

Module Details	
Module Title	Digital Health and Enterprise
Module Code	CLS5009-B
Academic Year	2022/3
Credits	20
School	School of Pharmacy and Medical Sciences
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	22
Practical Classes or Workshops	28
Directed Study	150

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

Module Aims
Students will gain an understanding of different digital technologies and their impact on health and wellbeing, as well as the planning and challenges associated with the development and implementation of new digital health tools.

Outline Syllabus
Digital Health - meaning & importance; Applications & technologies of digital health - devices and wearables, informatics, health systems, research and evaluation, cybermedicine; Challenges - privacy, data governance/handling and intellectual property; The digital divide - health and digital literacy; Ethics; Marketing - segmentation and value analysis, branding, sales regulations; Budgets - costing approaches.

Learning Outcomes	
Outcome Number	Description
LO1	Appreciate the potential for digital health applications to impact healthcare.
LO2	Research, design, develop and critically appraise an innovative digital health solution, based upon information available within the literature and other relevant sources.
LO3	Develop and present a competitive strategy for the implementation of a digital health solution as part of a team.

Learning, Teaching and Assessment Strategy
Students will be attend lectures, each followed by a supervised group workshop exploring the lecture content. Students will remain in the same group for workshops throughout the module. Lectures and workshops will be augmented with additional directed study using study books, journal articles and online resources, including videos, interaction through on-line discussion board and quizzes via Canvas. Students will have the opportunity for formative feedback by delivering group presentations and draft brochures to their peers and stage three students, prior to the summative presentations. Assessment has two components: 1. The Group Project - developing a digital health intervention, assessed via a group presentation, in a 'Dragons Den'/'Shark Tank' environment, and an individual report (that includes elements common to the group). 2. An Individual project report that includes elements common to the group, including a storyboard, online brochure, marketing strategy, financial estimates and rationale for the intervention. Supplementary assessment, if required, is to revise and resubmit, with an equivalent individual project contribution assessed alongside the project report. Only elements not passed would need to be improved upon.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Group pitch presentation (d>	30%
Summative	Coursework - Portfolio/e-portfolio	Individual project report (2500 words) on the digital health intervention group project including specified elements	70%
Formative	Presentation	Group presentation (d>	N/A
Formative	Coursework - Written	Formative feedback during workshops on developing sections of the project report	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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