



# Digital Innovations in the Health Sector: Implementing International Entrepreneurial Consortiums

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## 1. Introduction

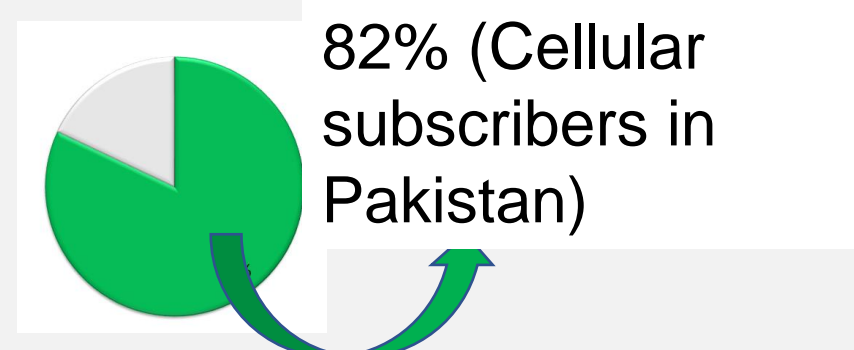
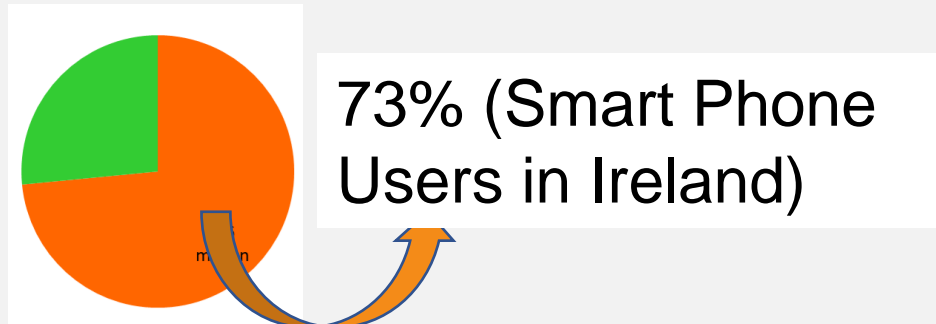
### IRELAND:

- 2,500 GPs have access to HSE Digital Platforms (Taylor, 2020)
- However, Digitalisation won't give any direct value to health entrepreneurs (Albert & Auwermeulen, 2017).

### PAKISTAN:

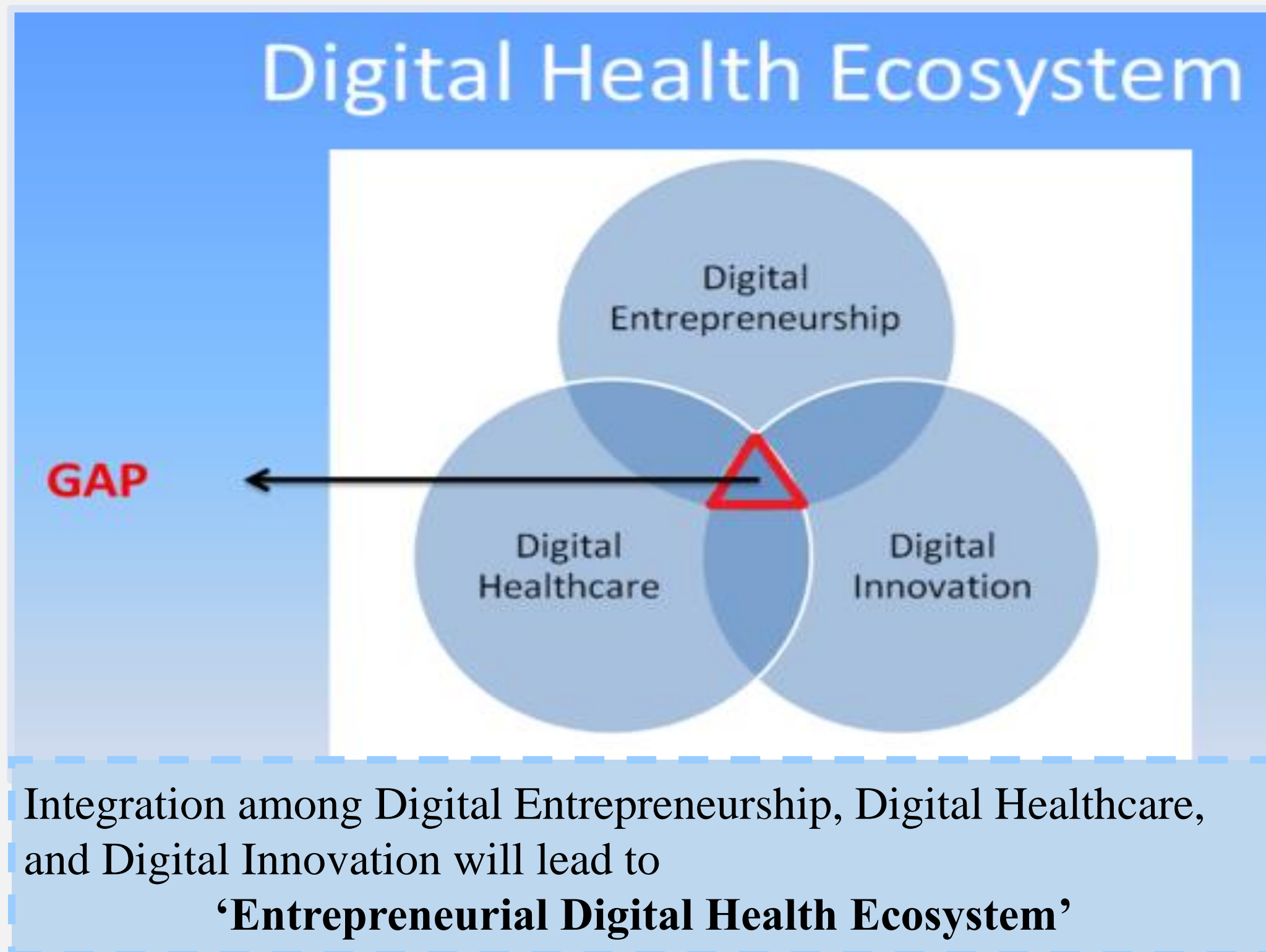
- Digital apps are used for shopping and commuting (Partington, 2020).
- Yet, there's a lack of presence of digital technology in health sector.

This research study will focus on **Commercialization of Digital Innovations in Healthcare**



## 2. Background

Digital transition, a complex process of assimilating multiple technologies into one system, is difficult for SME entrepreneurs due to limited resources (Antonello et al., 2020).



**Digital Divide:** IoT devices and apps help in diagnosis are not always accessible (especially to middle income groups).

**In Ireland, health data is NOT available to health entrepreneurs.**

In Pakistan, people have access to mobile phones. BUT they lack access to quality health.

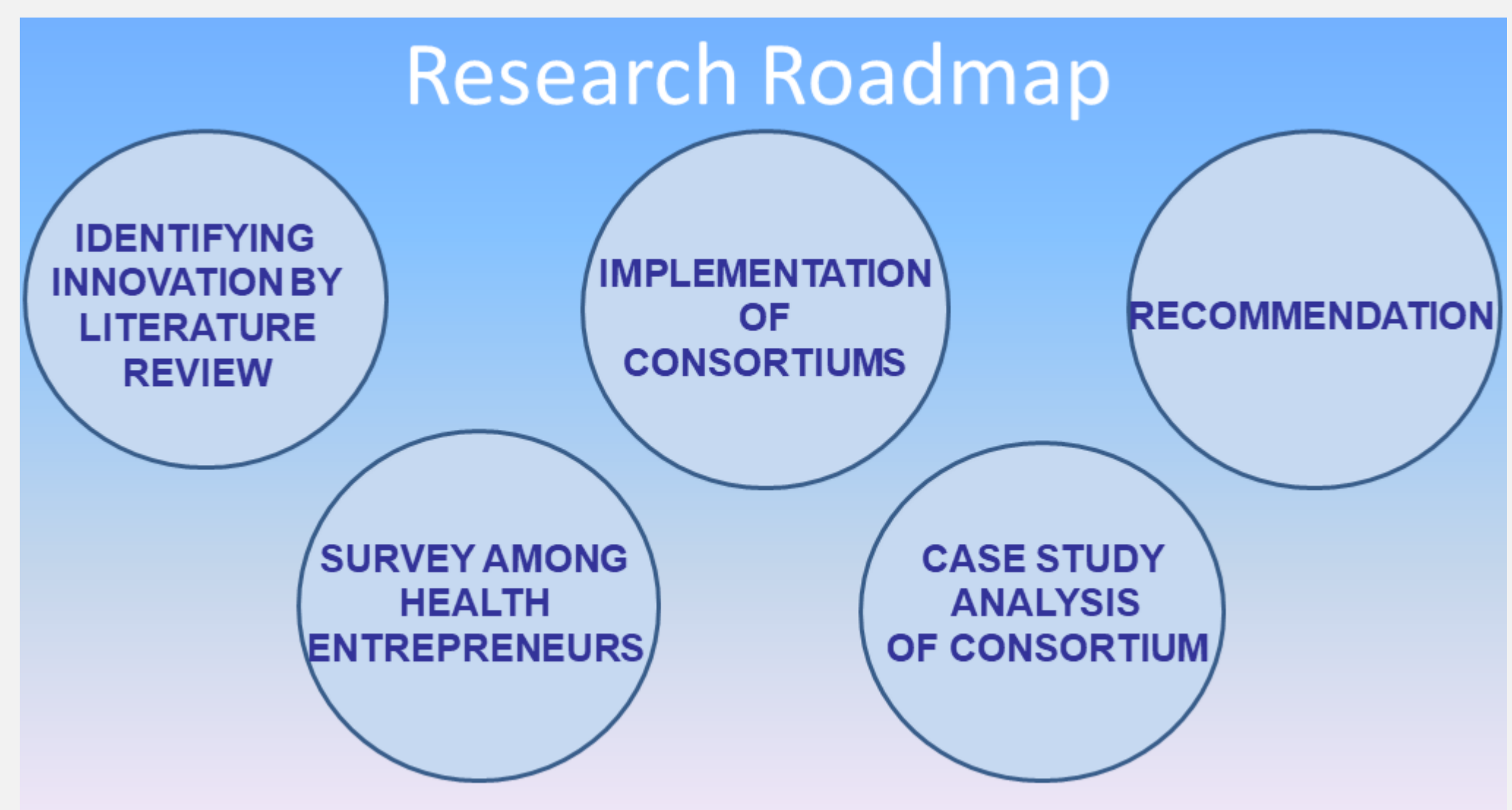
## 3. Main Research Question

**Can health entrepreneurs increase the reach of digital health services among middle income groups in Pakistan and Ireland?**

### Challenge!

RQ2. What is the potential of innovation in digital health systems under varied economic structures of Northwestern Europe and South Asia (particularly Ireland and Pakistan)?

RQ3. Does the international consortium (pilot projects) have the potential to increase the market share for digital health entrepreneurs?



## 4. Potential Outcome

A digital platform, connecting health entrepreneurs with each other internationally and with people seeking healthcare locally.

**ACADEMIC GOALS:** Contribution to the field of Entrepreneurship and Digital Health along Publications & Conferences

