

Patient-Centered Care in the Digital Era

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Objective

Analyze social representations of digital health and AI.

Examine links with patient-centered care.

Background

Digital health and AI are reshaping care pathways worldwide.

Limited research explores how future professionals in Morocco perceive these transformations.

Understanding these perceptions is key to patient-centered integration.

Methodology

Exploratory qualitative study

Semi-structured interviews & focus groups

Students at ISPITS Casablanca

Thematic analysis

Original Contribution in the Moroccan/African Context

One of the first sociological explorations of digital health representations among healthcare students in Morocco. Highlights perceptions within a North African context marked by healthcare modernization, resource constraints, and strong relational care traditions.

Contributes to Global South scholarship by decentering Western-dominated digital health narratives.

Key Findings

Technology seen as an enabler:

- Improved access to information
- Enhanced efficiency of care pathways
- Clinical decision support

Concerns expressed:

- Dehumanization risk
- Ethical and accountability issues
- Data protection challenges

Sociological Interpretation

Dual dynamic: enthusiasm and vigilance.

Technology perceived as both optimization tool and potential tension in patient-centered care.

Educational Implications

Integrate AI and digital ethics into curricula.

Develop critical digital competencies.

Strengthen relational and communication skills.