

MASTER

digital human health coach

omni-channel conceptual
architecture

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digital human health coach – omni-channel conceptual architecture

Notes

Omni-channel means:
Face-to-face in person,
phone, video conference,
apps, social, virtual worlds,
text, haptic, smart home
sensors, machine vision.

The “coach” can be a real
person or virtual person

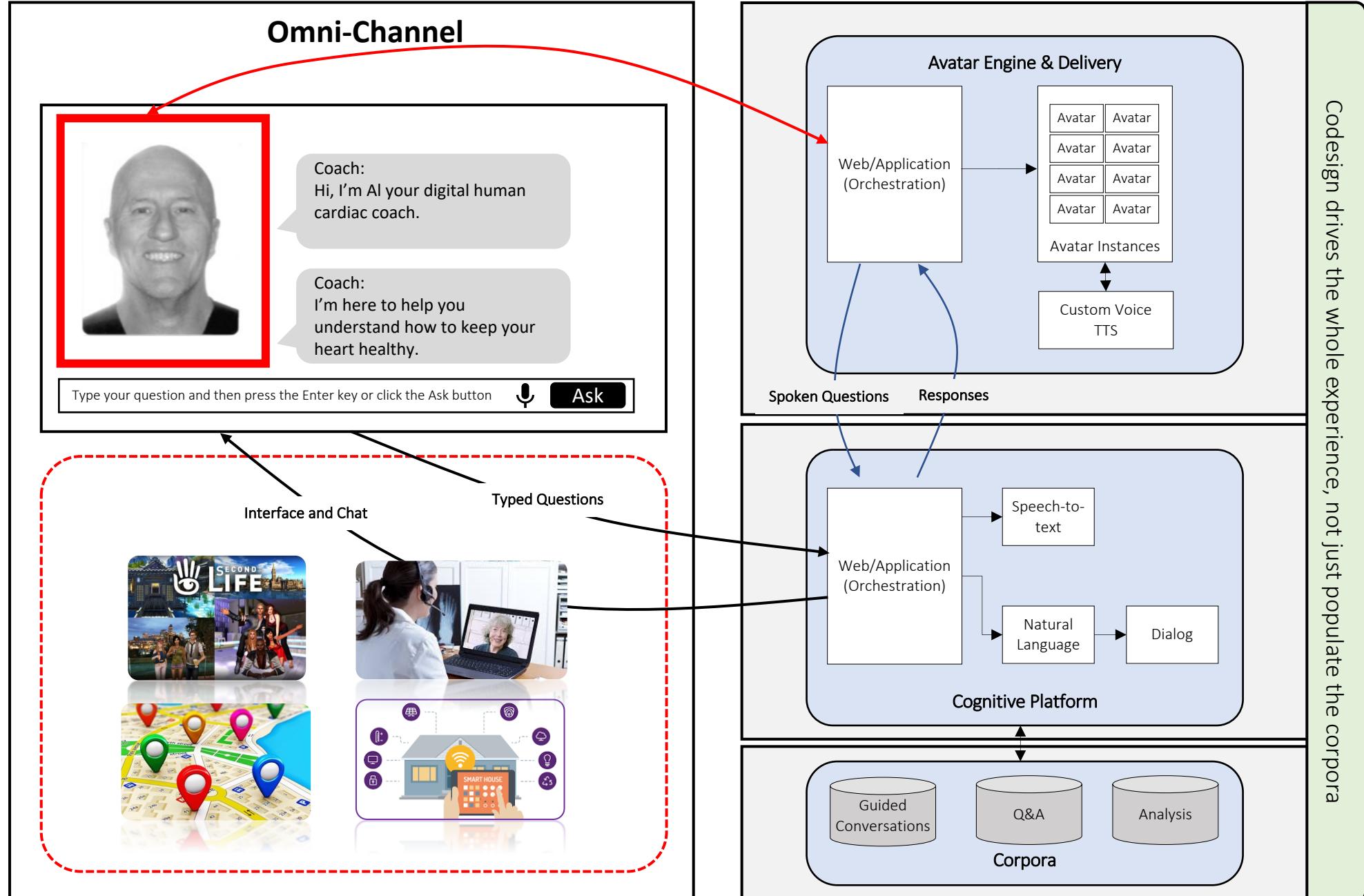
Common co-designed content
used across omni-channel
interfaces - reduces
duplication for example, in
cardiac rehab and secondary
prevention.

Co-design is not channel-by-
channel – but the human
experience across channels.

Health illiteracy, multi-modal
accessibility is not putting a
talking face or text chatbot
over a brochure.

Omni-channel including
virtual worlds support
capacity building, human
agency.

Operating Model essential for
governance, risk mgt,
performance analysis.



Codesign drives the whole experience, not just populate the corpora