Global eHealth, Social Business & Citizen/Community Engagement

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on behalf of the WHO Collaborating Centre (eHealth) team
A common approach to:
- **optimising healthcare of individuals & populations**

- to achieve the **Sustainable Development Goals (SDGs)**
Health in the SDG Era

3. Good Health and Well-being

Ensure healthy lives and promote well-being for all at all ages.
The relevant SDGs - according to context

SDG#3: Ensure healthy lives and promote well-being for all at all ages;
SDG#8: Decent, full & productive work and economic growth;
SDG#9: Sustainable industry, innovation and infrastructure;
SDG#10: Income equality within & among countries
SDG#11: Sustainable cities & communities - inclusive, safe, and resilient
SDG#12: Responsible and sustainable consumption and production patterns
SDG #5: Achieve gender equality and empower all women and girls
Five critical shifts required to achieve timely Integrated People Centred Health Services

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Framework to engage digital citizenry

Well governed Integrated People-centred Health Services

- Mature integrated infostructure to support Internet of Things
- Patient-centred eHealth apps (mature)
- Citizen & community readiness & engagement

Social business strategies & CSR

Measure, monitor, evaluate & disseminate
Concluding remarks

- **Global eHealth initiatives** = sociotechnical mechanisms and (mature) tools to facilitate access, equity, safety, quality and continuity of care;

- **Digital citizenry** = individual & community that use digitally-enhanced approaches to innovate and sustain global eHealth programs;

- Readiness to adopt & use is as important as the maturity eHealth tools

- Expectations & needs of “global eHealth” are constantly evolving

- Integrated People Centred Health Services are a starting point

- Citizen/community engagement goes beyond information-sharing, social engagement and corporate social responsibility TO social business strategies!