



Leveraging digital transformation for better health in Europe

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European Region

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Background

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Regional digital health
action plan for the
WHO European Region
2023–2030

Background

The context



53 countries,
nearly one billion
people



Different health
(and digital) situation
and trends



The COVID-19
pandemic



The digital health
fever around
health data

Regional digital health action plan for the WHO European Region 2023–2030

Rationale: an action plan to build back better



What's new?

Technologies have gained credibility in the context of responding to COVID-19 while supporting the delivery of essential health services.



Why now?

There is a need for longer-term strategic investment to continue and scale up digitally, post-pandemic, as part of a reformed approach to health service delivery to populations.



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Why WHO/Euro should do this?

There are still gaps in the evidence base and a need to ensure that the digital transformation of health systems work to advance universal health coverage, protect the public in times of emergencies and enhance health and well-being.



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Regional digital health action plan for the WHO European Region 2023–2030

Purpose: digital solutions to leave no one behind

To promote digital health systems to **improve health at scale** in the Region, and to support countries in **leveraging and scaling up digital transformation** for better health and in **aligning digital technology investments with health system needs**, while fully respecting the values of equity, solidarity and human rights.

Regional digital health action plan for the WHO European Region 2023–2030

Timeline for regional digital health action plan development



Regional digital health action plan for the WHO European Region 2023–2030

Networks and partnerships



Network: a formal working group of experts from the European region was established (38 Member States)

Partners involved in developing the action plan:

- The Asian Development Bank (ADB)
- The U.S. Centers for Disease Control and Prevention (CDC)
- The European Centre for Disease Prevention and Control (ECDC)
- The European Commission
- The International Telecommunication Union (ITU)
- Organisation for Economic Co-operation and Development (OECD)
- United Nations Conference on Trade and Development (UNCTAD)
- United Nations Development Programme (UNDP)
- United Nations Children's Fund (UNICEF)
- The United States Agency for International Development (USAID)
- The World Bank

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Guiding principles

Towards the appropriate and sustainable adoption of digital health solutions:



Place the individual at the centre of trustworthy care delivered digitally.



Understand health system challenges, including health needs and trends, and acknowledge the needs and expectations of citizens and health workers.



Recognize the need for policy decision-making based on data, evidence and lessons learned while allowing for continuous learning, adaptation and innovation.



Leverage digital transformation to reimagine the future of health systems



Recognize that institutionalization of digital health requires a long-term commitment and an integrated care approach



European Region

Regional digital health action plan for the WHO European Region 2023–2030

An overview: strategic objectives, regional focus areas and illustrative actions



The regional digital health action plan identifies four **strategic objectives** towards the achievement of this action plan

Each strategic objective comprises several **key regional focus areas**

A number of **illustrative actions** have been identified

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Strategic objectives

Setting up a regional direction



Setting norms, developing evidence-based technical guidance and formulating direction.



Enhancing country capacities to better govern digital transformation and advance digital health literacy.



Building networks and promoting dialogue and knowledge exchange.



Conducting horizon-scanning and landscape analysis to identify solutions that are patient-centred and can be scaled up

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A prioritization exercise for 2022-2023

5 Key regional focus areas for Member States:

01 

Strengthen **digital literacy skills and capacity-building** in the general population, with special attention to the health workforce
(From objective 2)

02 

Strengthen **HIS and health data** governance and use
(From objective 2)

03 

Foster innovation on **predictive analytics** for better health, through big data and artificial intelligence
(From objective 2)

04 

Promote and facilitate the **dissemination and exchange of good practices and lessons learned** in digital health among Member States
(From objective 3)

05 

Ensure that a **people-centred approach** is considered so as to build trust and facilitate adoption
(From objective 4)

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A prioritization exercise for 2022-2023

5 Key illustrative actions for Member States:



Develop a **digital health strategic resource kit** to articulate the elements required to deliver successful digital transformation of health systems
(From objective 1)



Identify **core competencies of digital health literacy** in the health workforce, and develop a framework to assess digital health literacy skills in the population (From objective 2)



Promote and contribute to the **assessment of infrastructural needs and the review of national laws and policies** to drive successful digital transformation
(From objective 2)



Strengthen **countries' capacities to leverage the full potential of big data and artificial intelligence**, taking into account data privacy, security and ethical use
(From objective 2)



Promote **alignment with the EU, the OECD, and other international organizations** to leverage the full potential and expertise of regional and international partners
(From objective 3)

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Focus on impact

What adoption means for the region



Operationalize the WHO global strategy on digital health 2020–2025.



Enhance country capacities to better govern digital transformation in the health sector.



Implement the proposed Regional digital health action plan, and provide an update every two years, reviewing and updating the list of illustrative actions as necessary.

Thank you

For more information, please contact:

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Relevant links:

- [Regional digital health action plan for the WHO European Region 2023–2030](#)
- Resolution “[Leveraging digital transformation for better health in Europe](#)”.



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