

DIGITAL HEALTH STRATEGY



“101” SUMMER SCHOOL

This digital health strategy program is designed to equip delegates with the knowledge and insight to support the development of digital health strategy within their own organisation.

DIGITAL HEALTH STRATEGY “101”



INTRODUCTION

Digital health is a complex and rapidly evolving field that spans every element of health, care and the life sciences. It offers solutions to some of healthcare’s greatest challenges and yet the development and implementation of digital health-based products and services has proved to be challenging.

It is estimated that [60% to 90% of strategies fail](#) however the complex and perverse dynamics of digital health suggests this failure rate is even higher in this important and rapidly growing field. As such, DHV-NET offers a short course to provide key insights and illustrate best practice in the development and implementation of strategy in digital health.

DHV-NET’s “101” summer school is delivered in 4 x 1 hour sessions across 4 weeks to provide an efficient and convenient way to equip delegates with the knowledge and insight to support the development of a digital health strategy within their own organisation. The program is delivered virtually in group sessions to enhance the learning experience but may be delivered 1:1 or through intra-company group sessions arranged on a bespoke basis.

The program is suitable for individuals with healthcare or life science backgrounds.

DIGITAL HEALTH INNOVATION STRATEGY



OVERVIEW

The summer school will share best practice in strategy development and implementation in digital health.

Understand the unique challenges of developing strategy from technical, commercial and regulatory perspectives.

Test effective frameworks associated with the most common strategies encountered in the field.

Gain insight into the practical experience of developing a brand based approach to strategy development and communication.

Leave with a detailed overview of best practice in governance and review from inception to delivery.

DHV-NET's program is suitable for entry level and experienced strategists due to its sector-specific insights.

PROGRAM OVERVIEW

MODULE 1

Vision & Purpose

- Market dynamics & barriers
- A branding approach to strategy
- Stakeholder mapping
- The communication matrix

MODULE 2

Frameworks & Objectives

- An overview of common frameworks
- SMART-based strategic objectives
- GTM strategy
- Stakeholder mapping and evidence

MODULE 3:

Ecosystems & Learning

- The value of an ecosystem
- Learning & dissemination strategy
- Building your ecosystem
- Innovation strategy

MODULE 4:

Insight & Control

- Implementation strategy
- Governance
- Measurement & review systems
- Presentations & wrap-up

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The program is delivered 1:1 or in a group learning environment in 4 x 1 hour sessions across a 4 week period.

MODULE DETAIL

MODULE 1

Market dynamics & barriers
A branding approach to strategy
Stakeholder mapping
The communication matrix

Vision & Purpose

After an overview of the course content and delegate introductions, this module begins with insight into the unique dynamics and drivers of digital health as well as common causes of failure in digital health-related strategy.

Given effective strategy must be understood and supported by a range of stakeholders, a branding approach to strategy will be explored to convey both value and purpose.

The essential exercise of stakeholder mapping will be covered along with the use of a communication matrix such that the role of different stakeholders is understood and the way in which they will be informed and influenced is considered.

MODULE 2

An overview of common frameworks
SMART-based strategic objectives
GTM strategy
Stakeholder mapping and evidence

Frameworks & Objectives

A review and comparison of frameworks associated with common forms of digital health strategy will cover: learning & dissemination, new product and service development, enhancement of existing portfolios, market entry and change (through technology deployment). This will feed directly into the design and use of SMART-based strategic objectives that are used in the majority of frameworks.

The exception is Go To Market Strategy which will be detailed in a practical and interactive session, complemented by the secondary use of stakeholder maps to refine such strategy by matching evidence requirements to stakeholder requirements and commercial options.

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Additional sessions can be arranged to draw on the program lead's domain knowledge of digital health to enhance the learning experience.

MODULE DETAIL

MODULE 3

The value of an ecosystem
Learning & dissemination strategy
Building your ecosystem
Innovation strategy

Ecosystems & Learning

The nature of ecosystems in digital health and their role in strategy development and implementation will be explored in this module.

The frameworks of two types of related strategies are detailed in the form of learning & dissemination strategy and innovation strategy (designed to support the development of new products and services or enhancement of existing portfolios).

The intimate relationships between the frameworks used in these strategies and the digital health ecosystems will be illustrated in addition to approaches to building an ecosystem to support bespoke strategies.

MODULE 4

Implementation strategy
Governance
Measurement & review systems
Presentations & wrap-up

Insight & Control

The principles of effective governance, review and measurement will be illustrated with reference to implementation strategy which serves to support change (in either healthcare provision or enhancement of core processes in pharma) through the deployment of digital health technologies. The relationship between measurement, scope and strategic objectives will be illustrated.

The session will close with a brief review of the course content and opportunity for delegates to deliver brief presentations to illustrate their approach to strategy as a branding exercise with learning for all the group.

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The program is suitable for individuals with med tech, pharma or technology backgrounds.

PROGRAM LEAD



DR STEVEN DODSWORTH

After gaining a PhD in molecular immunology, Steven joined the Sanger Centre as one of the first five scientists on the Human Genome Project. Recruited by future Nobel prize winner, Sir John Sulston, he led the Sanger's CpG Island group at the inception of epigenetic science and contributed to the sequencing of the first human chromosome.

Steven worked at the forefront of high-throughput automation and developed an early understanding of the delicate relationship between technology, people and change.

He joined a university spin-out in the late 90s where he combined his knowledge of automation with cutting edge solid phase DNA technology to act as a technical lead before moving into project management and then into commercial executive roles.

Prior to the company's \$90M+ acquisition, Steven was mentored in business strategy by a highly experienced CEO and subsequently took on a role with an agency of the Scottish government where he developed one of Europe's first digital health growth strategies in 2009. As a pioneer in the field, he featured on the front page of the Times Business Supplement for his early strategic work in digital health as well regularly appearing in the UK national media such as the [BBC](#) and the [Guardian](#).

PROGRAM LEAD



On co-founding one of Europe's first digital health consultancies in 2013, Steven was invited to participate in strategy workshops across Europe and the US organised by pharma, medtech companies and large consultancies who lacked sectoral expertise; a valuable and unique learning experience.

Identifying strengths and gaps in various strategic approaches, Steven began to combine this learning with his own expertise to become involved in strategy consulting in the digital health space.

Since 2017, he has regularly hosted strategy workshops to promote innovation and growth in the field of digital health, working with organisations across the spectrum of healthcare and the life sciences. In 2020, Steven was selected from a pool of investors, CEOs and leading consultants who had acted as advisors to companies on the [EIT health](#) catapult program, to become a "Supermentor" to deliver strategic support to the C-Suite of some of Europe's leading digital health companies; he has been invited back to fulfil this role every subsequent year.

Strategy development requires a significant commitment from both parties (client and consultant) and so at the end of 2023, Steven devised DHV-NET's digital health strategy programs which offer an efficient and convenient way for organisations to acquire the skills and knowledge necessary to develop their own digital health strategy.

CONTACT US

FOR MORE INFORMATION ON
OUR STRATEGY PROGRAMS



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