**Presentation title:**

**What is Digital Health and how can we influence change?**

**Abstract** (max. 300 words):

‘Digital Health’ is the current buzz word, and means many things to many people. Encompassing everything from secure messaging to social media to big data, digital is often posed as the solution to every health problem and everyone’s panacea. Digital health is, in fact, nothing more than the health implications of the entire societal change around the information economy.

We are on the verge of the largest change in healthcare since the introduction of the scientific method – and one which will bring benefits to rural communities. As information becomes democratised, as access becomes virtual, and as care becomes truly patient centred, old model swill break down and we will have to create new ones.

This presentation will discuss this trend under the following headings:

* Re-personalising health care, not de-personalising it: the democratisation of information will allow for truly person centred health care, with a patient’s data following them when and where they need it – and under their control. Human interaction will remain paramount, not disappear.
* Information isolation, not physical isolation: Physical isolation has been the hallmark of rural care – but digital health will break down many barriers an improve access in the bush, whilst creating new pockets of disadvantage – which must be dealt with
* Privacy and security; the brave new world – what tradeoffs are we prepared to make in the interests of better care, especially with the advantages of big data and artificial intelligence, both of which rely on data access
* New Information, not new technologies; No technology exists without a social context, and therefore cannot work without social structures to support it. From social media to health workflow, change management s the key, not adoption strategies.