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ICTR ENRICHMENT SERIES

Updated 3/25/2020

Tuesday, April 14, 2020, 12:00 pm – 1:00 pm
PLEASE JOIN VIA ZOOM – SEE BELOW

Join Zoom Meeting
https://zoom.us/j/750262072

Meeting ID: 750 262 072

"Should There be an App for That? Tips for Success in Funding and Developing Digital Technology-Based Interventions"

Presented by

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There is great interest in how digital technologies, such as mobile phone apps, wearables, and games, can improve health outcomes and the patient experience. However, the technical ability to digitize an intervention, in and of itself, is likely not sufficient justification for obtaining funding. Other factors, such as market feasibility, user engagement, and integration with existing technologies, must also be considered. This seminar will provide tips for how to propose and design digital tools that are user-centered, grounded in science, and likely to truly improve existing clinical practices. Trends in digital health technology design, such as use of gamification and artificial intelligence capabilities, will also be discussed.

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