

Module: EW37 Health Innovators in the field of Integrative Health and Digitalization		
Exam: EW37 Health Innovators in the field of Integrative Health and Digitalization	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: A, B, C. Semester	Module: [WPF]	Language: English
Responsible lecturer: Prof. Dr. Heike Englert	Cycle: WiSe, SoSe	Registration information:
Lecturer in charge: Sarah Husain, M.Sc. (DFSM)		
Learning outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Develop a comprehensive understanding of the concepts and principles of digital health by utilizing design thinking approaches. • Analyze the influence of social media on health behaviors and on published health information. • Critically evaluate the scientific basis of integrative health concepts to ascertain their significance in fostering health solutions. • Learn effective event planning and management skills that integrates interdisciplinary approaches. • Assess the effectiveness of digital health interventions, integrative health practices, and propose improvements in TEDx event management for enhanced participant engagement. • Foster teamwork, collaboration, and effective coordination by engaging with peers in the capstone project, showcasing strong cooperation, negotiation skills, critical thinking, and problem-solving abilities. 	
Form of exam	Manuscript and 10 minutes TEDx video according to the principal of capstone project	
Form of teaching	<ul style="list-style-type: none"> • Seminar • Practical training 	
Course contents	<ul style="list-style-type: none"> • Introduction to digital health and role of social media in promoting health behaviors • Introduction to integrative health concept (e.g. mind body medicine, Ayurveda, Manipulative therapies, TCM etc.) • Practical work: TEDx event management 	
Workload	Seminar (2 SWS): TEDx training (1 SWS): Preparation and Follow-up: Sum:	30 h 15 h 105 h 150 h
Requirements	None	
Literature	<ul style="list-style-type: none"> • Brinkhaus, B.; Esch, T.: Integrative Medizin und Gesundheit. Medizinisch Wissenschaftliche Verlagsgesellschaft, Berlin, Germany (neueste Auflage) • Koopsen, C.; Young, C.: Integrative Health: a holistic approach for health professionals. Jones & Bartlett Learning, USA (latest edition) • Frawley, D.: Ayurvedic Healing: A Comprehensive Guide. Twin Lakes, 	

	<p>WI: Lotus Press (latest edition)</p> <ul style="list-style-type: none"> • Ranck, J.: Connected Health: How mobile phones, cloud, and big data will reinvent healthcare.: Springer Science & Business Media (latest edition) • Rivas, H.; Wac, K.: Digital Health: Scaling Healthcare to the World : Springer Cham, Switzerland (latest edition) • Kim, J. H.; Kim, M. J.; Lee, M.S. (2021). Randomized controlled trials of traditional, complementary, and integrative medicine-based interventions for coronavirus disease 2019 (COVID-19): A bibliometric analysis and review of study designs. Integrative Medicine Research, 10(Suppl), 100684. https://doi.org/10.1016/j.imr.2021.100684 • Fournier, A. K.; Taylor, H.A. (2013): Social Media and the Science of Health Behavior. Circulation, 127(21), 2135–2144. https://doi.org/10.1161/CIRCULATIONAHA.112.101816. • Bakshy, E.; Eckles, D.; Yan, R.; Rosenn, I. (2015): The effectiveness of public health advertisements to promote health: A randomized-controlled trial on 794,000 participants. Nature Human Behaviour, 1(1), 1–7. https://doi.org/10.1038/s41562-016-0009.
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