



**Guest Lecture**

# **Mike Martin**

**Opportunities for situation-aware  
contextualized functional ability  
detection systems for healthy longevity**

Friday, 10 December 2021, 4:00 pm - 5:00 pm CET

Zoom: [ethz.zoom.us/j/69565207351](https://ethz.zoom.us/j/69565207351)

## About Mike Martin

Mike Martin (1965) is professor for gerontopsychology at UZH. He studied Psychology and Gerontology at the Universities of Mainz and Athens, USA, and received his PhD 1994. Before directing the UZH Gerontology Center in 2002, he was co-director at The German Center for Research on Ageing in Heidelberg. In 2013, Martin has initiated the interdisciplinary UZH Research Priority Program "Dynamics of Healthy Aging" and works with WHO to improve measuring healthy aging. He recently started the UZH Healthy Longevity Innovation Cluster with over 30 research and innovation groups committed to using data on the complexity of longevity to support personalization and contextualization of behavioral decision support systems.

## About the Lecture

The World Health Organization (WHO) is promoting a paradigm shift in health research to a contextualized person focus. To inform individuals and healthcare providers about actions needed to be implemented to improve health requires new ways of analytically integrating high-density, within-person activity and context data from large groups of individuals. Reliable information on real-life physical and mobility activity patterns and their interpretation has the potential of adding highly valuable information to existing clinical and laboratory-based ability and impairment measures. Combining these types of information in individual health profiles creates the basis for context- and situation-aware decision support systems and real-time public health monitoring. The profiles also have the potential of being used as user-centered outcome measure to determine the effectiveness of and financial incentives for just-in-time interventions.

We kindly invite you to join this guest lecture.

### **Prof. Dr. Tobias Kowatsch**

Assistant Professor for Digital Health, University of St.Gallen

Scientific Director, Centre for Digital Health Interventions, ETH Zurich & University of St.Gallen

### **Prof. Dr. Elgar Fleisch**

Professor of Information Management, Department of Management, Technology, and Economics, ETH Zurich

Professor of Technology Management, Institute of Technology Management, University of St.Gallen

Co-Chair, Centre for Digital Health Interventions, ETH Zurich & University of St.Gallen

### **Prof. Dr. Florian von Wangenheim**

Professor of Technology Marketing, Department of Management, Technology, and Economics, ETH Zurich

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