

School of Health Sciences Seminar

10 December, 12-1pm, Queens Building 01.09 (NEAT)

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School of Health Sciences, UEA

“Implementing Digital Interventions - my 13 year journey”

Seminar Presentation

The number of health apps available to patients, the public and healthcare professionals has exploded over the past decade, yet few of these apps have been evaluated, with little consideration of how they will be implemented other than adding them to an app store. This seminar will explore my journey through the digital behaviour change field over the past 13 years. I will reflect on the trends in digital health research over time, beginning with development of large online CBT programmes, through to apps that focus on a small number of behaviour change techniques. In parallel, I will discuss the challenges with implementing these digital interventions and how implementation research in this field has evolved over time. I will provide some novel examples of implementation strategies and conclude with a discussion on the future challenges.

Brief Biography

Zarnie Khadjesari is a senior lecturer in Health Promotion in the School of Health Sciences at UEA. Her background is in health services research and she began her career as a digital health researcher in 2006 at the UCL e-Health unit. Ten years later, she joined the Centre for Implementation Science at King's College London. Her career to date has focussed on the development, evaluation and implementation of digital interventions for supporting people with reducing their drinking. The current focus of her research is to optimise the uptake of digital behaviour change interventions via the electronic health record.

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Free. All staff, students, members of the public welcome. No need to book. If you are attending from outside the University, please check the seminar is taking place. The venue is on the main university campus. If in the event of an emergency you would need assistance please contact us to arrange a Personalised Emergency Evacuation Plan