



Background

Mobile phone apps and wearable technology have great potential for delivering personalized healthcare, lifestyle interventions and self-management tools to prevent and treat non-communicable and infectious diseases.

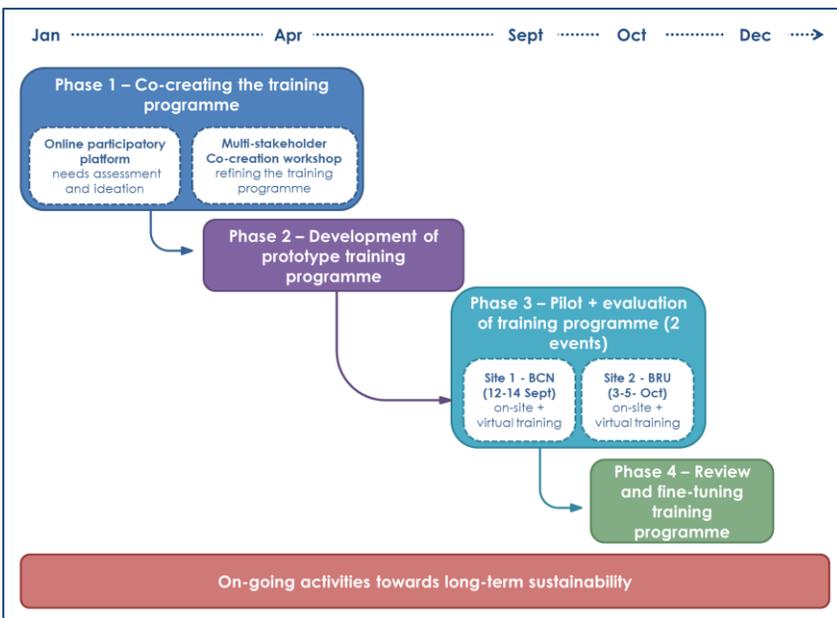
The Challenge

The high turnover and short lifecycle of most digital health (d-Health) products is a serious threat to uptake and adherence resulting in a low public health impact and un-fulfilled potential. These aspects could be greatly improved by target group involvement from the concept stage of product development, so that the solutions delivered meet the target group's *real* needs and expectations, thus increasing usability, use and effectiveness... So, how to best do this?

The d-HealthyLife Course

d-HealthyLife is an EIT Health Campus project which is developing a **training course on co-creation methods, motivation and behaviour change and innovative business models for those involved in developing d-Health products and programmes**. The aim is to take into account user needs, and motivations, and thus to increase use and effectiveness of a wide range of d-Health products. The long-term goal of the project is to enhance the competitiveness and public health impact of this sector and improve digital and mobile lifestyle interventions and self-management tools to prevent and treat health problems; in particular, non-communicable diseases, such as cardiovascular diseases, cancer, diabetes and chronic respiratory diseases.

Participatory design of the training course



The d-HealthyLife training course will itself be developed through a participatory process. We will involve end-users and other stakeholders in co-creating the objectives, content and formats of this training course, in consecutive and interdependent phases:

1. Co-creation of d-HL training course prototype
2. Development of training course prototype
3. Pilot and evaluation of prototype
4. Finalizing training course

How to get involved?

If you work in digital health, either planning products and services or delivering interventions, and are interested in contributing to the development of the d-HealthyLife training course, please take part in the participatory process:

Input to the conceptualisation of the training modules on co-creation of digital health services and products through the **online consultation survey** (open Feb 2018)



Join us in Barcelona for the **2-day co-creation workshop** to develop the training course content in more detail (26 April 2018)



Joining one or both of these processes gives you the possibility of receiving bespoke training in co-creation, motivation and behaviour change and innovative business models for d-Health solutions (worth 900€), free of charge as part of the piloting procedure.



Participate in the online consultation for a chance to receive the **pilot training course (worth 900€)** in either Barcelona or Brussels (September and October 2018 respectively – 30 training places for each course)

Our targeted learner profiles include individual and small and big company-affiliated digital health developers, health project managers and entrepreneurs, as we understand that these profiles (working as individuals, SMEs or in big companies) account for similar shares of the digital health market.

To complete the quick form to apply for a place on one of the pilot course, click the link bit.ly/d-HLife_Pilot or follow this QR code:



Core partner organisations in d-HealthyLife:



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