

MASTER

# digital human health coach

## Augmented healthcare and hierarchy

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# health illiteracy and barriers

Multi Use / Multi Channel

Digital Human "Cardiac Coach"



★ *Digital Humans (Avatar + AI)*



Nadia - Disability



SimCoach – PTSD counselling

Augmented Health Care

★ *Virtual environments*



Mayo shopping & eating out



Virtual physical therapy (Wendy Powell)

Telehealth

★ *Health ecosystems*

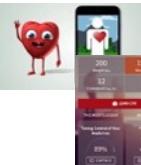


Google



Apple  
(as used by a heart patient)

★ *Applications*  
★ *Wearables*



Single Use / Single Channel

★ *Websites*  
★ *Patient forums*



Legacy Health

★ *Phone counselling / Email*  
★ *Outpatient CR / Home Visits*  
★ *Printed books / Brochures*



## CONVENTION on the RIGHTS of PERSONS with DISABILITIES

### Article 9 - Accessibility

1. To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities, on an equal basis with others, to the physical environment, to transportation, to information and communication, including information and communications technologies and systems, and to other services open or provided to the public, both in urban and rural areas. These measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter alia:

- a. Buildings, roads, transportation and other indoor and outdoor facilities, including schools, housing, medical facilities and workplaces;
- b. Information, communications and other services, including electronic services and emergency services.

### Article 21 - Freedom of expression and opinion, and access to information

States Parties shall take all appropriate measures to ensure that persons with disabilities can exercise the right of freedom of expression and opinion, including the freedom to receive and impart information and ideas on an equal basis with others and through all forms of communication of their choice, as defined in article 2 of the present Convention, including by:

- a. Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost;
- b. Adapting existing materials and technologies to facilitate their use by persons with disabilities, including augmentative and alternative communication methods and modes, and formats;
- c. Urging private entities that provide services to the general public, including through the Internet, to provide information and services in accessible and usable formats for persons with disabilities;

### Personal Profile

Diet history & preferences

Exercise history

Injury history

Addictions

Income

Education

Family / friends

Community

Attitude

Self discipline

Age / infirmity

### Personal Barriers

Socio-economic disadvantage

Psycho-social disadvantage

Health illiteracy

Health innumeracy

Gender

Ethnicity

Indigenous

Physical disability

Remote locality

Low self confidence (shy)

Vulnerable

### Health System Barriers

Poor accessibility

Requires literacy/numeracy

Low/no post rehab support

Lacks currency

Limited scalability

One size fits few

Requires time & travel

Limited info bandwidth

Duplication & waste

City centred

Not integrated

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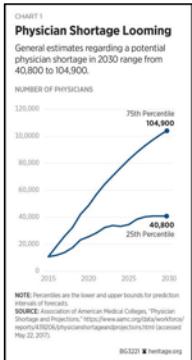
Single Use / Single Channel



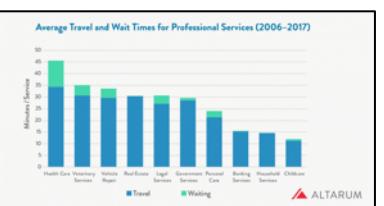
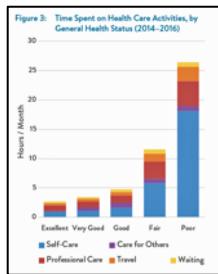
- ★ *Websites*
- ★ *Patient forums*



- ★ *Phone counselling / Email*
- ★ *Outpatient CR / Home Visits*
- ★ *Printed books / Brochures*



supply



demand

Personal Profile	Personal Barriers	Health System Barriers
Diet history & preferences	Socio-economic disadvantage	Poor accessibility
Exercise history	Psycho-social disadvantage	Requires literacy/numeracy
Injury history	Health illiteracy	Low/no post rehab support
Addictions	Health innumeracy	Lacks currency
Income	Gender	Limited scalability
Education	Ethnicity	One size fits few
Family / friends	Indigenous	Requires time & travel
Community	Physical disability	Limited info bandwidth
Attitude	Remote locality	Duplication & waste
Self discipline	Low self confidence (shy)	City centred
Age / infirmity	Vulnerable	Not integrated

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Augmented Health Care



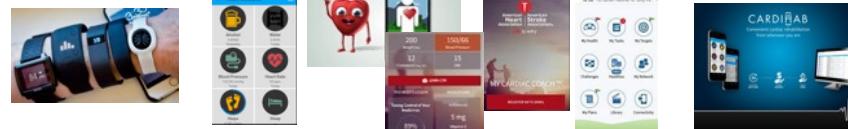
- ★ *Virtual environments*



- ★ *Health ecosystems*



- ★ *Applications*
- ★ *Wearables*



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