

PMAC 2025 Side Meeting: SMB107

Leveraging Technological Innovation for Health Promotion and Disease Prevention: Insights from Asia-Pacific (Hybrid)

Date: 28 January 2025

Time: 09:00 – 12:30

Venue: Lotus Suite 13, FL. 23, Centara Grand & Bangkok Convention Centre at Central World

Name of Meeting Organizer:

- National Health Security Office (NHSO), Thailand
- Thai Health Promotion Foundation (ThaiHealth)
- Health Systems Research Institute (HSRI), Thailand
- WEE HEALTH DEVELOPMENT Foundation

Name of Contact Person:

- Chalarntorn Yothasutra, National Health Security Office (E-mail: chalarntorn.y@nhso.go.th)
- Miss Atcharaporn Thammachot, National Health Security Office (E-mail: atcharaporn.t@nhso.go.th)
- Dr Weerasak PUTTHASRI, D.D.S, M Econ, M.Sc., D.Sc., Chair, WEE HEALTH DEVELOPMENT Foundation (E-mail: weeput@yahoo.com)

Background

Leveraging Technological Innovation for Good Health and Well-Being: Experiences from Asia-Pacific Countries

Technological innovation is increasingly vital for promoting health and well-being. Advances in personal wearable devices, mobile apps, digital platforms, big data, and artificial intelligence (AI) are being applied across various contexts—from supporting individual behavioral changes to enhancing health services, health planning, advocacy efforts, and health system strengthening. These innovations are essential for responding to crises, addressing the needs of vulnerable populations, and advancing Universal Health Coverage (UHC).

This side meeting will showcase how countries in the Asia-Pacific, including China, Singapore, Japan, and Thailand, are implementing accessible, locally adapted technologies within their health systems. Each country/region will present real-world case studies demonstrating how these innovations improve health outcomes and support UHC.

Case Study: National Steps Challenge in Singapore

Led by the Policy & Technology Innovation Office at Singapore's Health Promotion Board (HPB), the National Steps Challenge demonstrates how wearable devices, and mobile technology can promote personalized health. Nearly 3,000 participants use FitBit Ionic smartwatches linked to the Health Insights Singapore app, tracking their physical activity, sleep patterns, and heart rates. With gamification and incentives, participation has grown from 156,000 to 800,000, showing the power of technology in driving community health engagement.

Integrating Digital Solutions for Equitable Health Promotion: Thailand's Experience with Health Wallet and Health Station

Thailand's Universal Coverage Scheme (UCS) has embraced digital solutions like the Health Wallet and Health Station to enhance primary healthcare, health promotion, and disease prevention services. By leveraging integrated health information systems and digital platforms, these innovations enable seamless access to health services, empowering individuals to receive care conveniently and equitably. The Health Wallet provides personalized health benefits via a digital platform, while the Health Station offers self-monitoring and professional services. Together, these technologies streamline service delivery, bring care to patients' vicinity, and improve efficiency.

Japan Case Study: Communication Platform for Health Promotion and Prevention (P&P) for older people

The Kayoinoba platform is a digital tool aimed at enhancing the health and social engagement of older adults in Japan. It supports physical, mental, and social well-being through features such as activity tracking, brain-training games, health monitoring, and encouragement to participate in community events. By promoting active lifestyles and fostering social connections, the platform addresses key challenges associated with aging, including isolation and declining health, aligning with Japan's commitment to improving the quality of life for its aging population.

Case Study from China: Adolescent physical health promotion based on big data and artificial intelligence technology

The Sichuan Province Students' Physical Fitness and Health Big Data Center uses big data to improve student health. Established in partnership with the Sichuan Provincial Department of Education, the initiative covers over 99% of students aged 6-22, reaching 11.58 million students across 10,313 schools annually. The platform collects real-time fitness data to tailor health interventions, serving as a model for using data-driven approaches to promote physical activity and well-being in youth.

The objectives of the session

1. Presenting and sharing experience of technological advancements implementation and its effectiveness in selected case studies.
2. Identifying challenges and critical success factors of technology used in selected case studies.
3. Providing recommendation of advance applications in support health systems strengthening, SDGs achieving, and equitable societies.

Potential moderator / lead speakers / speakers:

1. Ms.Saima Wazed, Regional Director for WHO-SEARO
2. Dr. Jadej Thammatacharee, Secretary-General, National Health Security Office, Thailand
3. Dr Alex Cook, Vice Dean (Research), Saw Swee Hock School of Public Health, National University of Singapore
4. Dr.Thanasak Thumbuntu, Senior Specialist, Agile Team, National Health Security Office (NHSO), Thailand
5. Dr.Tomoko Kodama Kawashima, MD.PhD.MPH Chief Senior Researcher Department of Public Health Policy National Institute of Public Health, Japan
6. Dr. Guanfeng Wu, Senior engineer, National-Local Joint Engineering Laboratory of System Credibility Automatic Verification, southwest Jiaotong University, Sichuan Province, China.

Agenda

Duration	Agenda
8.30 hrs	Registration, Lotus Suite 13, level 23
9.00-9.10 hrs. (10 mins)	Welcome Address By Dr. Jadej Thammatacharee, Secretary-General, National Health Security Office, Thailand
9.10-9.20 hrs. (10 mins)	Keynote Address by Ms.Saima Wazed, Regional Director for WHO-SEARO; the showcasing how technological innovations, including big data, AI, and digital platforms, are being utilized in health promotion and disease prevention across the Asia-Pacific region
9.20-9.25 (5 mins)	Photo Session
9.25 - 9.55 hrs. (30 mins)	<p>Panellist Presentations: Leveraging Technological Innovation for Health Promotion and Disease Prevention: Insights from Asia-Pacific</p> <ul style="list-style-type: none"> ● Can Cash Be an Effective Motivator for Staying Active? Lessons from Singapore's National Steps Challenge <i>Presented by Dr Alex Cook, Vice Dean (Research), Saw Swee Hock School of Public Health, National University of Singapore (7 Mins onsite)</i> ● Integrating Digital Solutions for Equitable Health Promotion: Thailand's Experience with Health Wallet and Health Station <i>Presented by Dr.Thanasak Thumbuntu, Senior Specialist, Agile Team, National Health Security Office (NHSO), Thailand (7 Mins)</i> ● Japan Case Study: Communication Platform for Health Promotion and Prevention (P&P) for older people <i>Presented by Dr.Tomoko Kodama Kawashima, MD.PhD.MPH, Chief Senior Researcher, Department of Public Health Policy, National Institute of Public Health, Japan (7 Mins Online)</i> ● Case Study from China: Adolescent physical health promotion based on big data and artificial intelligence technology <i>Presented by Dr. Guanfeng Wu, Senior engineer, National-Local Joint Engineering Laboratory of System Credibility Automatic Verification, southwest Jiaotong University, Sichuan Province, China. (7 Mins Online)</i> <p>Moderator: Mr. Rungsun Munkong, International Relations Expert, ThaiHealth</p>

Duration	Agenda
9.55 - 10.35 hrs. (40 mins)	<p>Roundtable Discussion and Q&A: Panellists Share Insights On</p> <ul style="list-style-type: none"> ● Implementation: How was the initiative designed and rolled out? ● Results and Data Utilization: What are the key outcomes, particularly for health promotion and prevention? How is data being collected and used? ● Policy Integration: How does the initiative align with national policies or programs? ● Key Actors and Responsibilities: Who are the main stakeholders, and what are their roles? ● Budget and Financing: How is the initiative funded, and what are the financial mechanisms in place? ● Critical Success Factors and Challenges: What have been the main drivers of success, and what challenges have emerged? <p>Panellists:</p> <ol style="list-style-type: none"> 1. Dr Alex Cook, Vice Dean (Research), Saw Swee Hock School of Public Health, National University of Singapore 2. Dr.Thanasak Thumbuntu, Senior Specialist, Agile Team, National Health Security Office (NHSO), Thailand 3. Dr.Tomoko Kodama Kawashima, MD.PhD.MPH, Chief Senior Researcher, Department of Public Health Policy, National Institute of Public Health, Japan 4. Dr. Guanfeng Wu, Senior engineer, National-Local Joint Engineering Laboratory of System Credibility Automatic Verification, southwest Jiaotong University, Sichuan Province, China. <p><i>Moderator: Mr. Rungsun Munkong, International Relations Expert, ThaiHealth</i></p>
10.35 - 11.00 (20 mins)	<p>Wrap up and closing remarks</p> <ul style="list-style-type: none"> ● Reflection ● Next steps for collaboration and follow-up actions ● Thank you to panellists and speakers <p>By Dr. Weerasak Putthasri, Chair, WEE HEALTH DEVELOPMENT Foundation</p> <p><i>Coffee break and refreshments will be served outside of the room</i></p>