

BUSINESS WHITEPAPER

DIGITAL HEALTH

HEALTH DIGITALLY REIMAGINED: THE FUTURE OF LEARNING

LEARNING WITH ADDED VALUE:
DIGITAL HEALTH PROMOTION REDEFINED

www.create.at

75

THE NUMBER OF THE HOUR

In a recent study by the Institute for Applied Work Science, over 75% of companies stated they have already implemented or plan to introduce corporate health promotion (CHP) measures in the near future.

At the same time, 70% of respondents emphasized that employee health is crucial for satisfaction and productivity. These figures highlight how important it is for companies not only to impart professional knowledge but also to promote the digital health literacy of their employees.

FOCUS ON DIGITAL HEALTH LITERACY

Digital health literacy refers to the ability to use digital technologies effectively to promote one's health. This includes the competent handling of health information, access to digital health resources, and the ability to use digital tools to support well-being. In corporate health promotion, this competence plays a key role in addressing the challenges of the modern working world.

THE SHIFT IN LEARNING

Traditional training methods are no longer sufficient to meet today's demands. Innovative approaches that make learning engaging and interactive are necessary. This is where modern e-learning formats come into play, tailored to the needs of employees.



INTERACTIVE LEARNING METHODS



01 GAMIFICATION

Game-like elements motivate learners and make the learning process more enjoyable.



02 STORYTELLING

Stories evoke emotions and help make complex topics more relatable



03 SIMULATIONEN

Realistic scenarios allow learners to make mistakes in a safe space and learn from them.

PROMOTING RESILIENCE

In an era where stress and pressure are increasing in many professions, promoting resilience becomes ever more critical. Resilience is the ability to recover from setbacks, embrace challenges, and adapt to change. Digital learning formats can contribute significantly by offering targeted exercises and guidance that enable employees to apply what they have learned in practice.

An example of such an exercise could be an interactive online training that teaches stress management techniques, such as mindfulness exercises or breathing techniques. These contents could be divided into short, easily digestible modules that employees can access at any time. Moreover, the platform could integrate gamification elements to motivate employees to participate regularly in these exercises.

INTEGRATION INTO COMPANY CULTURE

Integrating digital health competencies into corporate culture is crucial for the long-term satisfaction and performance of employees. eLearning should not be viewed in isolation but as part of a comprehensive strategy to promote well-being within the company.

One way to achieve this is by creating "Health Days," where employees can attend workshops focused on topics like resilience, stress management, or healthy eating. These workshops could be offered both on-site and in digital formats to meet the diverse needs of employees.

Another example is the implementation of mentoring programs, where experienced employees act as mentors to support less experienced colleagues. These mentors could also promote digital learning formats and emphasize the importance of resilience and health literacy within the team. In addition, leadership can take on a role model function by actively participating in health programs and openly addressing the topic. Regular feedback rounds could also become part of the corporate culture, giving employees the opportunity to share their experiences with the digital learning offerings and find solutions together.

Overall, integrating digital health competencies into corporate culture requires a strategic approach that works on both an individual and organizational level. By creating a supportive environment in which employees are encouraged to strengthen their resilience, not only individual well-being but also the entire corporate culture can be positively influenced.



CHALLENGES & OBSTACLES

The challenges of the digital learning environment are multifaceted and affect both the physical and mental health of learners. With the rise of eLearning and digital training, many learners face increased screen time, which can lead to eye strain and headaches. There is often a lack of clear guidance on ergonomic workspace setup, leading to physical complaints like back pain or neck tension.

Additionally, the isolation often associated with eLearning can create feelings of loneliness and provoke anxiety. The sedentary lifestyle that comes with online learning not only contributes to physical inactivity but can also negatively impact overall health. Digital distractions, caused by the flood of information, can lead to concentration difficulties and stress, while the flexibility of eLearning often results in a lack of structure and routine, which can negatively affect health.

Another issue is the potential neglect of nutrition and hydration during learning, which can also impact well-being. Excessive screen time, especially before bedtime, can disrupt sleep patterns and lead to poor or insufficient sleep. The pressure of self-directed learning can further increase stress and mental strain.

Moreover, many eLearning platforms are not optimally accessible to learners with health problems, and there is often insufficient awareness of the importance of physical health in digital learning formats. Support for mental health is often inadequate in these environments, and the virtual nature of learning can weaken communication networks, exacerbating the sense of isolation. Awareness of how to maintain one's health while learning is frequently lacking.

Overall, numerous challenges must be addressed to create a healthy and effective learning environment.



MAKE AN APPOINTMENT WITHOUT OBLIGATION
SIMPLY CLICK HERE & MAKE AN APPOINTMENT ONLINE



CALL US
+43 (1) 78 66 318



CONTACT US
office@create.at