

Roundtable 3

What strategies can be used to enhance digital health adoption in the context of technology user readiness and user experience?

The top themes that emerge from this roundtable discussion include:

Value and business model concerns

- The lack of value embedded in digital health solutions and the need to consider robust business models for these solutions. This includes concerns about the time required to embed business models and the potential risk of not doing so, both in terms of funding and investor commitment.

Seed grant challenges

- The discussion highlights that pilot implementations, which are often expected as part of seed grants, may be overly ambitious. This could lead to difficulties in securing funding and successful execution.

Co-design and participation

- While co-design and consumer participation are considered essential for developing effective digital health solutions, the complexities surrounding intellectual property, ownership and other challenges make this process challenging.

Tech user experience and adoption

- A focus on the challenges related to tech user experience and adoption includes concerns about tech literacy, the need for built-in support tools, and issues related to connectivity and language translation, especially in remote and Aboriginal communities.

Value creation and collaboration

- The last theme emphasises the importance of creating value for both healthcare providers and consumers through digital health solutions. It underlines the need to navigate complexities and collaborate with the right stakeholders to achieve this goal effectively.

These key themes collectively highlight the critical considerations and challenges in the development and implementation of digital health solutions, from embedding value and business models to addressing user experience and the unique challenges of different communities, particularly those with limited tech literacy and diverse languages.