



COALITION STRATEGY



**Transform
Health**

Health for all in the digital age



Coalition Strategy

United Nations Member States pledged to achieve universal health coverage (UHC)ⁱ by 2030 as part of the Sustainable Development Goals (SDGs). Although much progress has been made, approximately half of the world's population still lack access to essential health servicesⁱⁱ and at least 400 million people have no access to basic health services.ⁱⁱⁱ On current trends only 50%^{iv} of the global population will benefit from UHC by 2030.

Weak health systems, inequitable coverage of health services and lack of political will are major barriers to achieving UHC by 2030. Digital technologies offer unprecedented opportunities to tackle health system challenges and enhance the quality and coverage of health services.^v The expansion and improvement of digital technologies is accelerating quality and coverage of service across many different contexts. However, currently health systems around the world are at very different stages of digital transformation. The Global Digital Health Index has identified a number of challenges across countries in implementing sustainable digital health solutions at scale.^{vi} Governments across all income levels need to demonstrate greater political will to accelerate the digital transformation of health systems in ways that reduce inequities and promote human rights if the world is to achieve its 2030 target.

The COVID-19 pandemic is accelerating the sharing of health data and the adoption of digital technologies for health in many countries.^{vii} The acceleration of these existing trends offer many opportunities for transforming health systems, it is also widening the digital divide - within and between countries - that risks slowing progress towards UHC as poorer countries retain increasingly obsolete analogue systems to manage the health care needs of their populations. This inequity risks leaving many people behind, slowing our progress towards UHC and exposing the world population to the threat of future pandemics.

A cross-cutting challenge in all parts of the world is the lack of involvement and consideration of key communities - such as young people, women and marginalised groups - in the design, use and governance of digital technologies and data. Meaningful engagement of these communities in all aspects of the digital transformation of healthcare will be essential to ensure the application of digital technologies support the health, wellbeing, and empowerment of all. In a digital age, basic health services should be extended to everyone to deliver greater fairness and freedom, deepening human knowledge and insight, to ensure increased control of our health.

Transform Health: Health for all in the digital age

Transform Health ('the Coalition') was set up to respond to these challenges by bringing together local, regional, and global stakeholders from multiple sectors dedicated to achieving UHC in the digital age. Transform Health campaigns for and collaborates with individuals – particularly women and young people – and communities who would benefit most from the digital transformation of health systems, as well as the governments, organisations and institutions who recognize and support the fundamental role of digital technologies and data for improved health.

Our vision

Universal Health Coverage will be achieved by 2030 by harnessing digital technology and the use of data, so that:

- everyone has access to equitable, affordable, and high-quality healthcare;
- everyone can benefit from sustainable primary health care which is the foundation of UHC;
- everyone is able to make better decisions about their personal health using real-time health information and their own, protected health data;
- health workers are able and empowered to improve efficiency/capacity of health systems, using digital technology and population and health data to take more precise and effective action, to improve service delivery and strengthen overall health systems to ensure better public and individual health outcomes;
- researchers are able to access and use health data for research purposes that will improve public health;
- everyone is aware of and able to exercise their rights to own and access their own data to improve their own health.

Our Mission

Transform Health is building a global movement that brings together organisations and institutions across different sectors^{viii} who are committed to achieving Universal Health Coverage within the next ten years by expanding primary health care through the use of digital technology and increasing access to data.

Transform Health campaigns for and collaborates with the individuals, communities, governments, organisations and institutions that are most affected by the lack of access to health. The Coalition is committed to promoting youth and women's participation and leadership and to ensuring the perspectives, concerns and needs of marginalised groups are adequately addressed so they are able to both benefit from the digital transformation, and access and control their own data to improve their health outcomes.

Transform Health wants to encourage all governments and institutions to leverage the potential of digital technology and data to accelerate UHC particularly for people traditionally left behind by health systems.

Our principles

Transform Health is committed to bridging the digital divide to create an inclusive movement that seeks to engage and mobilise people traditionally excluded from decision making processes on health in particular. Our work is guided by the following principles:

Primary Health Care is the foundation for UHC: We believe that PHC is the foundation for UHC and the most effective and efficient way to address the main causes and risks of poor health and well-being today. PHC is also the best way to deliver continuous, integrated services that are people centred. We are therefore committed to ensuring that investments in digital transformation of health prioritise PHC.

Equity: We are committed to ensuring underrepresented and/or marginalised populations - that may have the least access to promising digital and data technologies and who may have the most to gain from them - are fully represented in the coalition's work.

Empowerment: We seek to enable young people^{ix} and women, who are traditionally excluded from decision-making processes to play an active part in the coalition, in the campaign work to influence decision makers to ensure digital technology and the use of data accelerates UHC.

Partnership: We are committed to working with different individuals and organisations, in particular, governments, civil society, think tanks, foundations, multilateral institutions, the private sector and others to promote the adoption and effective use of digital technologies, and to ensure people are able to control their own data, to achieve better health outcomes for themselves and their communities. We fully support the Principles for Digital Development,^x and support the Paris Principles and the Accra Agenda for Action on Aid Effectiveness.^{xi}

Human rights, gender equity and inclusiveness: The realisation of human rights, gender equality and inclusiveness are critical within the digital age. We will work to address gaps to ensure equity, gender equity and equitable opportunities in our spheres of influence and beyond.

Our objectives

Transform Health advocates and campaigns for:

- 1. Recognition of the fundamental role of digital technologies and data use to transform and strengthen health systems to expand primary health care which is an essential foundation for achieving UHC by 2030**

The Coalition is launching a global campaign to build consensus for and influence decision makers to make the necessary investments and develop policies and regulatory frameworks to ensure both the accelerated adoption of digital technologies and access to and the ethical use of data to strengthen PHC as a pathway to achieve UHC. To enable this Transform Health will:

- collaborate with organisations working on global health and UHC, as well as those working on bridging the digital divide, and on human rights and development to ensure consensus across sectors on what measures

need to be taken by governments and others to accelerate the adoption of digital technology and access to data to achieve UHC;

- work with women and youth led organisations to ensure they are a central part of conversations with governments and others on priority setting in relation to the acceleration of digital technology to achieve UHC, and increase access and use of data to improve health outcomes;
- establish campaign platforms in at least six low and middle income countries to engage multiple stakeholders on the issues and to empower marginalised communities and their representatives and to provide them with a platform through which they can engage their governments and donors and call on them to prioritise the equitable adoption of digital technology to enable them to access UHC (for more details see the forthcoming campaign proposal).
- grow the coalition and organise and enable coordinated actions aimed at building consensus on the tools, approaches, processes and resources necessary to accelerate the adoption of digital technology to achieve UHC.
- build public support and political backing for technical and regulatory solutions that will accelerate the digital transformation of health systems and enable governments to achieve their UHC commitments.

2. A data governance framework to allow for full beneficial, impactful, and responsible management of health data, while safeguarding data privacy, ownership and security

Transform Health will advocate for a global normative framework on digital health and data governance that is human rights based, and then press for this to be adopted and implemented at the national level. Transform Health will:

- map and assess the range of existing global health policies, standards, and regulatory frameworks, capture best practices across various governance levels, identify key issues and barriers to the ethical management and use of health data and data for health.
- determine the nature and depth of data that needs to be collected and regulated to attain UHC as well as relevant guidelines, standards, benchmarks, data equity enablers and decision-making structures. assess the operational aspects of human centred data platforms; solutions mapping and multidimensional data flow and sharing; and explore establishing a policy advisory group with a pool of experts to support and guide national governments and multilateral institutions on health data governance norms.

3. Increased domestic and international financial commitments/ investments for strengthening digitally enabled primary health care systems and empowered communities to achieve UHC by 2030

Transform Health will enable and support a process that identifies the global investment needs required to enable countries to develop and maintain the digital infrastructure necessary to strengthen PHC and ensure the progressive realisation of UHC. With the investment case the coalition will:

- advocate for the establishment of an appropriate platform / mechanism to capture the financial commitments made by governments, the private sector, foundations, civil society and others that will enable government to accelerate the adoption of digital health to achieve UHC by 2030.
- work closely with WHO and other partners to develop a fully costed global plan for acceleration of digital transformation in all low-and middle-income countries, building on their national plans.

Timeline

This will be developed and communicated once we have a clearer understanding of the schedule and format of events during the remainder of 2020 and 2021.

Glossary/Definitions

Data equity in health means that ideally everyone has access to the benefits of data flows, including the poorest, highly disenfranchised, and most at risk. For example robust disaggregated data helps improve decision-making at different levels of the health system to ensure a more equitable and effective distribution of resources so that all people can get the right care at the right time, no matter where they live.

Data governance is a set of practices for making decisions about data throughout its lifecycle to optimise an individual's, organisation's or government's capability for data-informed policy, strategy, and operational management.^{xii} Health data governance is the process of managing and making decisions to guide generation, collection, storage and management of data through normative, actionable and cross-cutting policies, practices, standards, benchmarks and regulations.

Digitalisation is the integration of digital technologies into everyday life.

Digitally enabled health systems are national, regional and primary health systems that incorporate electronic, mobile and/or frontier data-driven technologies for surveillance, diagnosis, monitoring, evaluation, reporting, medical recording and other forms of health and care delivery.

Digital innovation for health is innovative application and use of existing or new products, processes, or models using digital technology platforms as a means within and across health systems and organisations.

Digital technologies are the application of organised knowledge and skills in the form of electronic, mobile and frontier data-driven technologies to solve health issues and improve quality of life. Digital technologies for health encompass definitions, components and systems included in digital health, e-health, m-health [and related terminology]. Some examples include electronic medical records, telemedicine, health management information systems, etc.

Health equity: The World Health Organization defines equity as the absence of avoidable, unfair, or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically or by other means of stratification. "Health equity" or "equity in health" implies that ideally everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential.^{xiii}

Primary Health Care (PHC) is a whole-of-society approach to health and well-being centred on the needs and preferences of individuals, families and communities. It addresses the broader determinants of health and focuses on the comprehensive and interrelated aspects of physical, mental and social health and wellbeing.

PHC meets people's health needs through comprehensive promotive, protective, preventive, curative, rehabilitative, and palliative care throughout the life course. It strategically prioritises key health care services

aimed at individuals and families through primary care and for the population through public health functions as the central elements of integrated health services.

PHC empowers individuals, families, and communities to optimise their health, as advocates for policies that promote and protect health and well-being, as co-developers of health and social services, and as self-carers and caregivers to others.^{xiv}

Principles for Digital Development^{xv} are nine guidelines designed to help integrate best practices into technology-enabled programmes and are intended to be updated and refined over time. They offer guidance for every phase of the project life cycle and are part of an ongoing effort among development practitioners to share knowledge and support continuous learning.

Telehealth involves the use of mobile and telecommunications to deliver health care outside of traditional health-care facilities. Telehealth, which only requires access to telecommunications, is the most basic element of “eHealth,” which uses a wider range of information and communication technologies (ICTs). Telehealth examples include virtual home health care, where health professionals use mobile phones to provide health guidance to patients at home such as the chronically ill or elderly.

Universal Health Coverage (UHC) means that all people and communities can use the promotive, preventive, curative, rehabilitative and palliative health services they need, of sufficient quality to be effective, while also ensuring that the use of these services does not expose the user to financial hardship.^{xvi}

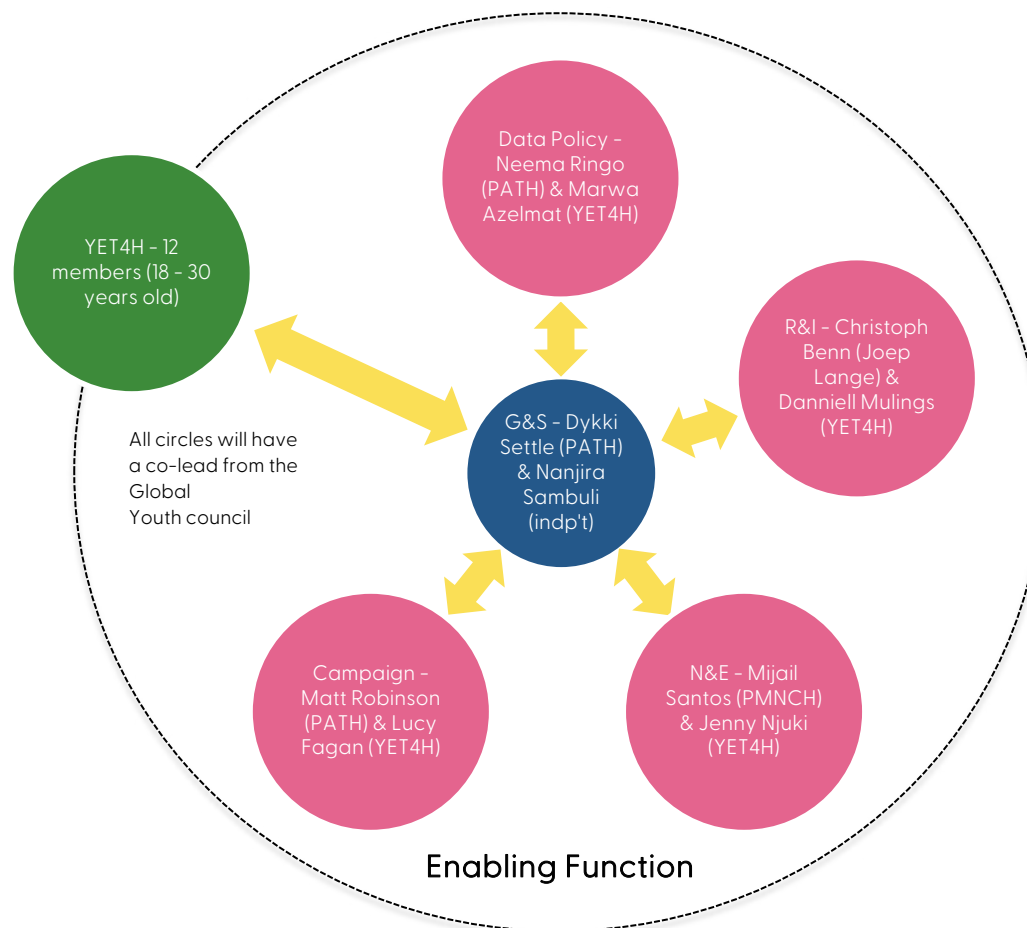
Network Governance

Network Governance is the term that Transform Health uses to describe its operating model and interorganisational coordination to achieve its three objectives, mission, and vision. The coordination depends on iterative and informal systems as opposed to formal bureaucratic structures and relationships.

The network governance is made up of different circles, which represent a specific function. Two co-leads from coalition founding partners have been agreed up to the launch of the global campaign in 2021. The working circles are also represented by other coalition partners and consist of the following circles:

- Campaign circle
- Data Policy circle
- Governance and Strategy circle (G&S)
- Network and Engagement circle (N&E)
- Resource and Investment circle (R&I)
- Young Experts: Tech for Health (YET4H)^{xvii}

Governance and Strategy is at the centre setting the strategic direction of the coalition. In addition, Transform Health is backed by an Enabling Function, which operates as the backbone organisation, and drives the day-to-day prioritization by guiding the vision, strategy and supporting aligned activities.



External influencers

Transform Health will rely on the work of external influencers to shape the direction of the Coalition. These include, but are not limited to:

Young Experts: Tech 4 Health

In January 2020 Young Experts: Tech 4 Health (YE: T4H) a platform for young people aged between 18 to 30 years, was launched to shape, and guide the agenda to achieve UHC by 2030 using data and digital technologies. It comprises 12 youth experts in policy and advocacy, health, digital technology, and youth engagement who will provide independent insight and counsel to the Coalition. Hosted by Plan International Canada, the platform has representation from all six World Health Organization regions.^{xviii}

The Young Experts will work to advance the global health agenda in two core ways:

- Designing independent initiatives and campaigns to highlight the intersections of youth, digital technology, and global health by building networks of young people globally, drawing attention to best practices and generating opportunities for engagement.
- Supporting the Coalition’s core working groups as co-leads and members, bringing their unique perspective as digital natives and supporting the development of inclusive policies and campaigns.

Joint Commission

In October 2019, The Lancet & Financial Times Commission entitled ‘Governing Health Futures 2030: Growing up in a digital world’ was launched. The Commission which runs to December 2021 comprises a group of independent, geographically-diverse and gender-balanced commissioners from various sectors and disciplines – making a special effort to reach out to young people and bring their views and needs into account.

The Commission will:

1. Explore how to ensure that digital development helps improve the health and well-being of all ages especially children and young people.
2. Focus on examining integrative policies for digital health, AI and UHC that are being developed around the world to identify which have the greatest potential to improve health and well-being and maximise health equity in resource poor settings, while ensuring human rights.
3. Deliver a clear set of recommendations on the governance of digital health, AI and UHC taking full account of geopolitical, economic, and social factors.

The Commission will publish its report in September 2021, and its recommendations and findings will contribute to further shaping Transform Health’s work from 2021 to 2030.

Endnote

ⁱ See Annex 1 for definition of key words

ⁱⁱ <https://apps.who.int/iris/bitstream/handle/10665/260522/WHO-HIS-HGF-17.2-eng.pdf?sequence=1>

ⁱⁱⁱ <https://www.who.int/mediacentre/news/releases/2015/uhc-report/en/>

^{iv} <https://www.healthpolicy-watch.org/wp-content/uploads/2019/09/Full-report.pdf>

^v Digital technology interventions and data can be used to improve the effectiveness of the health system, for example by monitoring the drug supply system and ensuring there are no stock outs, or to facilitate targeted communications to individuals in order to generate demand and broaden contact coverage. Digital technology can support the work of health professionals, for example by giving health workers in remote communities more immediate access to clinical protocols and decision-support mechanisms or telemedicine consultations with other health workers. Individuals and communities can harness digital technologies to access health information and manage their own health and well-being.

^{vi} For example, countries throughout the world lack national digital health architectures, health information exchanges, and data standards, which can slow progress in the digital health field. For more detail see: <https://www.digitalhealthindex.org/news/2019/4/29/the-global-digital-health-index-launches-inaugural-state-of-digital-health-report>

^{vii} <https://hbr.org/2020/04/how-hospitals-are-using-ai-to-battle-covid-19>

^{viii} See Annex 2 for overview of governance arrangements.

^{ix} These include Young Experts: Tech 4 Health and the Lancet Joint Commission. See Annex 3 for an overview

^x Principles for Digital Development. 2020. Available at: <https://digitalprinciples.org/>

^{xi} <https://www.oecd.org/dac/effectiveness/parisdeclarationandaccraagendaforaction.htm>

^{xii} World Health Organization. Information Systems for Health Toolkit. Knowledge Capsules Understanding Data Governance in Public Health. 2019. Available at: https://www.paho.org/ish/images/docs/IS4H-Knowledge-Capsules_Data-Governance-in-Public-Health.pdf

^{xiii} "WHO | Health equity." https://www.who.int/topics/health_equity/en/. Date de consultation: 11 juil. 2020.

^{xiv} <https://www.who.int/activities/moving-towards-phc>

^{xv} Principles for Digital Development, available at: <https://digitalprinciples.org/>

^{xvi} World Health Organization, Definition of Universal Health Coverage. Available at:

https://www.who.int/health_financing/universal_coverage_definition/en/#:~:text=Universal%20health%20coverage%20%28UHC%29%20means%20that%20all%20people,the%20use%20of%20these%20services%20does%20not%20expose

^{xvii} The Young Experts: Tech 4 Health is an independent council hosted by Plan International Canada: <https://plancanada.ca/et4h>.

See Annex 3 for an overview.

^{xviii} These include African Region, Region of the Americas, South-East Asia Region, European Region, Eastern Mediterranean Region, and Western Pacific Region