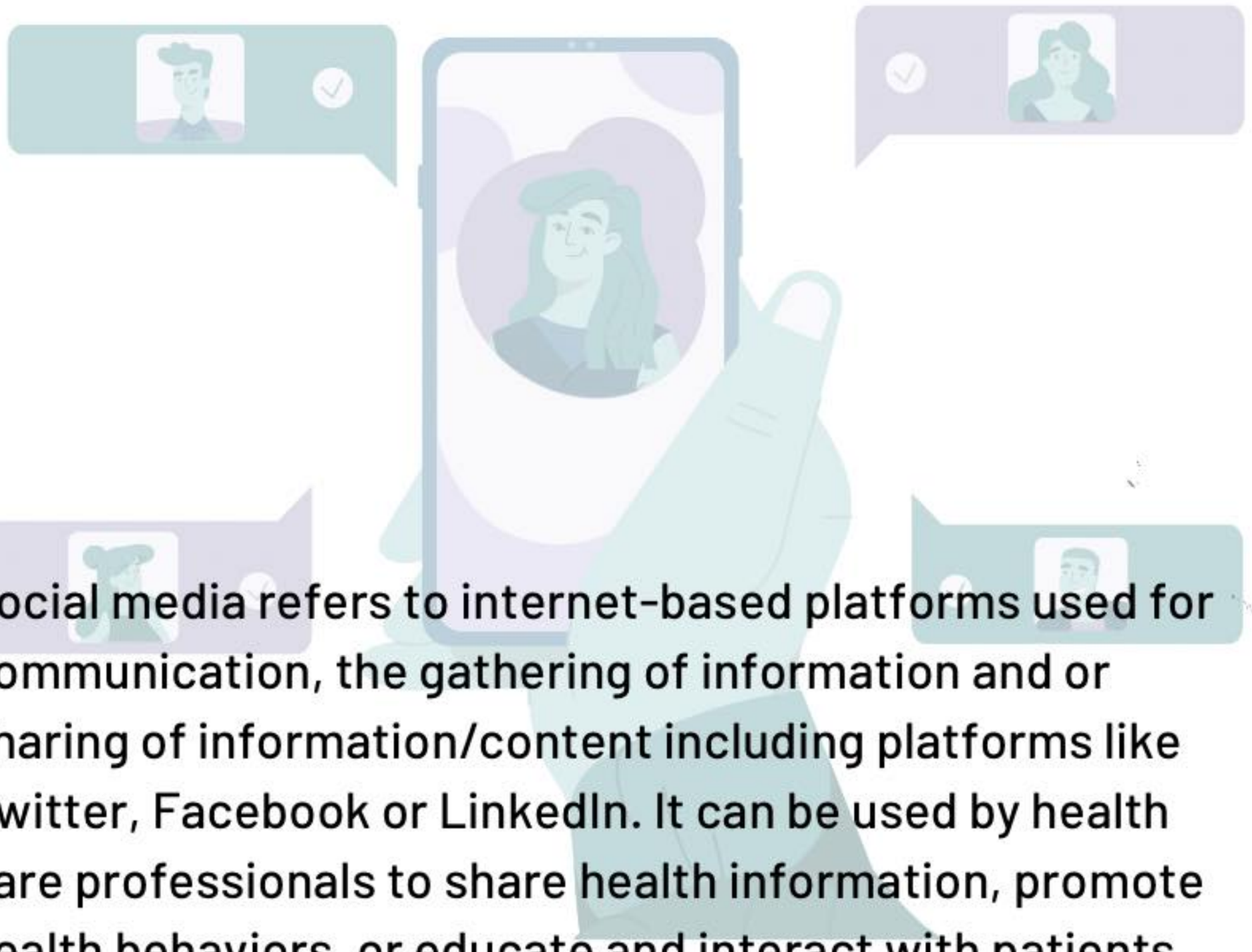
Social Media



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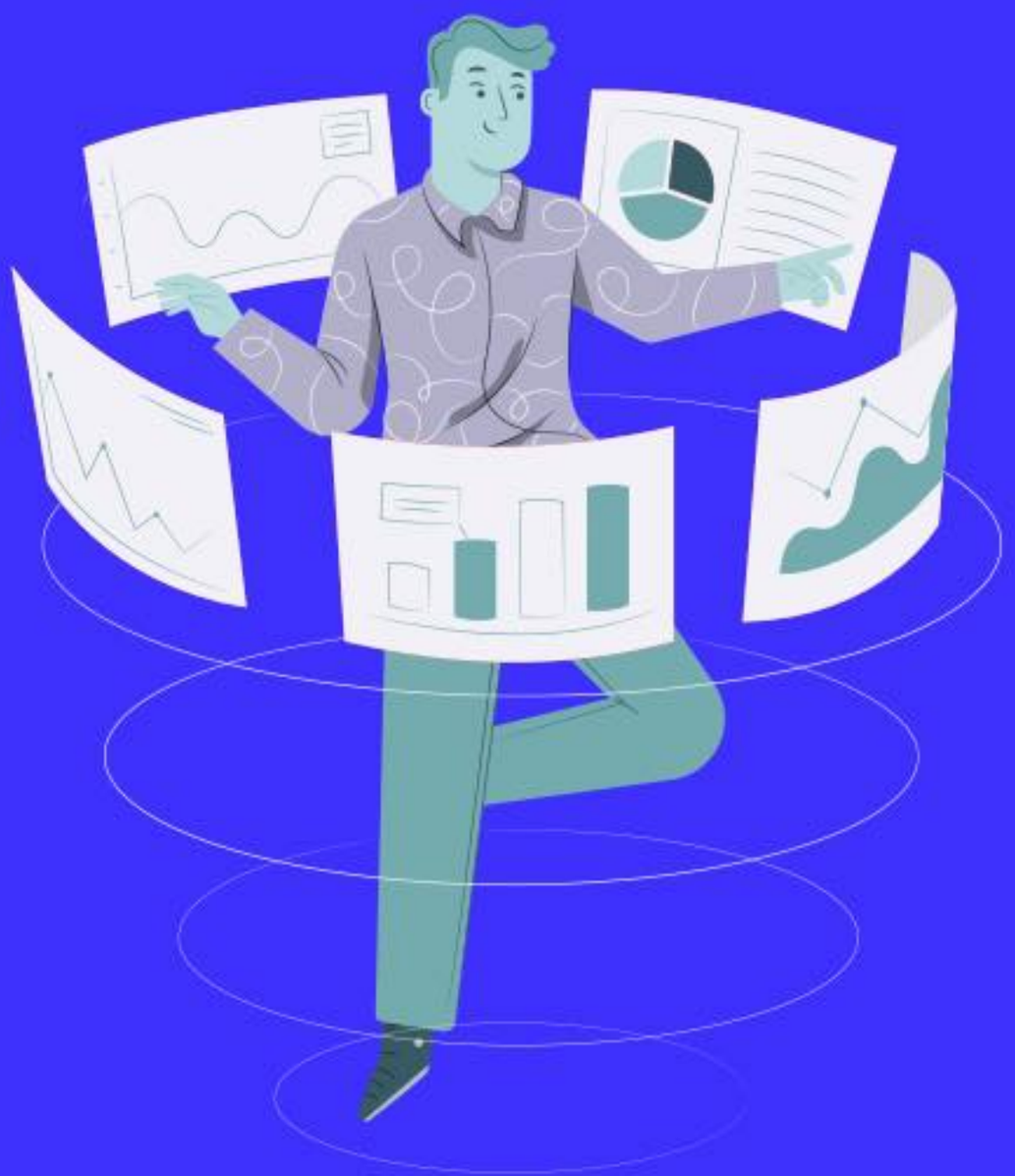
In order to explain how social media platform functions and the algorithms behind them, we intend to include elements of from the IT field (such as social media algorithms and other relevant computer-based technology) into the module of social media as a part of the intensive "eHealth Lab" program.



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Human Resources In Health & EProfessionalism

Only health workers enable health systems to function. Improving health-care coverage and realizing the right to the highest attainable level of health, are dependent on their availability, accessibility, acceptability, and quality.

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What exactly is mobile health, and why is it so important?

mHealth apps foster engagement by facilitating effective patient-centered care, user experience, and knowledge exchange between providers and patients. Patients can access and monitor their medical records/prescription details from the comfort of their own homes, eliminating the need to visit hospitals.

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What is contained in an electronic health record?

EHRs are an important component of health information technology, because they can store a patient's medical history, diagnoses, medications, treatment plans, radiology images and test results. However, it constructs access to scientific proof tools for making decisions about a patient's care.

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Reasons why health, plays an important role in human resources:

- Only a healthy person can work effectively and efficiently.
- A healthy person can work productively and thus, contribute more to the country's economic growth
- It ensures a suitable distribution of goods to patient needs

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Importance of mHealth

mHealth apps foster engagement by facilitating effective patient-centered care, user experience, and knowledge exchange between providers and patients. Patients can access and monitor their medical records or prescription detailes from the comfort of their own homes, eliminating the need to visit hospitals.

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What is mHealth?

mHealth is an acronym for mobile health, which is the practice of medicine and health care across mobile devices, such as tablets, PDA's and computers.
This industry has expanded exponentially in recent years, as a result of widespread use in developing countries and increasingly prevalent mobile technology.

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Introduction

Nowadays, it has been proven that the way social media influences both the dissemination of health-related information and also the well-being of the individuals, has a great impact on people's lives and can have various consequences.

In order to benefit from the existence of such information, here is a brief step-by-step guide on how to use social media for health purposes.

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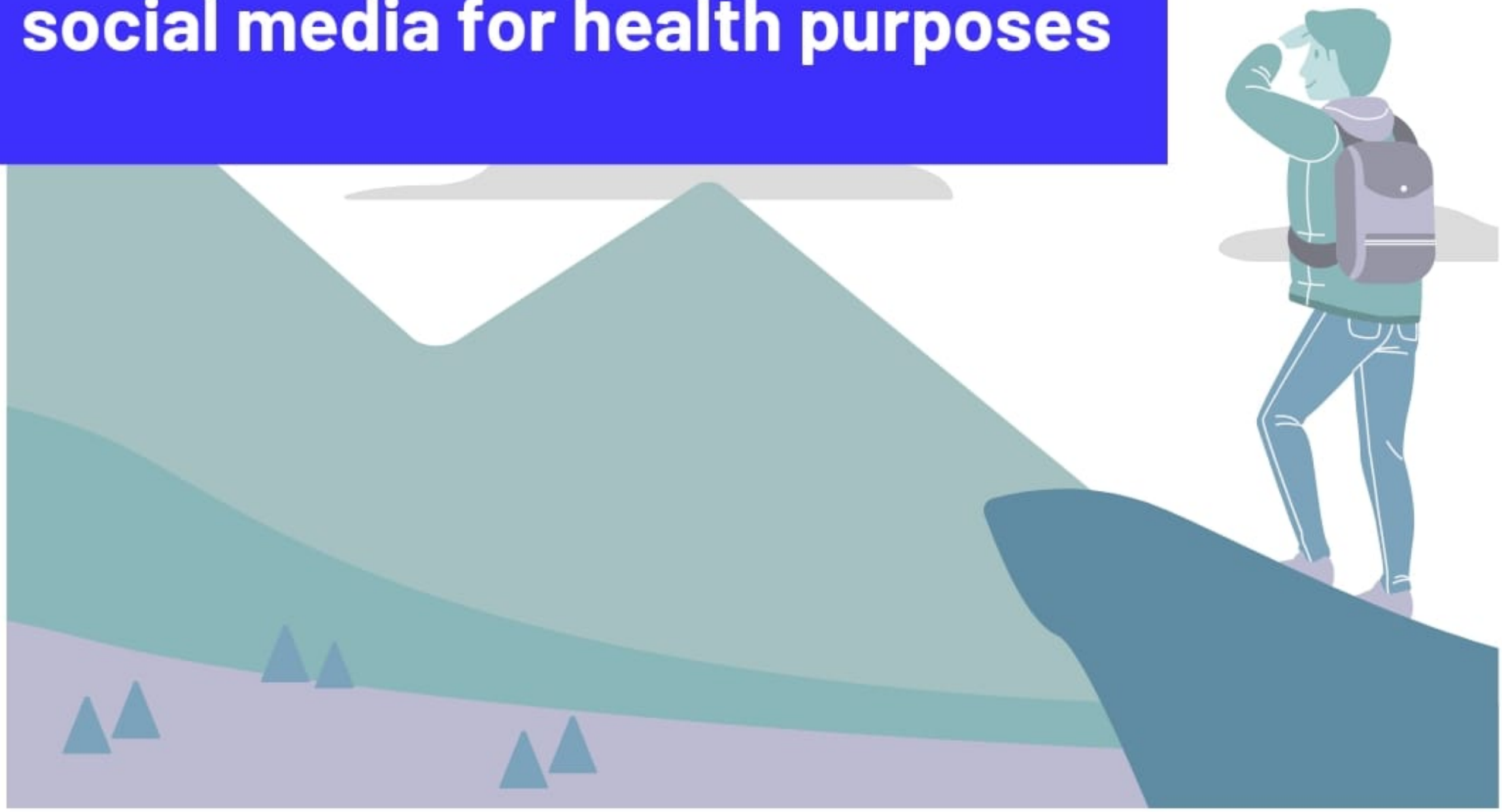
The ultimate guide of using social media for health purposes



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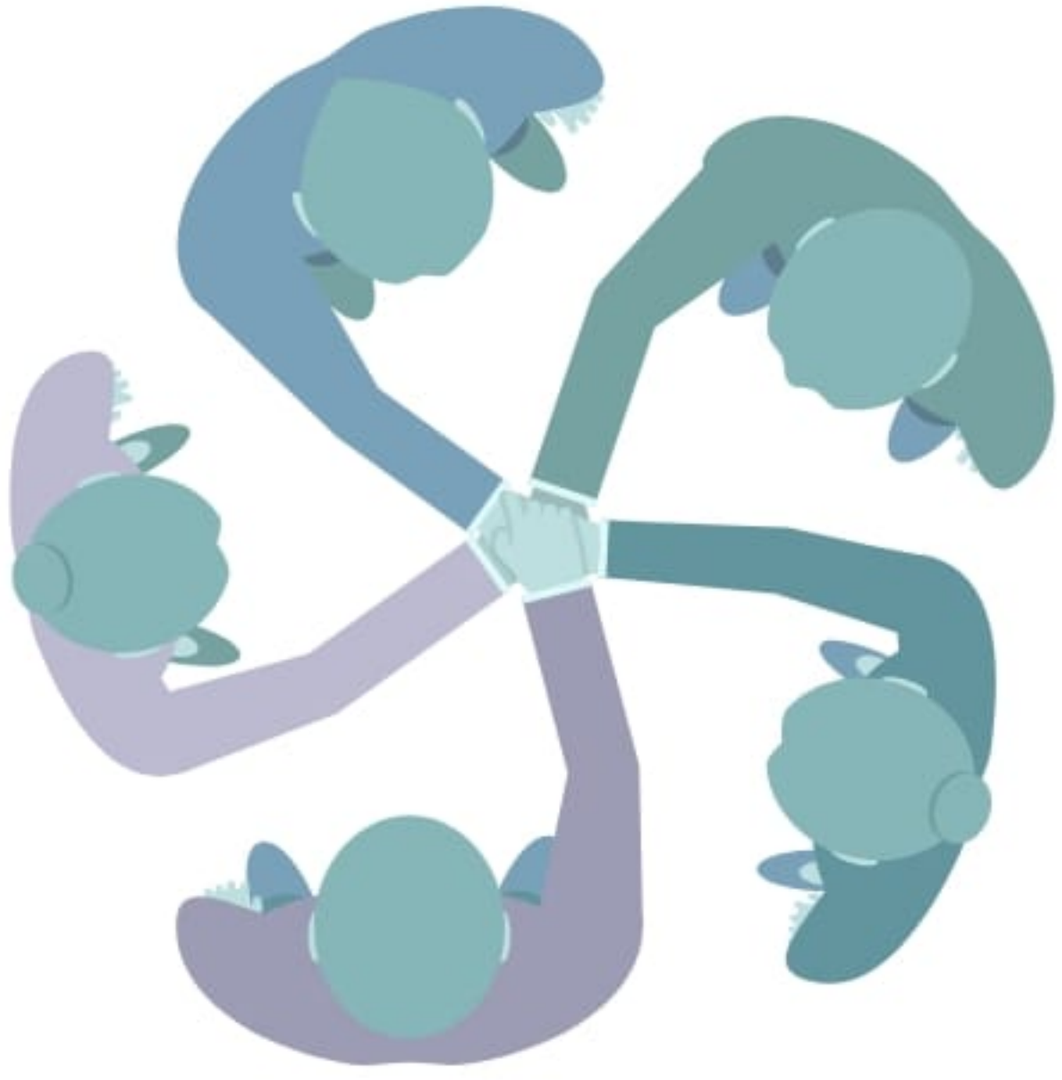
2. Be sure to seek information about your topics of interest from various reliable sources

Frequently, we tend to question ourselves and our own beliefs.

In order to avoid suspicion and follow misleading convictions, it is best to look for more than one opinion and analyze thoroughly before making assumptions about a subject.



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3. Get more details about your health status and teach out to health specialists and healthcare procedures

At present, a majority of individuals choose to use social media platforms, when it comes to healthcare procedures.

Either people look for various clinics and hospitals, or opt for an online chat regarding their health status, or even make online appointments, people certainly acknowledged the essential role social media plays in healthcare, by now

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1. Choose your preferred, trusted sources

For a better interaction with health data and reports, we recommend using official websites, such as:

World Health Organization (WHO)

CARE International

NIH (National Center for Complementary and Integrative Health)

American Public Health Association (APHA)

CDC (Centers for Disease Control and Prevention)