

# Digital Health Idea Competition

Developing innovative concepts together  
with patients

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Digital Health and Prevention

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# Call for ideas and concepts

- Develop innovative concepts for digital health in young researcher teams
- **Work together with experts by experience (patients)**
- Win some prize money



# Timeline (update)



# Teams

- 3 to 8 people consisting of:
  - at least one expert by experience with a cardiovascular condition (“patient”)
  - young researchers  
(students, pre-docs, or within 5 years of PhD)
  - no more than half from the LBI-DHP
  - preferably interdisciplinary teams  
(be creative)

# Which topics are set

- *Topic 1:* How to create engaged and engaging heart-healthy communities with the help of smart digital tools?
- *Topic 2:* How can digital tools support approaches to overcoming the prevention paradox within the cardiovascular domain?
- *Open Call:* How can challenges in the cardiovascular domain be augmented by digital solutions?

# Topic 1 - “engaging heart-healthy communities”

- Fostering sustainable heart-healthy behavior is a key measure towards achieving more high quality of life years
- Engaging wide audiences and keeping them engaged with digital interventions for heart-healthiness and/or physical activity is a difficult challenge
- „Social factors“ can be employed as a key mechanism for fostering engagement
- **Creative concepts for utilizing this potential in the context of the aim of fostering heart-healthy behavior change**

## Topic 2 - “overcoming the prevention paradox”

- “Prevention paradox”: the possible success of preventative measures is difficult to perceive on an individual level
- Taking steps to prevent may be perceived as burdensome given the disease does not occur, even though it may have occurred in the absence of preventative measures
- **Creative concepts for addressing, overcoming, or inviting reflection on this paradox for behavior change interventions for fostering sustainable heart-healthy physical activity and other preventative measures**

## Topic 3 - “augmenting challenges in CVD domain”

- Relevant innovation often occurs not in the minds of researchers or developers for specific application areas, but in the minds – and out of the lived realities – of the involved stakeholders, or even the wider public
- **Contributions towards the designated purpose of addressing challenges in the CVD domain, so long as the concepts are open to further development using OIS/stakeholder-engagement**



# Who are the patients

- Important element of the competition is to include people with cardiovascular conditions (“patients”)
- Patients are experts on the topic
  - because they are living with a medical condition and are dealing with the consequences → “experts by experience”
- Allows for a meaningful exchange, create a mutually respectful atmosphere and allow sufficient time for patients to ask questions and to articulate
- We will provide a pool of minimum 10 patients experts
  - Supporting a team with 10 hours each
  - Contact details (with Email will be provided)
  - Shall join Signal messenger group as well
  - Feel free to involve your own patient expert

# Resources on patient involvement

- We will try to provide recordings and slides of relevant sessions relating to patient involvement online after the symposium (source will put on website and Signal messenger group)
- Guide on Patient and Public Involvement and Engagement (PPIE) in research: <https://doi.org/10.5281/zenodo.5017791>

# Deliverables for submissions

- Submission deadline is 5 March 2023 at 23:59 CET
- Two deliverables are required (in English):
  - **A short presentation** (slides or document) of the idea/concept plus optional mock-up(s) and/or video(s) and/or first prototype(s), etc. **addressing innovation, relevance, and feasibility**, AND
  - Slides or a document about **how patient involvement was conducted** – demonstrating which aspects of the idea/concept were influenced by the patient expert(s)
- Submit per email to: [veranstaltung@dhp.lbg.ac.at](mailto:veranstaltung@dhp.lbg.ac.at)
  - For memory-intensive files mail a link to a repository where the files can be downloaded

# Jury voting & prizes

- Independent jury covering all relevant backgrounds will select the **best 3 ideas**
- Following evaluation criteria will apply:
  - **Innovation, Relevance and Feasibility** of the idea (50%)
  - **Patient Involvement** (50%)
- Best team wins 1.000 €, second best 650 € and third best 350 €

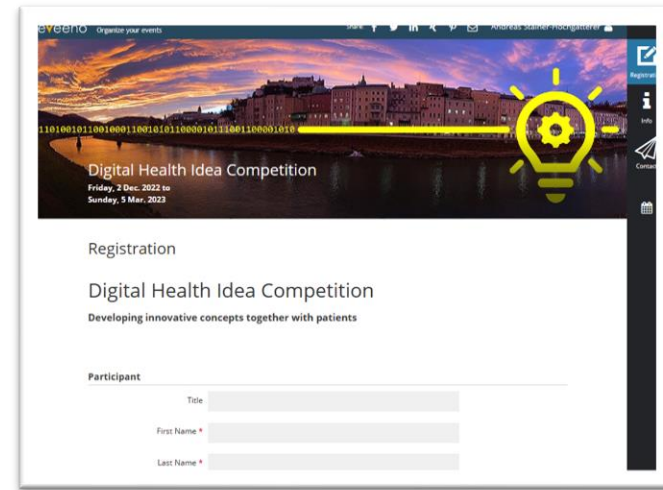
# Jury

- **Univ.-Prof. Dr. Siegfried Meryn**  
CEO | Future Health Lab, AT
- **Victoria Hamer**  
Honorary Patient and Public Involvement (PPI) Fellow, Centre for Applied Health and Social Care Research, Kingston University, UK
- **Prof. Dr. Rik Crutzen**  
Professor of Behaviour Change & Technology, Department of Health Promotion | Maastricht University, NL
- **Mag. Dr. Veronika Hornung-Prähauser, MAS**  
Group Leader Innovation & Value Creation | Salzburg Research, AT
- **FH-Prof. Dr. Hilmar Linder**  
Head of Department Creative Technologies, Head of Degree Programmes Human-Computer Interaction & MultiMediaTechnology | Fachhochschule Salzburg, AT
- **Mathieu Mahve-Beydokhti, BSc MA**  
Program Manager Impact | LBG Open Innovation in Science Center, AT
- **Prim. Univ.-Prof. Dr. Dr. Josef Niebauer, MBA**  
Scientific Director | Ludwig Boltzmann Institute for Digital Health and Prevention, AT

# Register and sign up

1. If you want to participate in the competition register here:

<https://eveeno.com/dhp-idea-competition>



2. And sign up to the Signal messenger group:

<https://signal.group/#CjQKIOQPvCJzaKID2Y11y6wCaLqclsTU8ELU8l2S6GmlgPBaEhDnZEdGcZxq7Elx8vteihBB>



# Open Questions?

Looking forward to receiving your submissions!

A promotional banner for the Digital Health Idea Competition. The background is a scenic view of a town at sunset, with buildings and a river. A large yellow lightbulb icon with a gear inside is positioned on the right side. A binary code string is overlaid on the image.

**Digital Health Idea Competition**  
Developing innovative concepts  
together with patients

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[dhp.lbg.ac.at/idea-competition](http://dhp.lbg.ac.at/idea-competition)

# Breakout Sessions

- Up to 13:55 CET: 3 breakout sessions
- 13:55 CET: Wrap-up in plenum & closing
- Suggested agenda for breakout sessions
  - Short introductions
  - Clarify topic / questions
  - Discuss first possible ideas and/or concepts  
(use the MIRO board)
  - Use the opportunity to team up with others



# Breakout Sessions

Go to Zoom-Meeting:

<https://us02web.zoom.us/j/85652537921?pwd=SGFrTTNFVTNaQTIONHc1SFpyWmhXdz09>

Meeting-ID: 856 5253 7921

Kenncode: 474627

Choose your room (and use the MIRO board provided):

- *Topic 1* (facilitator: Jan David Smeddinck)
- *Topic 2* (facilitator: Tino Kulnik)
- *Open Call* (facilitator: Andreas Stainer-Hochgatterer)

# Thank you!

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