EP073

Understanding Adoption and Sustained Use of BruHealth in Brunei Darussalam: A Qualitative User and Stakeholder Perspective



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Introduction

BruHealth, Brunei Darussalam's national digital health application, played a central role during the COVID-19 pandemic through mandatory use for contact tracing and risk management. In the post-pandemic context, however, sustained engagement has declined. Understanding the behavioural and implementation factors influencing continued use is critical to inform long-term digital health strategies.

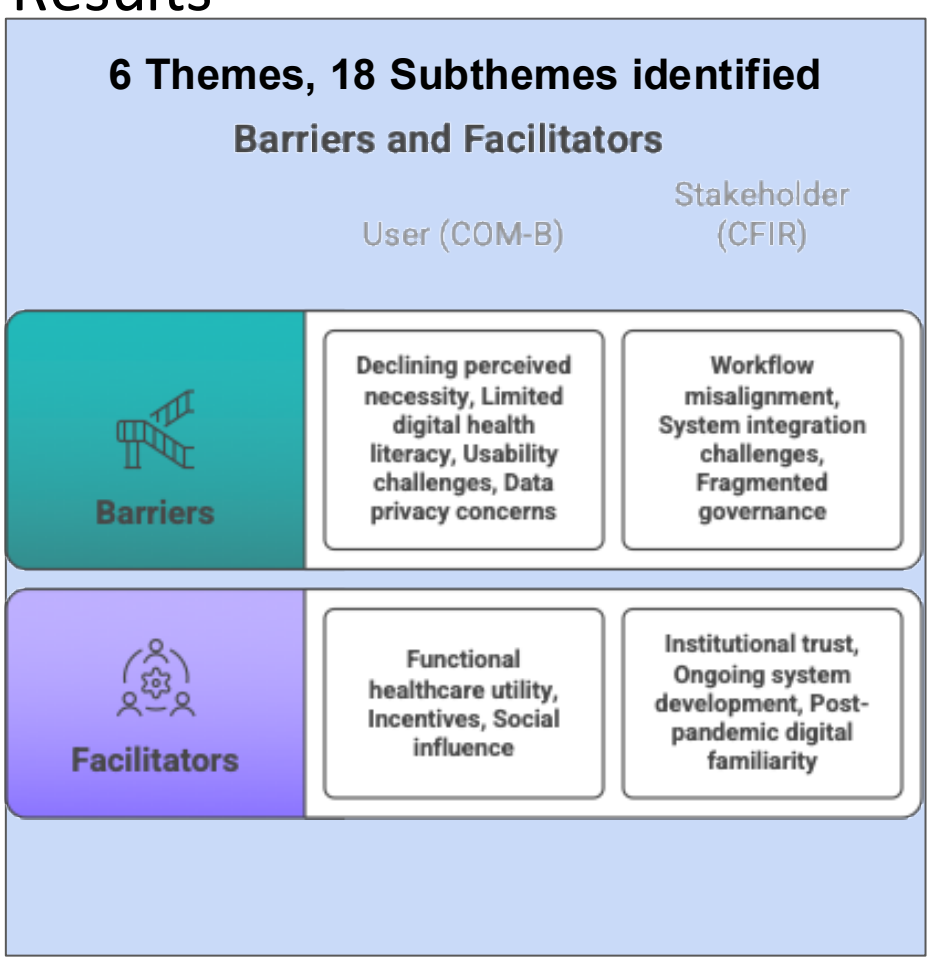
Objectives

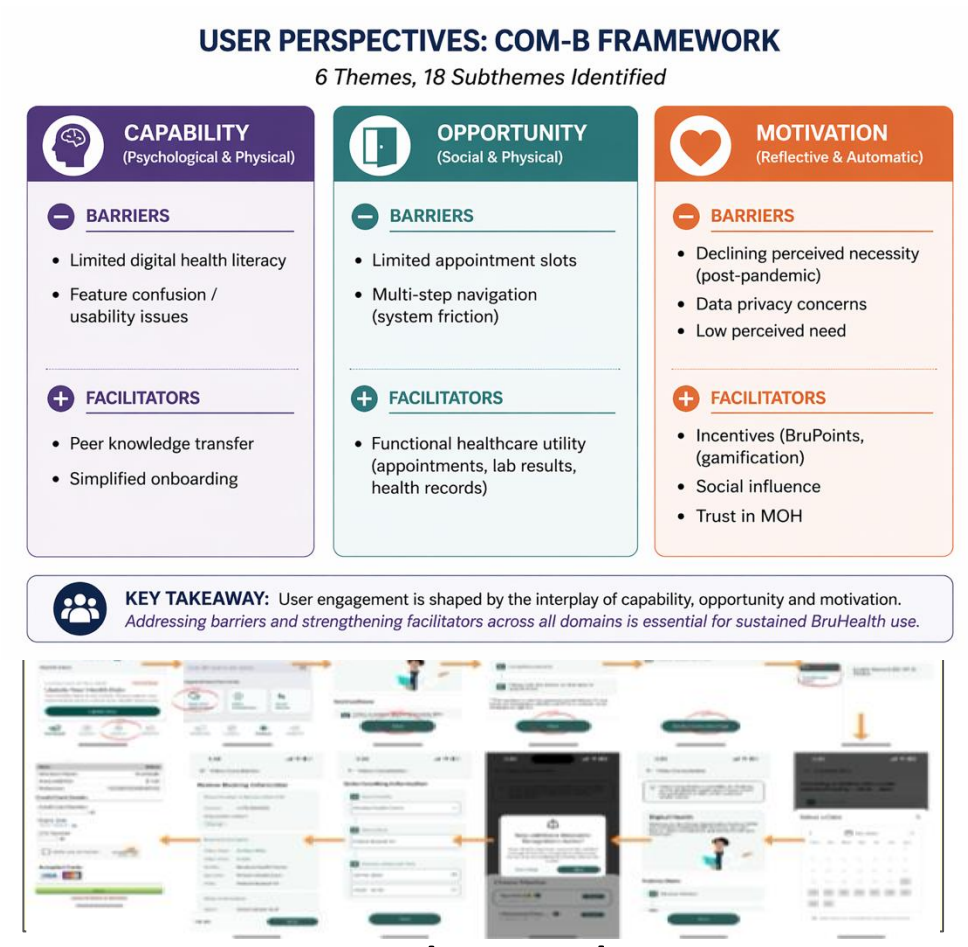
- To explore behavioural determinants influencing adoption and sustained use of BruHealth
- To examine stakeholder roles and system-level factors affecting implementation
- To identify facilitators and barriers across user groups
- To inform strategies for long-term engagement in digital health

Methodology

Study Type	Qualitative exploratory
Data Collection	5 focus group discussions (n=25)
User Groups	Active, seldom, disengaged
Stakeholders	Policymakers & implementation partners
Analysis	Reflexive thematic analysis
Frameworks	COM-B & CFIR

Results





Discussion and Conclusion

BruHealth adoption has shifted from policy-driven compliance during the pandemic to value-driven engagement in the post pandemic context. Sustained use is now dependent on intrinsic motivation, perceived value, and system usability.

A critical misalignment exist between:
- Behavioural drivers (COM-B) and
- System implementation (CFIR)

This misalignment contributes to disengagement and reliance on alternative pathways.

Key Implications
- Prioritise functional value in app design
- Improve integration with healthcare workflows
- Enhance usability and digital health literacy
- Strengthen governance and stakeholder coordination

Acknowledgement

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