PMAC PRINCE MAHIDOL AWARD CONFERENCE 2024

PS 2.2

HARNESSING TECHNOLOGY TO ACHIEVE EQUITABLE HEALTH OUTCOMES

| BACKGROUND

Advancements in technology are revolutionizing public health and healthcare, particularly in promoting equitable health outcomes. Through telemedicine, mobile health apps, and data analytics, technology breaks down barriers to access, ensuring all individuals receive quality care regardless of location or socioeconomic status.

Telemedicine platforms enable remote consultations, bridging gaps in healthcare access for underserved areas. Mobile health apps empower individuals to monitor their health and access educational resources, promoting preventive care and early intervention. Data analytics identify disparities and inform targeted interventions, ensuring resources are allocated where needed most.

Electronic health records streamline information sharing and care coordination, enhancing continuity of care. Innovations in medical devices and diagnostics improve accuracy and accessibility of healthcare services, particularly in resource-limited settings. Translation tools and culturally sensitive materials overcome language and cultural barriers, ensuring healthcare information is accessible to diverse communities. Personalized medicine, driven by genomic data and predictive modeling, tailors treatments to individual patients' needs, optimizing therapeutic outcomes.

However, challenges such as digital literacy and access must be addressed to ensure equitable benefits. By harnessing technology effectively and addressing underlying disparities, healthcare systems can strive towards a system where everyone has equal opportunities to lead healthy and fulfilling lives.

| OBJECTIVES

This session will examine the role and potential of technology to deliver greater equity in the health sector, through a lens of existing technologies and also the lens of emerging technologies such as AI, blockchain, telemedicine and genomics.

Discussions will explore the challenges and opportunities presented by these technologies, particularly in resource-scarce countries, and how they can realistically aid policy makers and communities to achieve equitable health outcomes.

Panelist

Nada Malou

Antibiogo Program Manager

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Dr Nada Malou is a PhD in Infectious and tropical diseases with 15 years' experience in Médecins Sans frontiers (doctors without borders) supporting access to diagnostic in LIMC to tackle antimicrobial resistance. After several years in the field from Mali to Jordan, Yemen and Uganda, she joined Médecins Sans frontiers medical department as a diagnostic and antimicrobial resistance advisor supporting 20 countries and projects in their fight against AMR. She collaborated with FIND managing the Fleming Fund project in Ghana, Kenya and Nepal. Through her experience, she developed the idea of a smartphone based diagnostic tool that can supports LMIC laboratories in their interpretation of Antimicrobial Susceptibility Testing. Today the tool called Antibiogo exists, and it was CE marked in 2022. Antibiogo is a first CE marked software as medical device developed by and for LMIC. Antibiogo is currently under implementation in different countries.