

The 1st HCI and Digital Health Forum: Technologies and Business Opportunities between China and UK: Workshop at British HCI 2016

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Preface to the proceedings of the 1st HCI and Digital Health Forum: Technologies and Business Opportunities between China and UK: Workshop at British HCI 2016, held at Bournemouth University on 12th July 2016

British HCI, HCI 2016, HCI and Digital Health Forum, HDHF2016

1. INTRODUCTION

Inspired by Fusion, the theme of British HCI 2016, the workshop would integrate research, business and health investment together. Digital health is the convergence of the digital and genomic revolutions with health, healthcare, living, and society. Digital health is empowering people to better track, manage, and improve their own and their family's health, to live better, more productive lives, and to improve society. It's also helping to reduce inefficiencies in healthcare delivery, improve access, reduce costs, increase quality, and make medicine more personalized and precise. Venture investment in digital health in 2014 reached \$4.1 billion, a 125% increase year-over-year. Remarkably, aggregate investing in digital health has surpassed that in traditional healthcare and medical devices for the same period of time. The current proposal is also an echo for the newly founded Digital Health Institute in Bournemouth University.

The workshop initially aims to review the current digital health technologies and explore their potentials in real world. EEG, eye-tracking and social assistive robot are three incentive technologies we are investigating. Relevant business models and investment opportunities between China and UK will be introduced as well. The academia, mainly from psychology, health and IT backgrounds will present their findings in communicative behaviours and demonstrate cutting edge technologies, which facilitate wide range of

communication in diverse groups, e.g. aphasia, autism and aged people, and scenarios, e.g. Brain-computer interface (BCI).

In particular, a healthcare-driven HCI approach will be discoursed and developed. Advancement in HCI and even BCI has increasingly entered into our privacy. From the perspectives of economics, ethics and business, we will answer whether technology could bring more equality, inclusion and benefit for different groups. A concept of technology equity will be proposed and discussed in the workshop.

2. TECHNICAL PROGRME

In our call for talk, presentation and article, we invite to submit a short article or slides to our workshop. Any commentary, business idea or short research report which is relevant to our topics is welcome. These articles could fall within the scope as below

1. Tendency and business models in China and UK digital healthcare market
2. Tendency in Human-computer interface (HCI) and Brain-computer interface (BCI)
3. Cutting edge technologies in healthcare, especially EEG, eye-tracking and assistive technologies
4. Cost-effectiveness analysis and innovation in digital health technologies

5. Potential and future ethical issues in digital health technologies

3. ACKNOWLEDGEMENTS

This workshop would not have been possible without the hard work and dedication of our programme committee and external reviewers who, despite managing a slew of other commitments, still managed to find time to provide timely, high quality reviews and comments. We are also grateful to the paper authors and speakers for contributing their work and participating in the workshop programme itself. We appreciate the great passion and time from Prof Shanghu Hong, Juan Avendaño Diaz and Rui Wang who are the members of iTalkTone Lab. Dr. Luke Zhou and Ms. Luna Sun contributed to promote the workshop through their business networks.

Finally, we would like to thank the organisers of British HCI 2016 for hosting us, and Boen Information Technology (China) for their sponsorship of this event.

4. ORGANISING AND PROGRAMME COMMITTEE

4.1. Organising Committee

Dr. Biao Zeng (Bournemouth University, UK)
Dr. Zhen Yu Wang (Newford Research Institute of Advanced Technology, China)
Keqiang Li (China-UK Innovation and Entrepreneurship Forum, China)

4.2. Programme Committee

Prof Sine McDougall (Bournemouth University, UK)
Dr. Malcolm J. Fisk (De Montfort University, UK)
Dr. Xun He (Bournemouth University, UK)
Tony Steffert (Society of Applied Neuroscience, UK)
Dr Tamas Hickish (Royal Bournemouth Hospital, UK)
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Andy Morley (New Level Health)

4.3. External Reviewer

Prof Zaifeng Gao (Zhejiang University, China)