



# We apply methods to bridge health, digital tech and social sciences

**Bern University of Applied Sciences**  
**Institute for Digital Technology Management**  
(HEI)  
Switzerland

[sanja.tumbas@bfh.ch](mailto:sanja.tumbas@bfh.ch); [Link](#)

# Established Expertise: Interdisciplinary Projects and Funding



## Digital Responsibility Education and Training

Focusing on the ethical challenges of widespread digitalization, DIRECT intends to fulfil the pressing need for a scientifically sound and practically proven approach for systematic upskilling in the domain...



## The Public Value of Personal Health Data

Personal health data are highly valuable, but their usage creates significant risks. The question is: How can we exploit them without the risks materializing.



## L2BGreen - AI based Tool

This project aims to leverage scalable, digital ways of learning as the means to move forward the green transition through increased awareness of and knowledge on green entrepreneurship.



# What and How We Contribute to Horizon Deliverables

## **WHAT? Stakeholder Engagement, Needs Mapping, Market Analysis**

**HOW?** Apply entrepreneurial and participatory methods (e.g., design sprints, user journeys) to map tech usage patterns and needs.

**Deliverables: Stakeholder Mapping Report, Patient/User Journey Maps, Market Analysis Report**

# What and How We Contribute to Horizon Deliverables

## WHAT? Pilots & Evaluation

**HOW?** Structure the implementation of digital pilots in real-life environments (e.g., hospitals, patient communities); Gather data on effectiveness, usability, engagement, and trust. Identify ethical, cultural, and behavioural insights from field conditions

**Deliverables: Pilot protocols, Co-created MVP Prototype, Feedback loop to refine intervention post-pilot**

# Focusing on Destination 3 - Tools and Technologies for a Healthy Society

- HORIZON-HLTH-2026-01-DISEASE-02: **Innovative** interventions to prevent the harmful effects of using digital technologies on the mental health of children and young adults
- HORIZON-HLTH-2026-01-DISEASE-15: Scaling up **innovation** in cardiovascular health
- HORIZON-HLTH-2027-03-TOOL-04: **Virtual Human Twins (VHTs)** for integrated clinical decision support in prevention and diagnosis



**Let's join forces!**

Bern University of Applied Sciences  
Institute for Digital Technology Management  
(HEI)

Switzerland

[sanja.tumbas@bfh.ch](mailto:sanja.tumbas@bfh.ch); [Link](#)