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DIGITAL EMPATHY

Maintaining the Human Touch in an Automated World



Learning Objectives

- 1 Define Digital Empathy
- 2 Identify Brain Regions
- 3 Analyze Common Barriers
- 4 Demonstrate Strategies
- 5 Apply Structured Framework
- 6 Evaluate Effectiveness



Active poll

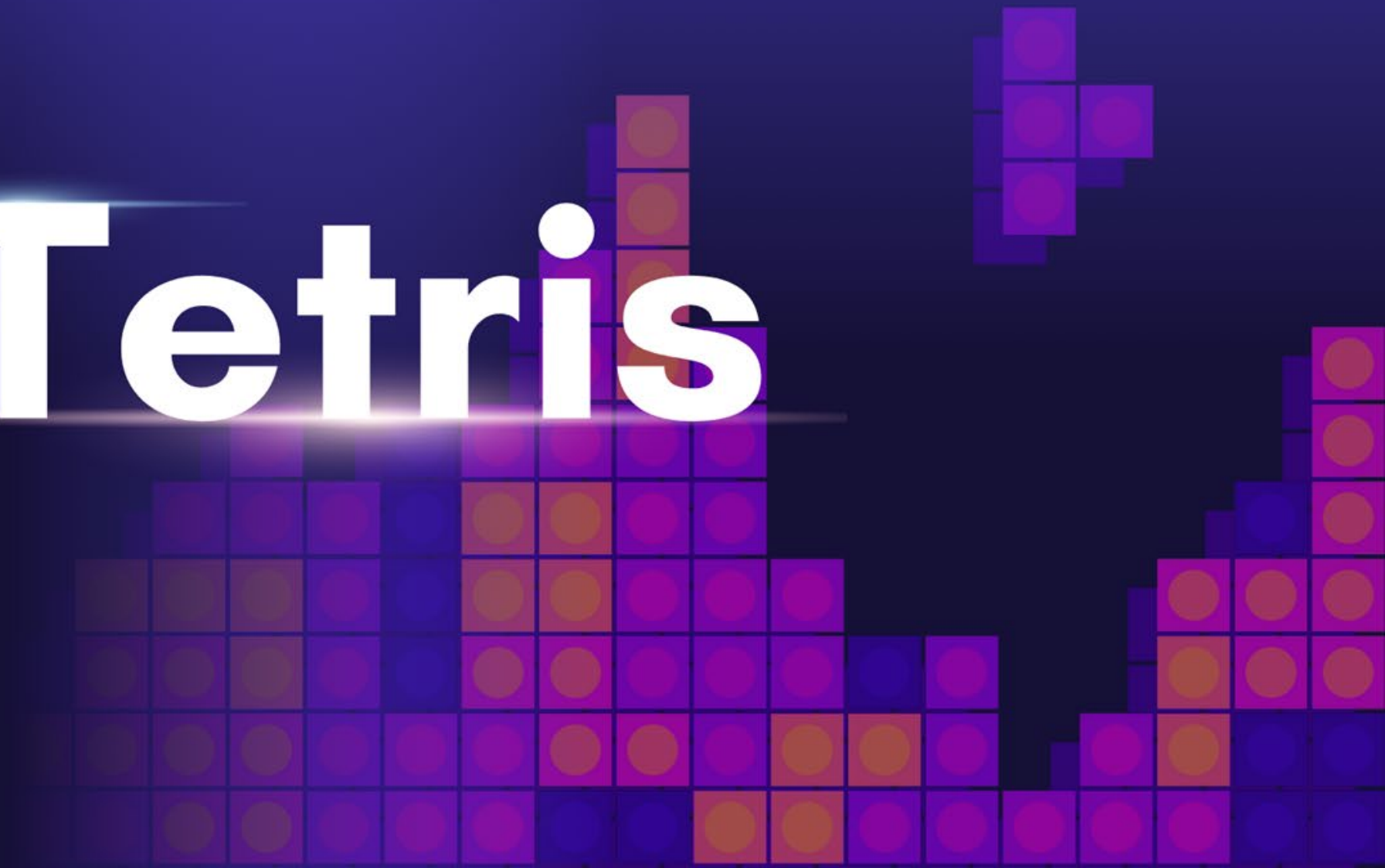
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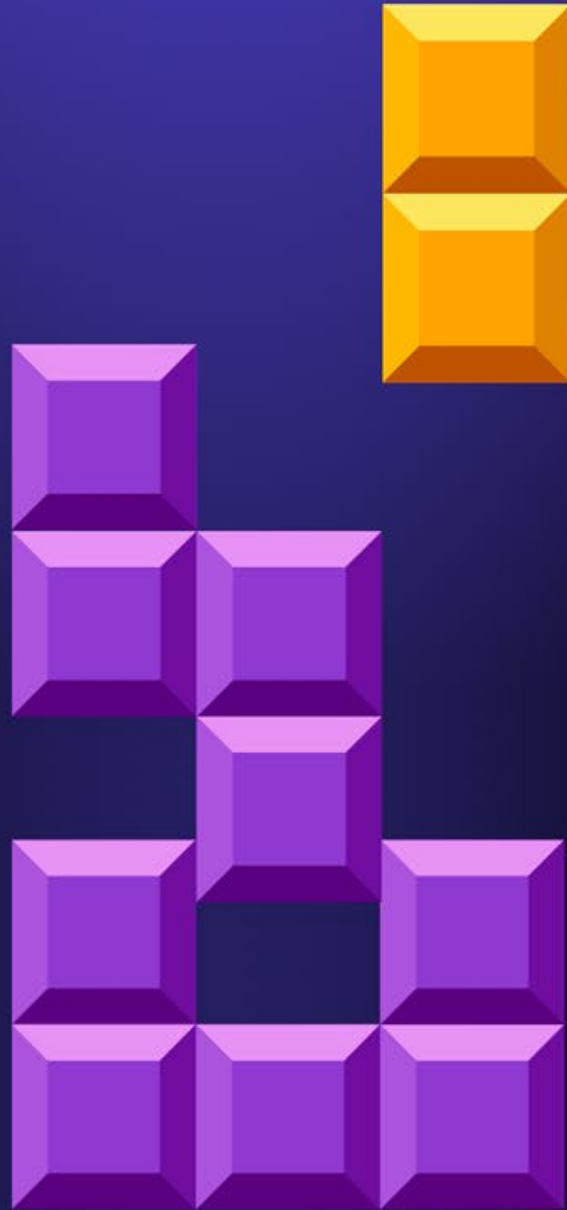
What words, phrases, or ideas from this session on Digital Empathy resonate most with you?

Join at
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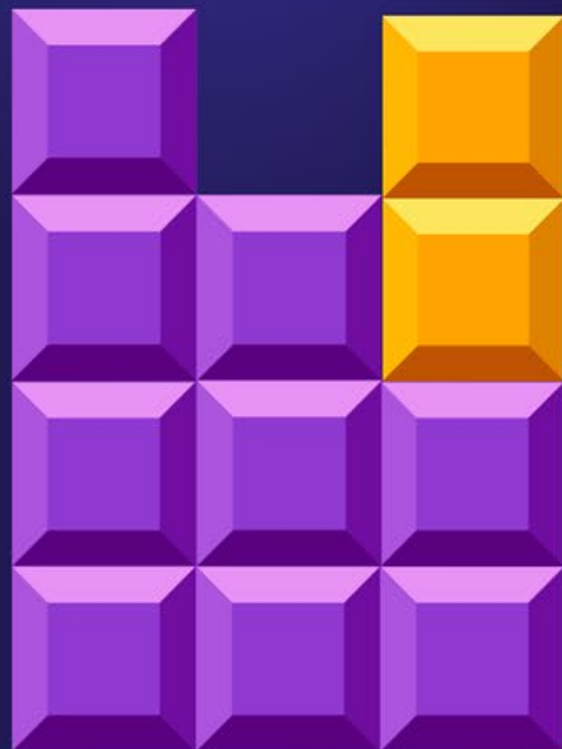
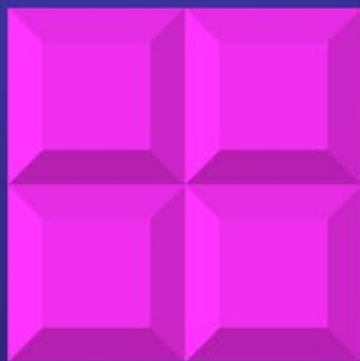
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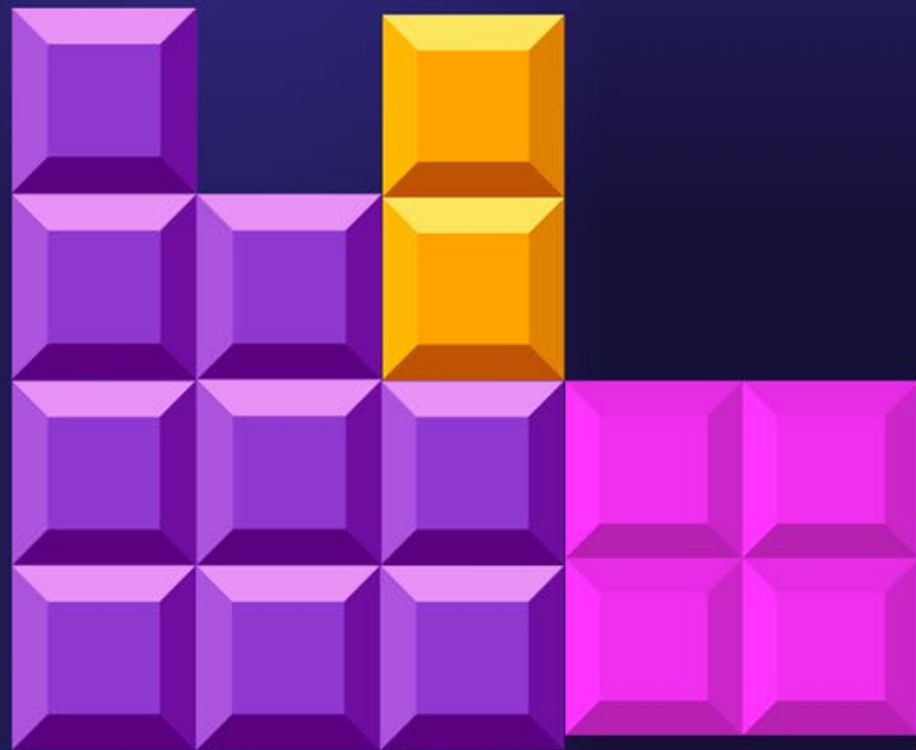
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Tetris



Tetris



How is technology advancing care today?

(Powell, 2024)





What is Digital Empathy?

The ability to understand and respond to human emotions through digital mediums.

➤ **Why it Matters**

➤ **Artificial Intelligence**

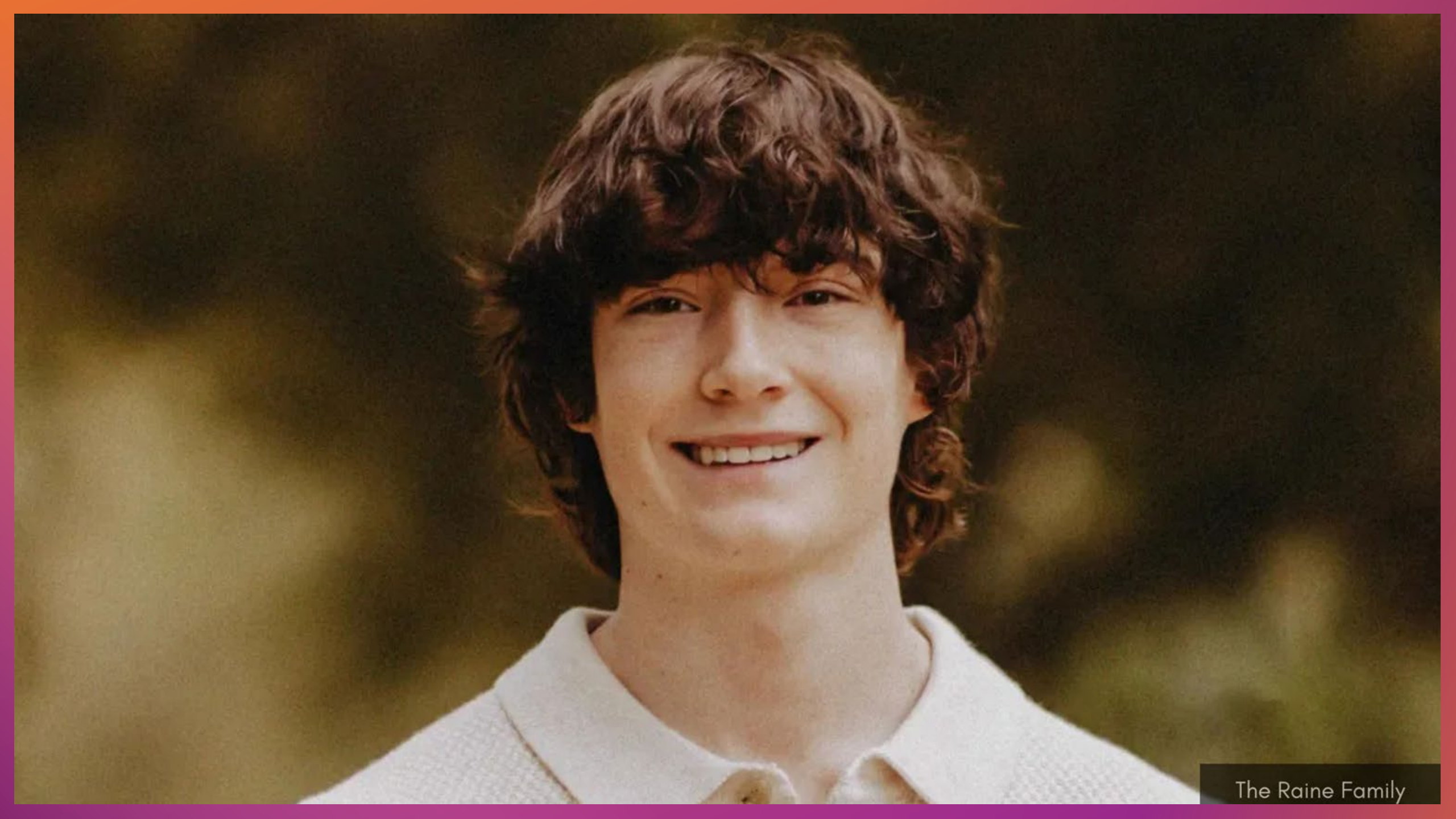
➤ **Key Considerations**



Digital Empathy = Compassion + Connection through Technology

Key Considerations

- Authenticity
- Timely Responses
- Emotional Engagement
- Cultural Sensitivity



The Raine Family

Challenges in a Digital World

- Over-automation
- Loss of nonverbal cues
- Checkbox care

Barriers

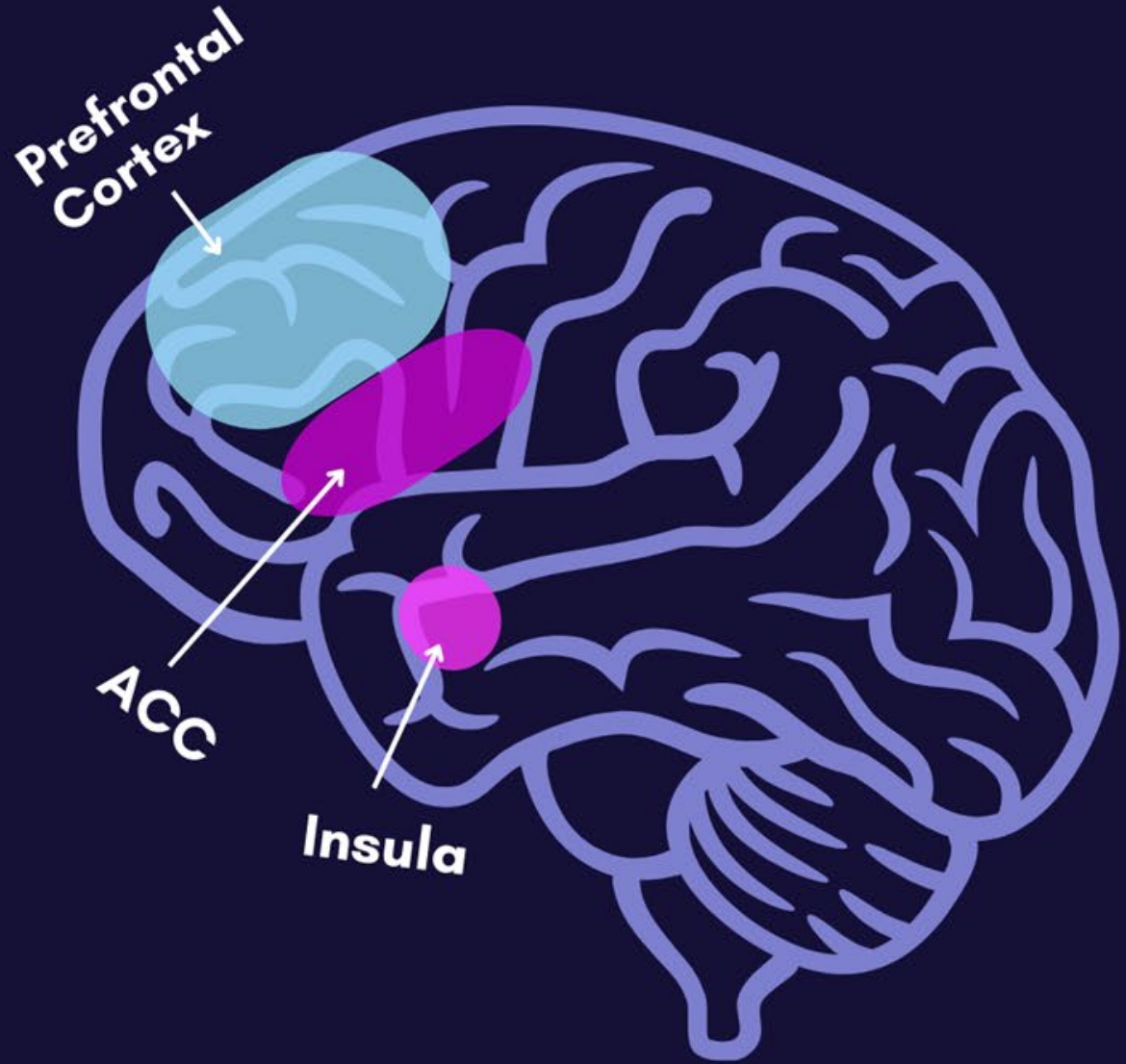
(Powell, 2024; Terry & Cain, 2016)



Neuroscience of Empathy

Brain Regions

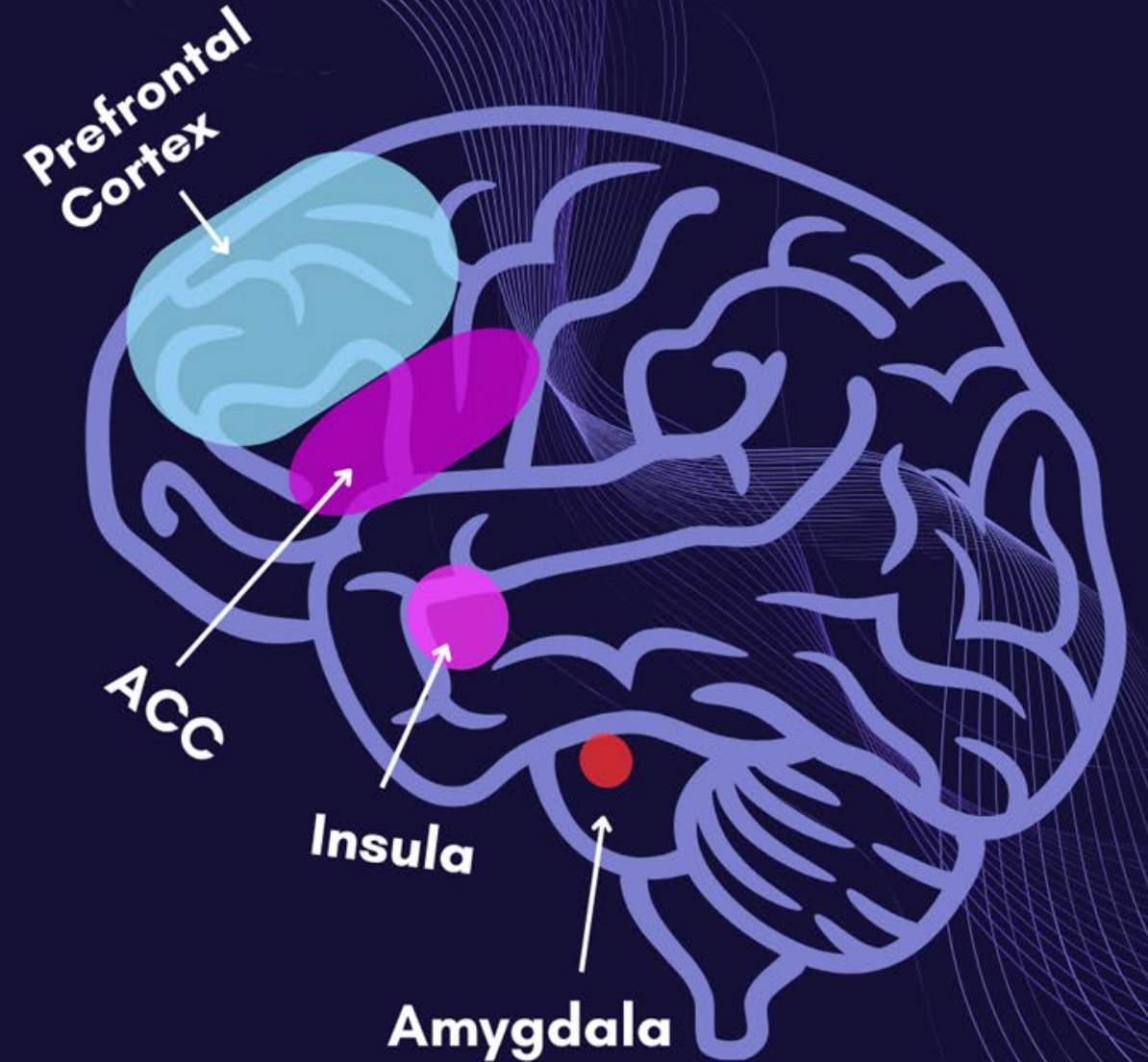
- Prefrontal Cortex (PFC) = Perspective-taking
- Anterior Insula (AI) & ACC = Emotional Resonance



(Hildebrandt et al., 2021; Taiwo et al., 2021; Veerareddy et al., 2023)

Why Prefrontal Cortex Activation Matters

- **Amygdala Hijack** vs. **PFC Reflection**
- Practices to stimulate empathy





Empathy Online = Authentic + Timely + Warm

Case Examples

➤ Live Chat

➤ Telehealth

➤ Digital Coaching



 **Pause:** Reflect before responding (engages PFC).

 **Personalize:** Use names, warmth, context.

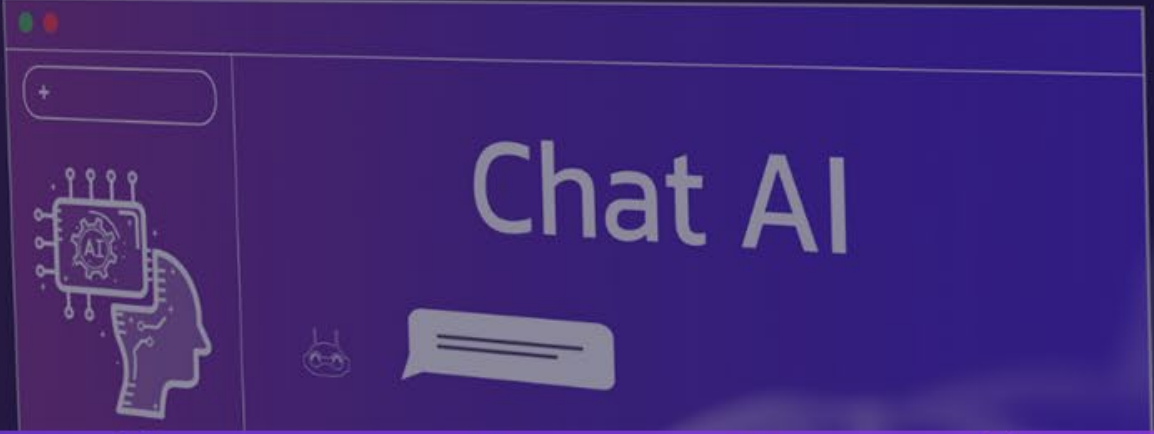
 **Humanize:** Add dignity, choice, emotional resonance.

Pause → Personalize → Humanize

The background of the image shows a person's hand typing on a laptop keyboard. A semi-transparent purple rectangular overlay is positioned in the center, featuring a chat interface. The chat interface has a title bar with a '+' icon, a header area with the text 'Chat AI', and a message input area with a speech bubble icon. The text 'Your appointment is scheduled. Reply YES to confirm.' is displayed in white, bold font across the middle of the overlay.

Chat AI

**Your appointment is scheduled.
Reply YES to confirm.**



Chat AI

Good morning, Sarah. We're looking forward to seeing you tomorrow at 10 a.m. If you need to reschedule, just let us know. We're here for you.



What the Future Holds

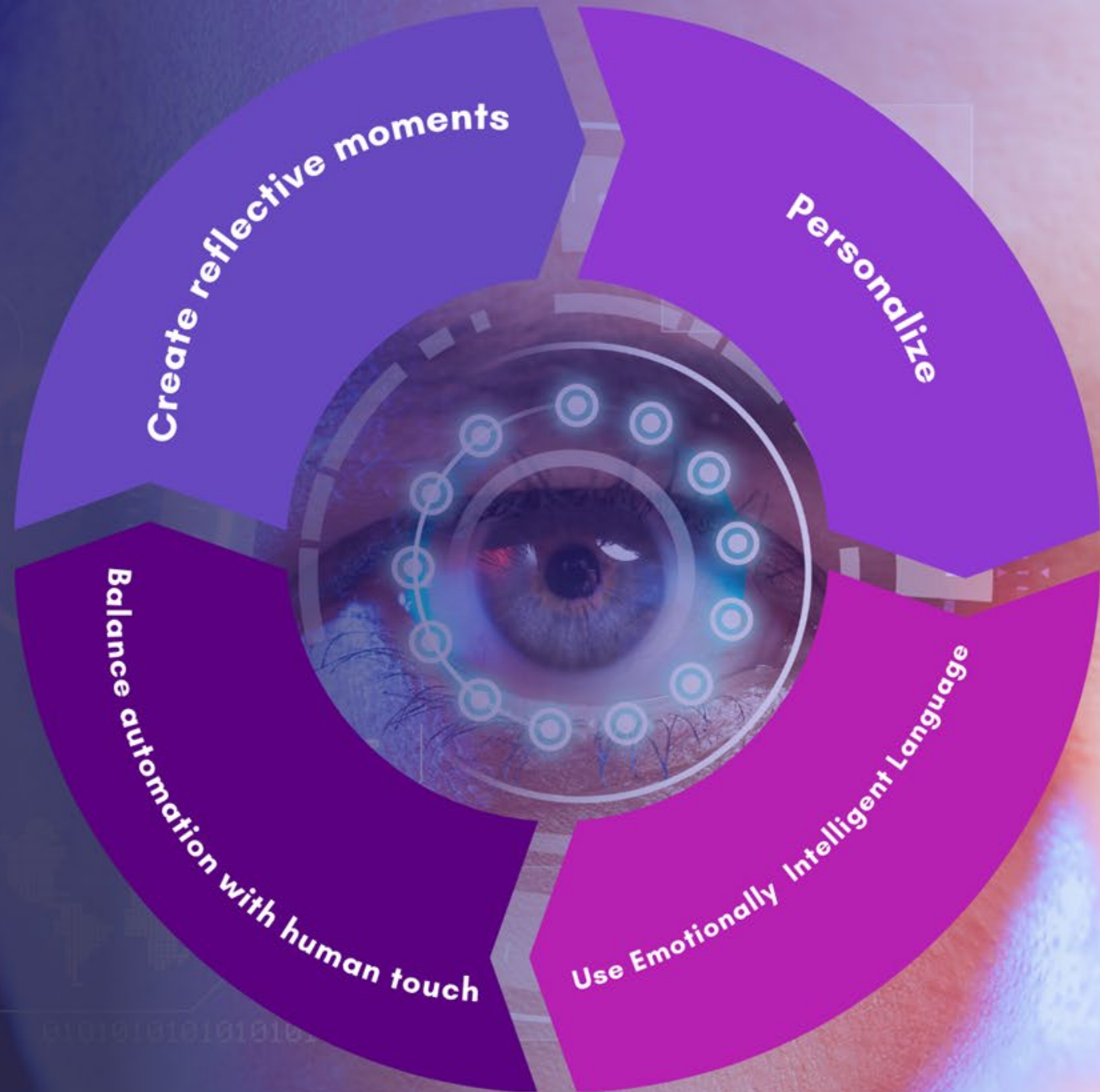
Future Directions of AI & Tech in Practice

- AI empathy prompts & real-time support
- VR therapy & provider training
- AI-Powered Translation
- AI assistants to reduce burnout
- Data-driven community prevention
- Equity-focused, transparent AI



(Čekić, 2025; Fotis, 2025; Velasco et al., 2024)

Strategies for Improving Digital Empathy



**What is one thing that you are taking
back to your team or practice?**



Learning Objectives Recap

Define



Define digital empathy and differentiate it from traditional empathy in clinical and professional practice

Demonstrate



Demonstrate strategies to personalize communication in a way that stimulates prefrontal cortex activation & fosters connection

Identify



Identify the brain regions involved in activating empathy during digital interactions

Apply



Apply a structure "Pause - Personalize - Humanize" framework to enhance empathy in at least one professional case scenario

Analyze



Analyze Common barriers to maintaining empathy in automated or technology-mediated communication

Evaluate



Evaluate the effectiveness of an automated message by modifying it into a more human-centered & empathetic version.

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xETqnVyBWd/?section=6fbf00d2-725a-
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Q & A

Thank You!

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