

Title of the proposed activity: The patient-doctor relationship in the digital era. The impact of social media and influencers on human behaviour and perceptions.

Type of activity (webinar, workshop, summer school, course, micro programme, multiple and joint degree (Bachelor's, Master's or PhD involving at least 3 CIVIS partner universities): Series of Webinars, summer school, micro programme

Health domain (s) of reference: Medical humanities and innovative pedagogies

CIVIS partner universities involved (at least 3): University of Bucharest + +

Timeline of the initiative: January 2022 - June 2022

Name, affiliation and contacts of the proponent (s):

Name and affiliation of all academics involved in the initiative:

Name and affiliation of all administrative officers involved in the initiative

Estimated number of participants who will benefit from this activity (please specify if they will be academics and/or administrative staff members and/or students and/or PhD candidates. In case of students please specify the workload in ECTS credits in view of the possible recognition of the activity by the home institution

36 (2 students and 2 professors/health professionals x 9 CIVIS universities) + 15 outsiders for the series of webinars and the summer school. For the micro programme, we suggest a limit of 40-50 participant also.

Short description of the initiative (max 200 word)

In a complicated context in which innovations allow spectacular and almost immediate transformations of society, but the pandemic has highlighted the many disparities in human behaviour related to health and healthcare, we propose a set of 3 actions to better understand the relationship between patients-doctors-health system in the digital era, and how the social media and influencers impact the human behaviour and perceptions.

- a pilot project made of a series of six webinars
- a two-week virtual mini programme on how the level of Health Literacy is reflected on human behaviour and is interrelated to the social determinants of health
- and a summer school with the topic " Re-inventing the patient-doctor relationship in the digital age"

At the end of this project, we want to write a detailed scientific report on the and to deliver a group of young people that understand the present challenges better and will become opinion leaders among the other students from the university, as well as a group of academic teachers, researchers and health professionals who better understand how to relate to the patients in

the digital era and how to properly share information and educate the next generation of health professionals.

Full description of the initiative (please attach a Word file)

Estimated total cost of the initiative (a detailed budget will be requested upon approval of the proposal)