

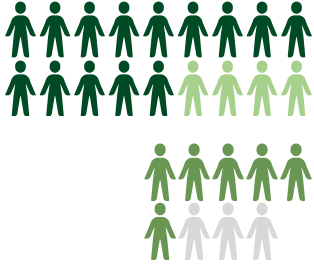
DIGITALISATION: THE FUTURE OF HEALTH



SEMINAR IN SWITZERLAND

International Student Project

HOLATAM 2023/24



- 14** Students from the School of Business
- 4** Students from the School of Engineering
- 6** Project and Public Relations & Communication Team Members
- 3** Accompanying Employees and Supervisor



Second edition of HOLATAM

OUR TOPIC

Healthcare

Healthcare consists of various topics like medicine, specialised health services, mental well-being, preventive care, initial treatment of illness and injuries, long-term care, rehabilitation services, and hospice care.



Digitalisation

However, to advance healthcare, digitalisation is needed. Currently, electronic patient records and telehealth services are important topics in shifting healthcare from a process centric approach to a patient centric system.

Switzerland 11.3%

Brazil 10.12%

Argentina 9.98%

Health spending as a % of GDP (2022)

Source: OECD

Process Centric

Patient Centric



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KEY TAKE-AWAYS



35 - 50%

Reduction in procedural pain for burn patients when using virtual reality goggles.

Other Workshops and Presentations

Keynote Speech and Creativity Challenge - Hellmer Rahms and Stan Karnzol
Marc Blaser and Bonfire Storytelling 9

Cultural Activities

Presentations from the Embassies of Argentina and Brazil
Tango and Samba Dance Class 7

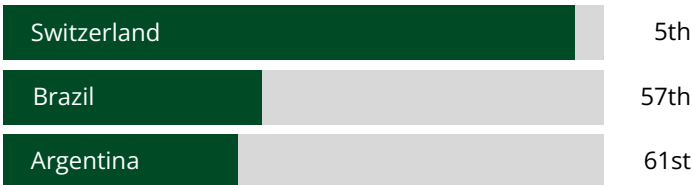
Health & Digitalisation Focused

Digital Potential Switzerland
Swiss Health Care
AI Development in Health Care 5

Company Visit

Roche 1

Digital Competitiveness Report



Source: IMD

Measures the capacity and readiness of an economy to adopt and explore digital technologies for economic and social transformation. Although Switzerland ranks 5th overall, there are still parts where they could benefit from the developments in Latin American countries. One example would be the electronic health records (EHR) in Brazil, where, in 2019, 82% of all health facilities had those in place.

Source: Barbalho et al. (2022)

Benefits and Challenges of Digitalisation



- Increased efficiency and productivity
- Improved access to information
- Cost reduction



- Data security / data protection
- Dependence on technology
- Digitalisation cannot always correct mistakes in the analogue world

Content Creation

- 5** Reels
- 45** Stories
- 303** Impressions on LinkedIn
- 1.242** Accounts reached on Instagram



Sponsors and Supporters



SEMINAR ABROAD



NEXT MILESTONES



Do not miss the opportunity to gain first hand insights about the International Student Projects and the application process - see you there!



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