

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-14th (2022-2024)****Second Year, Term 5 End Term Examination, December 2023****PHRM-752 Digital Health****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A**(Maximum Marks: 5)****Q1. Choose the most appropriate option for each of the following (1 mark each):**

- (a) What is the National Digital Health Blueprint (NDHB) designed to achieve?
- An architectural vision for digital health.
 - Promotion of specialized healthcare organizations.
 - Reduction in the ease of doing business.
 - Savings from economies of scale.
- (b) What does Asynchronous Telemedicine refer to?
- Instantaneous communication using video conferencing.
 - Non-real-time communication for storing and forwarding medical data.
 - Determining the urgency of a patient's condition.
 - Continuous monitoring of vital signs.
- (c) What does "Human-Centered Artificial Intelligence" seek to achieve?
- Replacing human beings with AI.
 - Augmenting the abilities of and addressing the needs of human beings.
 - Achieving or exceeding human intelligence.
 - Focusing on specific tasks like playing chess.
- (d) Which of the following is NOT a challenge in digital health adoption?
- Inadequate budget utilization
 - Lack of regulatory frameworks
 - High patient capital requirement
 - Comprehensive governance mechanisms
- (e) What is Digital Therapeutics?
- A type of wearable device
 - Medical social media platforms
 - An emerging category of digital health products
 - A traditional form of healthcare delivery

Part B

(Maximum Marks: 15)

Q2. Write short notes on **any three** of the following:

- (a). E-Sanjivini initiative by government of India (5)
- (b). Fundamental difference between Electronic Health Records (EHRs) and Electronic Medical Records (EMRs) (5)
- (c). Application of Artificial intelligence (AI) tools in Health care (5)
- (d). Remote Patient Monitoring System (5)

Part C

(Maximum Marks: 30)

Answer any three of the following, in detail:

- Q3.** Compare and contrast HIPPA and General Data Protection Regulation (GDPR). (10)
- Q4.** Design a wearable device to address specific health condition using following points. (10)
 - (a). Features of device
 - (b). types of information capture and how it captures.
 - (c). Purpose and use of device
 - (d). Application of device in public and private sector
- Q5.** How can digital health innovations address challenges faced by healthcare systems in rural India, and what potential solutions have been proposed? (10)
- Q6.** Explain 'Consent management process under Ayushman Baharat Digital Mission (ABDM). (10)