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Session 4: Personalized Medicine & Prevention – Opportunities of Digitalization

Public Health & Digitalization

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Public health Approach

Health
“a state of complete physical, mental and social well-being and not merely the absence of disease and infirmity” – World Health Organization (WHO)



Health services

Curative medical services

Preventive medical services & public health



Prevention

Tertiary Prevention
Rehabilitating, preventing complications and improving quality of life
Examples: Rehabilitation, chemotherapy

Secondary Prevention
Screening individuals at risk, early intervention
Examples: breast examination (mammography), blood pressure checkups

Primary Prevention
Health promotion, addressing determinants of health
Examples: vaccination, eating habits, tobacco control

Strategic digital capabilities in public health



The interconnected digital technologies used in the public-health response to COVID-19



Think Globally



Act Locally



THANK YOU!

