

Digital Health

26HS

Programme

BSc in Wirtschaftsinformatik
BSc in Business Information Technology

Degree

Bachelor

ECTS

3

Module type

free choice elective

Module coordinator

Dr. Pascal Moriggl

Compulsory attendance

80%

Leading principle / Short description

Digital Health is transforming healthcare by integrating smartphones, wearables, and data-driven platforms to create new ways for doctors, individuals, and companies to interact. This module offers a comprehensive foundation for students without a healthcare background, focusing on business models, emerging technologies, ethical frameworks, and market dynamics. Participants learn to assess digital health solutions from both managerial and technical perspectives, examining how mobile applications, remote monitoring, and data analytics can optimize patient outcomes and streamline processes. They explore future healthcare scenarios, discovering the potential of AI-driven diagnostics, personalized medicine, and value-based care. Graduates gain the ability to identify market opportunities, design viable business strategies, and address privacy, regulatory, and cultural considerations. These competencies are relevant in a range of professional settings—from tech start-ups to multinational corporations—where informed decision-making, critical thinking, and adaptability are crucial for shaping tomorrow's healthcare landscape.

Module content

Digital Health

- o Definition and Scope
- o Global and Regional Market Trends
- o Key Stakeholders
- o Implications for Business & Management

Technology Landscape

- o Telemedicine & Remote Monitoring
- o Wearables & Mobile Health
- o Data Analytics & AI Applications
- o Interoperability & Standards

Business Models

- o Traditional vs. Emerging Business Models
- o Value Proposition & Monetization
- o Partnerships & Ecosystem Development
- o Case Studies

Challenges

- o Regulations & Policy
- o Privacy & Security
- o Culture & Ethics
- o Risk Management & Quality Assurance

Innovation (Potential)

- o Personalized & Preventive Healthcare
- o Disruptive Technologies & Trend
- o Scaling & Adoption to other Industries
- o Practical Lab

Competencies to be achieved**Professional Competencies**

Students ...

- o Analyze the evolving digital health landscape and interpret market trends to inform strategic decision-making.
- o Evaluate emerging technologies and propose viable business models within the digital health domain.
- o Develop data-driven solutions by applying AI and analytics to optimize healthcare processes and outcomes.
- o Address regulatory, ethical, and cultural factors when designing sustainable and secure digital health initiatives.

Methodological Competencies

Students ...

- o Analyze key data from digital health initiatives, thereby enhancing their ability to think analytically and derive evidence-based conclusions.
- o Design iterative prototypes for digital health solutions, incorporating user-centered feedback to refine and improve outcomes.
- o Reflect on the ethical, regulatory, and societal implications of emerging digital health tools, integrating these insights into strategic recommendations.

Self and Social Competencies

Students ...

- o Demonstrate effective communication and collaboration skills to build and manage interdisciplinary teams in digital health projects.
- o Reflect on personal strengths and areas for growth, fostering leadership and empathy within diverse, technology-driven healthcare contexts.
- o Take responsibility for ethical decision-making by evaluating the impact of digital health strategies on multiple stakeholders.

Prerequisites

none

Teaching and learning methods

Contact study: Lecture, Discussion, Presentation, Case Studies

Guided self-study: Group work, Literature research, Videocast/Podcast, Coaching

Grading

Grade 1-6 (half grades)

Assessment**Written Proposal 90%**

Oral / Written

Written

Grading Scale

Grade 1-6

Remarks

Structure is provided

Video Presentation 10%

Oral / Written

oral

Grading Scale

Grade 1-6

Module details**Digital Health (Blockwoche KW45) - Basel, Olten, Windisch**

Time	8:15 AM - 5:00 PM
Language	Deutsch
Max. participants	35
Periodicity	Weekly
Lecturers	Dr. Pascal Moriggl, Dr. Christine Jacob
Number	3-26HS.W-B-WIBIT-DHealth_de.EN/WM

