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AT A GLANCE

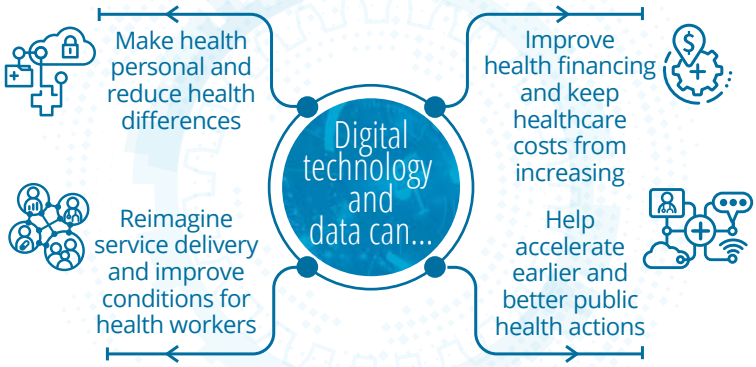
DIGITAL-IN-HEALTH

UNLOCKING THE VALUE FOR EVERYONE

Technology and data are integral to daily life. As health systems face increasing demands to deliver new, more, better, and seamless services affordable to all people, data and technology are essential. With the potential and perils of innovations like artificial intelligence the future of health care is expected to be technology-embedded and data-linked. This shift involves expanding the focus from digitization of health data to integrating digital and health as one: **Digital-in-Health.**

Benefits of Digital-in-Health

Designed with people at the center, technology and data are essential to improve equity, efficiency, and effectiveness—**reaching more people** with **new and better services** with **less financial stress**.



More people

- Reach people where they are
- Get to underserved communities
- Personalize the services that people want and need

New, more, better, and seamless services

- Focus on lifestyle and chronic diseases
- Share data real time
- Expand access to screenings and medicines
- Better access to diagnostics

Less financial stress

- Mobile technology for health insurance and fund transfers
- Machine learning for fraud detection at lower cost
- Avoid duplication and deliver services more efficiently

Looking Ahead

Some countries use less than 5% of health data to improve health. To get it right, countries must expand their focus from digitalizing health data, to infusing digital technology and data into every aspect of health systems management and health service delivery for better patient outcomes.

Digital-in-Health Means:

Some examples:

- digital in **health financing**
- digital in **service delivery**
- digital in **nutrition**
- digital in **healthy aging**
- digital in **climate and health**
- digital in **diagnostics**
- digital in **pandemic preparedness**
- digital in **medical education**

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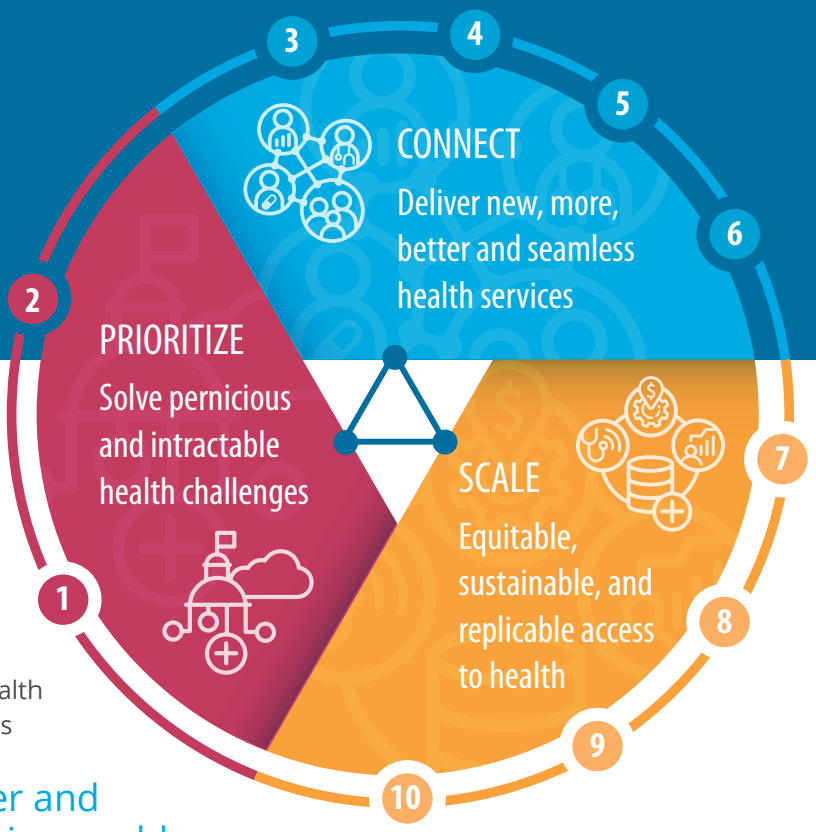
3 ESSENTIAL AREAS TO GUIDE INVESTMENTS IN DIGITAL-IN-HEALTH



PRIORITIZE digital health interventions to solve health challenges

1. **People- and problem-centered choices:** Choose digital technology that responds to people's health needs and is evidence-based
2. **Reaching the underserved:** Choose digital health solutions that improve access and availability of health care services to vulnerable and marginalized groups

CONNECT to deliver new, more, better and seamless health services that a changing world requires

3. **Leadership and partnership:** Drive digital health action within and across sectors through strong country leadership
4. **Data governance:** Increase the use and reuse of data to realize greater value, while reinforcing ethical standards and regulatory systems to ensure equitable and trustworthy digital solutions
5. **Digital infrastructure and health information gaps:** Connect facilities, services, information, and people, and fill health information gaps by connecting siloed information systems
6. **Global and regional collaboration:** Global and regional solidarity to support countries as they lead digital health investments in their countries

SCALE to ensure equitable access to health care for everyone and leave no one behind

7. **Digital skills and literacy:** Help patients and providers understand, trust, and confidently use new technology and data
8. **Nimble public-private and private-private partnerships:** Innovate how the private and public sectors work together in designing, delivering, and funding digital health solutions
9. **Wider digital transformation:** Create synergy between the health system's efforts and the wider digital transformation agenda in a country
10. **Financing and implementation:** Finance enough at the right time, monitor implementation progress, and track outcomes

World Bank Commitment to the Digital-in-Health Agenda

Over the past decade, the World Bank has invested almost $4 billion in digital health including in health information systems, digital governance, identification systems and infrastructure. The World Bank will continue to support countries in their digital-in-health transformation, recognizing that every dollar for health systems strengthening can be an investment in digital and data making health systems work better for everyone.