Master thesis with Fimo Health GmbH

Title	**Health economic impact of a patient-centric digital health solution – modelling from self-reported data**
Description	Patient-centric digital health solutions, such as the Fimo Health App, have the potential to influence health behavior and outcomes. In early 20205, a user survey was conducted to assess the impact of the app on health-related decision-making and behavior. Key insights from the survey include statements such as: "*Thanks to the app, I can better assess whether a doctor's visit or therapy is necessary.*", "*A rehabilitation program has become less urgent due to the app.*" or "*The app has helped me reduce work absences.*" These self-reported insights suggest that the app may have a measurable health economic impact, such as potential cost savings for healthcare payers. The aim of this research is to explore whether self-reported data on health behavior can be used to model the health economic impact of a digital health solution. A likely approach is to link the survey data with external sources (e.g., healthcare costs, probabilities of events) and to project potential cost savings and long-term impacts.
Type of research	Conceptual, quantitative
Data source(s)	Survey data from Fimo Health App users Data from external sources Potentially new survey data (if required)
Does the student have to collect data?	Possibly, if a new survey is deemed necessary.
Research method(s)	Health economics Statistics and data analysis Survey design (if applicable)
Related courses	Health economics, Health care management
Skill(s) required	Good analytical skills Knowledge of basic health economics concepts
Background reading	Gomes, M., Murray, E., & Raftery, J. (2022). Economic Evaluation of Digital Health Interventions: Methodological Issues and Recommendations for Practice. *Pharmacoeconomics*, 40(4), 367–378. doi: 10.1007/s40273-022-01130-0. Lange, O., et al. (2023). Health Economic Evaluation of Preventive Digital Public Health Interventions Using Decision-Analytic Modelling: A Systematized Review. *BMC Health Services Research*, 23(268). doi: 10.1186/s12913-023-09280-3.

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