

## SUB-THEMES

- Telemedicine and Virtual Care Models
- AI and ML in Digital Health
- Wearables and IoT in Healthcare
- Big Data Analytics in Population Health Management
- Digital Health for Rural and Remote Areas
- Cyber security in Digital Health
- Integration, Interoperability and Cost Optimization in Digital Health
- Health Informatics and Decision Support Systems
- Digital Tools for Mental Health and Wellbeing
- Stakeholder Adaptability in Digital Health Environment
- Digital Health: A Mobile or Replacement approach?
- Ethical and Legal Frameworks in Digital Health
- Financial Implications of integrating Digital Technology in Healthcare
- Public Health Solutions using Digital Platforms
- Future Trends in Digital Health Technologies
- Changing Leadership in the Digital Age of Healthcare
- Impact of Digital Health Data on Personal Healthcare Decision-making
- People's Perception towards Digital Health
- Digital Health Start-ups and Innovations
- Sustainability and Green Digital Health Solutions

## GUIDELINES FOR SUBMISSION

Selected Papers will be published in a book with ISBN.  
Best submissions will be rewarded on the day of the programme.  
Guidelines for submission, manuscript and other formats are provided in the document linked below

<https://tinyurl.com/DigitalHealth360Conference>

## REGISTRATION FEE

WHO CAN PARTICIPATE?	Paper	Poster
Students	Rs. 300/-	Rs. 300/-
Research Scholars	Rs. 400/-	Rs. 400/-
Academicians	Rs. 500/-	Rs. 500/-
Industry Delegates	Rs. 500/-	Rs. 500/-

**Only Participation Rs. 250/-**

Registration fees includes kit, refreshments (morning & evening), lunch and certificates

## RELEVANT STREAMS

Hospital Administration, Management, Commerce, Computer Science, Life Sciences, Social Sciences, Electronics, Information Technology, Medical and Paramedical

## IMPORTANT DATES

Abstract submission	20/02/2025
Full Paper & Poster Submission	03/03/2025
Last day for Online Registration	05/03/2025

### CHIEF PATRON

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Associate Professor & Head  
Department of Management Science - Hospital Administration

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PSGCAS

**Dr G Dinesh Kumar**  
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MSc HA, PSGCAS

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**Ms S Amritha Shree & Mr R Saran Kumar**  
Chairpersons

Students of I & II MSc Hospital Administration

## REGISTRATION

Register with the QR code below. Upload the payment screenshot (with reference ID) as an image in the registration form.



### PAYMENT FOR REGISTRATION

BANK NAME : CENTRAL BANK OF INDIA  
ACCOUNT NAME : PSG CENTRE FOR NON FORMAL  
AND CONTINUING EDUCATION  
BRANCH NAME : PEELAMEDU  
A/C NO : 1481267367  
IFSC CODE : CBIN0280913

### CONTACT US

Staff Coordinators - 9790597004 | 9787231207 | 9442638875  
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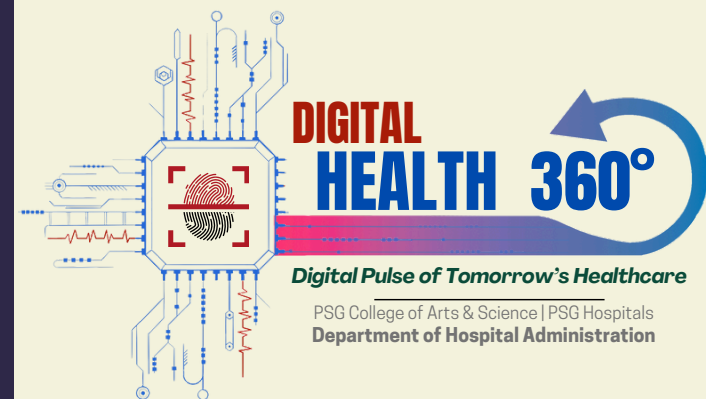
Email - mhaevents.psg@gmail.com

Q110 - Department of Hospital Administration  
PSG College of Arts & Science  
Coimbatore - 641 014



## PSG COLLEGE OF ARTS & SCIENCE

An Autonomous College - Affiliated to Bharathiar University  
Accredited with A+ Grade by NAAC (4<sup>th</sup> cycle)  
College with Potential for Excellence (Status Awarded by the UGC)  
Star College Status Awarded by DBT-MST  
An ISO 9001: 2015 Certified Institution  
Civil Aerodrome Post, Coimbatore - 641 014 Tamil Nadu



*Digital Pulse of Tomorrow's Healthcare*

PSG College of Arts & Science | PSG Hospitals  
Department of Hospital Administration

*International Conference on*

# DIGITAL HEALTH 360°



Department of  
**HOSPITAL ADMINISTRATION**  
PSG CAS

**07/03/2025**

**Podhigai Hall**

**10:00 am**



## ABOUT THE COLLEGE

PSG College of Arts & Science was started in the year 1947 by PSG & Sons' Charities Trust, which was founded in the year 1926, by the four praise-worthy sons of Shri P S Govindasamy Naidu. The four brothers of the PSG family, Shri PSG Venkataswamy Naidu, Shri PSG Rangaswamy Naidu, Shri PSG Ganga Naidu and Shri PSG Narayanaswamy Naidu took "Charity through Education" with great missionary zeal. The Destiny of a Nation is decided in its classrooms. PSG College of Arts & Science has proved this prophetic statement with conviction by emerging as one of the premier institutions of higher learning in this country. The College has a long-standing academic tradition of excellence in education and research. This is coupled with the most advanced facilities for the pursuit of higher learning. The College has a team of experienced and efficient faculty and the academic programmes are challenging and contemporary. The College offers 47 Undergraduate programmes including 4 BVoc programmes, 31 Postgraduate, one 5 years Integrated Postgraduate (MSc Software Systems) and 3 PG Diploma Programmes are offered and many of them are unique. MPhil and PhD Research Programmes are offered in 24 disciplines. The College has been accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) and has obtained ISO 9001:2015 certification in 2018. The College has been ranked 11<sup>th</sup> at the National level, in the College Category, by the National Institutional Ranking Framework (NIRF) 2024, of MoE, Government of India.

## PSG HOSPITALS

PSG Hospitals provides total health care to its patients, with the highest levels of skill, professionalism, and ethical practice, leading to their effective care and treatment at affordable costs. PSG Hospitals facilitates medical education and research and is committed to continuous quality improvement. Revolutionizing the healthcare sector, the hospital has over 35 departments spearheaded by internationally trained Doctors, state-of-the-art facilities for various health disorders and cutting-edge medical procedures, making it the most preferred destination for patients across society. PSG Hospitals is staffed with highly skilled medical, nursing and paramedical professionals delivering care with love and compassion, in a clean, aesthetic and peaceful environment ensuring that healing happens in body, mind and spirit.

## DEPARTMENT OF HOSPITAL ADMINISTRATION

The department offers a two-year Postgraduate Programme, MSc Hospital Administration, integrating practical training concurrently with contemporary conceptual knowledge. The programme is designed to plan, organise, direct and manage healthcare services.

### PROGRAMME HIGHLIGHTS

- Academia - Industry Collaborative Programme - PSG College of Arts & Science and PSG Hospitals
- Blend of Theory and Practice (in PSG Hospitals) designed by Professionals
- Comprehensive Outcome Based Curriculum with Choice Based Credit System (CBCS)
- Multi-disciplinary and Trans-disciplinary learning
- Student-centric learning methodologies with emphasis on Project Based Learning (PBL), mentored by Practicing Professionals
- Hospital Posting in all four semesters
- Capstone Project - culminating experience (to synthesize knowledge and experience gained throughout the master's programme of study)
- Focus on Up-skilling the learners with 21<sup>st</sup> century skills to face the challenges of dynamic contemporary scenarios
- Career opportunities in healthcare sectors, hospitals, community health agencies, NGOs and research and health policy organisations and so on

### ABOUT THE CONFERENCE

The Department of Hospital Administration is organizing its flagship program Health 360° every year with thought-provoking themes. The tradition began in February 2024, with the theme 'Sustainable Wellness'. Eminent speakers from various fields came to give their expert views on the theme. The one-day intra-collegiate symposium was a huge success. Following that, in 2025, the department is shifting its focus towards Digitalization in Healthcare, with the theme being 'Digital Health 360°'. This international conference is set to create a new benchmark for the department and enable young minds to gain futuristic insights. This one-day conference will be knowledge-filled, with expert sessions by the speakers, paper presentations, poster presentations, making it an avenue for participants to showcase their skills and become the digital pulse of tomorrow's healthcare.

## DIGITAL HEALTH 360°

Digital Health 360° encapsulates the transformative journey of healthcare in the digital age, offering a comprehensive view of the technologies, innovations, and systems shaping its future. This concept emphasizes an all-encompassing approach, addressing the needs and perspectives of all stakeholders—patients, providers, administrators, researchers, and policymakers—to create a synergistic ecosystem where technology seamlessly integrates into healthcare delivery and management.

However, the journey toward a fully integrated digital health ecosystem is not without challenges. Concerns over data privacy, interoperability, ethical considerations, and the digital divide must be addressed to ensure equitable access and trust in these technologies. Collaboration among stakeholders is critical to overcoming these challenges and driving sustainable innovation.

Digital Health 360° invites a multidimensional dialogue, bringing together experts from diverse fields to envision, innovate, and implement solutions that drive the future of healthcare, ensuring it is inclusive, efficient, and resilient. By embracing this comprehensive perspective, stakeholders can collectively work toward a future where healthcare is more accessible, efficient, and patient-centric.

### OBJECTIVES

- 1.To explore the latest advancements and trends in digital health technologies.
- 2.To identify strategies for integrating digital health solutions to enhance efficiency and reduce cost.
- 3.To foster interdisciplinary collaborations to drive innovative solutions.
- 4.To discuss strategies for overcoming challenges in implementation and adoption, particularly in remote areas.
- 5.To create a dialogue on ethical, legal, and privacy considerations across all stakeholders

### EXPECTED OUTCOMES

Participants will:

- 1.Gain insights into the latest technological advancements in digital health.
- 2.Comprehend the strategies showcasing integration, implementation and collaborations of digital health across various sectors emphasizing increased efficiency and cost optimization.
- 3.Acquire knowledge about the persisting and forthcoming challenges in the field, particularly in remote areas.
- 4.Develop a significant understanding of the ethical, legal, and privacy considerations in digital health deployment across all stakeholders.
- 5.Engage in impactful networking with experts.