DIGITAL HEALTH EDUCATION STRATEGIES FOR MASS ADOPTION

Educate Health Care Practitioners

Dedicate resources and training towards developing digital health knowledge sets in health practitioners across all spectrums. Target schools, training sites, and continuing educational programs for different knowledge areas.

Establish Training on Prescribing

If a product requires a prescription, provide training for providers and staff on process, billing, and dispensing of devices, apps, or on boarding.

Patient Education Programs

For all products determine how patients will be on-boarded to app or service. Provide materials to help educate staff and providers on what to address with patients regarding products.

Digital Health Product Information

Similar to how medications and devices have a package insert of key information, have easily accessible data for health professionals to access and interpret as needed for patient care. Most likely a high need for a standardization of approach in the industry at this time.
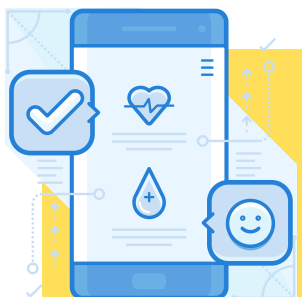
Establish Tech Support Services

Put into place training and education for staff on when they can troubleshoot issues and when to refer back to the company or tech support services for problems. Supply a pathway for major updates or services changes that may impact patient care. Establish a backup plan for significant tech outages.
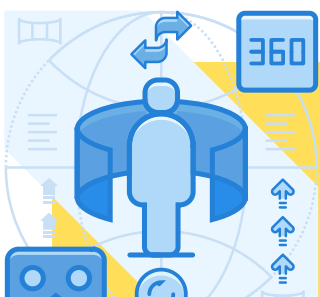
Explain How to Use Data

Demonstrate best practice approaches around products and services that clinicians can utilize in their patient care workflow.

Privacy and Data Security

Have clear materials for patients and providers on how data is stored, managed, and/if shared for transparency.

How to Bill or Set-Up Renumeration

Train staff and providers how to bill for services or identify payors that will cover services for ease of use in patient identification and prescribing stratification models for initial product rollout.