

# 18

**March 2019**

Monday

**LECTURE**

 CHL - Centre  
4, rue Ernest Barblé  
L-1210 Luxembourg  
**Room: Amphitheatre**
**11.30-12.30pm**
**MEET THE SPEAKER\***

 Light snacks provided  
LIH, 1A-B, rue Thomas Edison  
L-1445 Strassen  
**Room: Curie/Pasteur (3<sup>rd</sup> floor)**
**12.45-2.00pm**


\*Registration is mandatory to meet the speaker by sending an email to [tania.zamboni@lih.lu](mailto:tania.zamboni@lih.lu)

## Factors Determining the Success and Failure of Digital Health Interventions

**ABSTRACT**

Digital Health offers potential solutions to the challenges posed by ageing populations and rising levels of chronic illness and multimorbidity (the presence of two or more long term health conditions). The opportunities posed by digital health are great. However, uptake of digital health solutions and their wider implementation has often proven difficult and disappointing.

There are many reports of millions or even billions spent on digital health innovations that have failed to deliver benefits as expected. This talk will describe the key implementation issues that need to be considered when developing and deploying digital health technologies and services. In particular the importance of understanding factors that will influence patient and public engagement with digital health technologies will be discussed. The importance of tailoring and user engagement will be emphasised and the risks of widening rather than reducing health inequalities through digital health and why this needs to be a key consideration will be highlighted.


**SPEAKER**

### Prof Frances Mair

Norie Miller Professor of General Practice,  
Head of General Practice and Primary Care Research,  
Research Convenor, Institute of Health and Wellbeing,  
University of Glasgow

**HOST:**

LIH

**INVITED BY:**

 Prof Laetitia HUIART  
Department of Population Health  
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