

Fahad Al Zadjali

Chairman

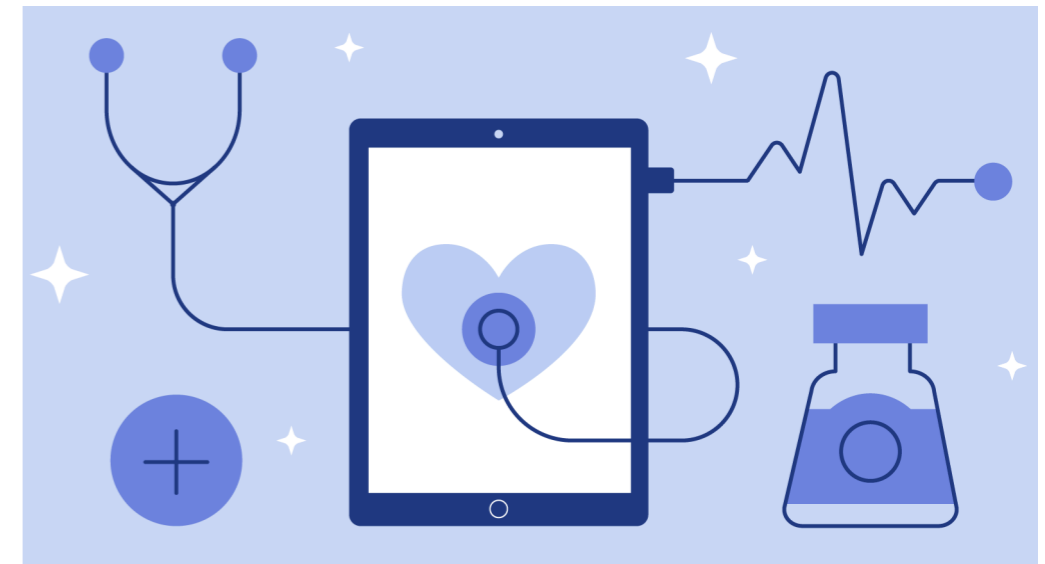
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Associate
Professor and
Vice Dean of
Research, Sultan
Qaboos
University, Oman



Session 4: Public Health and Prevention

Digital Health Opportunities



Fahad AL Zadjali
Sultan Qaboos University

Change in healthcare



Star trek



2009



1966

Current application of Digital Health

- **Telehealth / Telemedicine**

use of digital information and communication technologies to access health care services remotely and manage your health care.



HHS.gov

1. Virtual visit
2. Remote monitoring
3. Portable devices
4. Personal Apps
5. Therapeutic monitoring
6. AI consultation

Current application of Digital Health

2. digital therapeutics (DTx) / Analytics

Evidence-based self therapeutic interventions driven by software

Prevention diagnosis. Management



Behavioral application

- Stress
- Self confidence
- Anxiety



Clinical treatments
– digitally delivered

Pharma collaboration

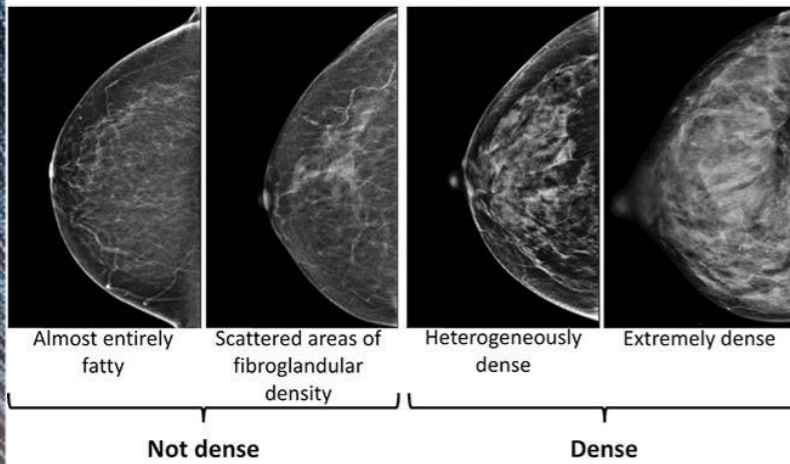
- Atopic dermatitis
- Breast Cancer (July 2022)



Insomnia Management

Current application of Digital Health

Genetic testing & Smart healthy homes/cities



Healthy Smart Homes

Healthy People • Healthy Homes • Equitable Thriving Communities

Regulation and Enforcement

Market: around 142 billion USD (2020) and will grow 18% by 2027

Regulatory bodies:

- European Union
- WHO
- Federal Drug Agency
- International Medical Device Regulators Forum
- The National medical Product Administration (China)
- Medicine and Healthcare products regulatory agency (UK)