

PFARRKIRCHEN, GERMANY

# DIGIHEALTHDAY-2020

GLOBAL DIGITAL HEALTH – TODAY, TOMORROW, AND BEYOND

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**WEBINAR: Key Ethical Benchmarks for Digital Healthcare**  
**May 4-5, 2020, 10:00-11:30 (CET)**  
**Speaker: Dr. Malcolm Fisk (UK)**

## ABSTRACT & AGENDA

**Session 1: Lecture plus Questions and Discussion (4<sup>th</sup> May 10:00-11:30 CET)**

**Key Ethical Benchmarks for Digital Healthcare**  
**(essentially Telemedicine and Telehealth) Products and Services**

This lecture will initially examine aspects of social theory that can be seen as underpinning the way that businesses (generically, but focusing on the social element) conduct themselves. It will note especially the work and thinking of Robert K Merton, Karl Popper and Karl Polanyi; then explore 'modern' approaches – first of all Corporate Social Responsibility (widely adopted) - considering its adequacy in the context of ICT developments (within which Digital Health is located) and the relevance of alternative reference points such as 'Responsible Research and Innovation' (promoted by the European Commission); ISO 26000 Guidelines; Design Theory; and the outcomes of work that is strongly user-oriented (in particularly around ICT for older people) such as that within the PROGRESSIVE project ([www.progressivestandards.org](http://www.progressivestandards.org)) and The Age of No Retirement ([www.theageofnoretirement.org](http://www.theageofnoretirement.org)).

Students attending would gain ethical insights (that both offer guidance and create dilemmas) that will impact on their thinking around the marketability of Digital Healthcare products and services; and the importance of key ethical dimensions that relate to (their) business conduct and which have especial importance for today's challenges – such as the ageing population, the rapidity of technological developments (AI, the IoT etc.) and the wellbeing of our planet.

**Session 2: Lecture plus Questions and Discussion (5th May 10:00-11:30 CET)**

**The Role of Standards in  
Underpinning Digital Healthcare**

Standards have a role in securing service quality, part of which is concerned with people's (patients') safety and wellbeing. Before focusing on standards around Digital Healthcare, however, the origins and role of standards (and their increasing use as an alternative to legal tools to regulate products and services) will be explained – with the links to Corporate Social Responsibility (as explored in Session 1) noted. The focus will be on standards that particularly impact on people's health and wellbeing - in particular Digital Health. A short overview of the emergent CEN standard on the 'Quality of Care for Older People' will be provided and the notion of 'care' will be discussed - offering a kind of 'backdrop' to the ways that we see Digital Healthcare being implemented. Another part of the 'backdrop' will be noted from current developments in the ETSI standard (under development) for the 'Digital Citizen'. The dangers of an over commercial perspective will be explored and set against notions that relate to (older) people's empowerment and choices. Plus the evolution (and aspects of the content) of specific standards for Digital Health will be explained.

Students attending will gain insights into the world of standards that, although offering benchmarks for businesses involved in Digital Healthcare, is often 'hidden' (both for businesses and for the users of relevant products and services). They will be alerted to the relevance of standards and the importance of a wide stakeholder involvement in their development.

