



Melbourne Medical School  
**Department of General Practice**

## Digital Health Implementation

### *Bridging the Translational Gap*

**Wednesday 26 October 5.15 - 6.15 pm**

G79 Seminar Room, Department of General Practice,  
200 Berkeley Street, Carlton



Healthcare systems internationally must adapt in order to address challenges posed by changing population demographics and the rise of multimorbidity (individuals living with two or more chronic diseases). Digital health is seen by many as having the potential to help deal with these issues, through enhancing efficiency and by helping promote a move to more person centred, self-management as well as to promote health and wellbeing. However, many digital health interventions fail to become an integrated part of normal service delivery. This presentation will examine key barriers and facilitators to uptake and utilisation of digital health and discuss what needs to be done to bridge the translational gap.

**Frances Mair is Professor of Primary Care Research and Head of General Practice and Primary Care, within the Institute of Health and Wellbeing at the University of Glasgow.**

She leads an extensive research programme that promotes a move to person centred care, promoting the concept of “Minimally Disruptive Medicine (MDM)” which has gained traction internationally. She has defined the concept of “Treatment Burden”, the work that people have to undertake to self-manage chronic conditions, as an important barometer of quality of care,

and through her basic research defined its’ key components. She has also undertaken extensive research into the development and implementation of innovations in health technology and health service delivery and has used Normalisation Process Theory to help understand how to bridge translational gaps. She has published in excess of 135 peer reviewed scientific papers and been investigator on grants worth in excess of £14 million, since her arrival in Glasgow in 2005.

**Please register your attendance at: [gp-enquiries@unimelb.edu.au](mailto:gp-enquiries@unimelb.edu.au)**