

eHealth Innovation Days 2016

Patient centred healthcare in a digitalized world – users' competences matter

9. 9. 2016 Anna-Lena Pohl

Institute for eHealth and Management in HealthCare

Questions

- ❖ What is eHealth Literacy and why does it matter?
- ❖ How to improve the eHealth Literacy of citizens?
- ❖ Which actors are needed for effective interventions? What are the benefits for those actors when engaging in the issue of eHealth Literacy?

❖ What is eHealth Literacy and why does it matter?

Health Literacy

Health Literacy has been defined as the **cognitive and social skills** which determine the motivation and ability of individuals to **gain access, to understand and use** information in ways which promote and maintain good health. Health Literacy means more than being able to read pamphlets and successfully make appointments. By **improving people's access to health information and their capacity to use it effectively**, health literacy is critical to empowerment.¹

¹ <http://www.who.int/healthpromotion/conferences/7gchp/track2/en/>



Dr. Hibbert informs Marge about the risks.



Be sure to read the **Brief Summary!**

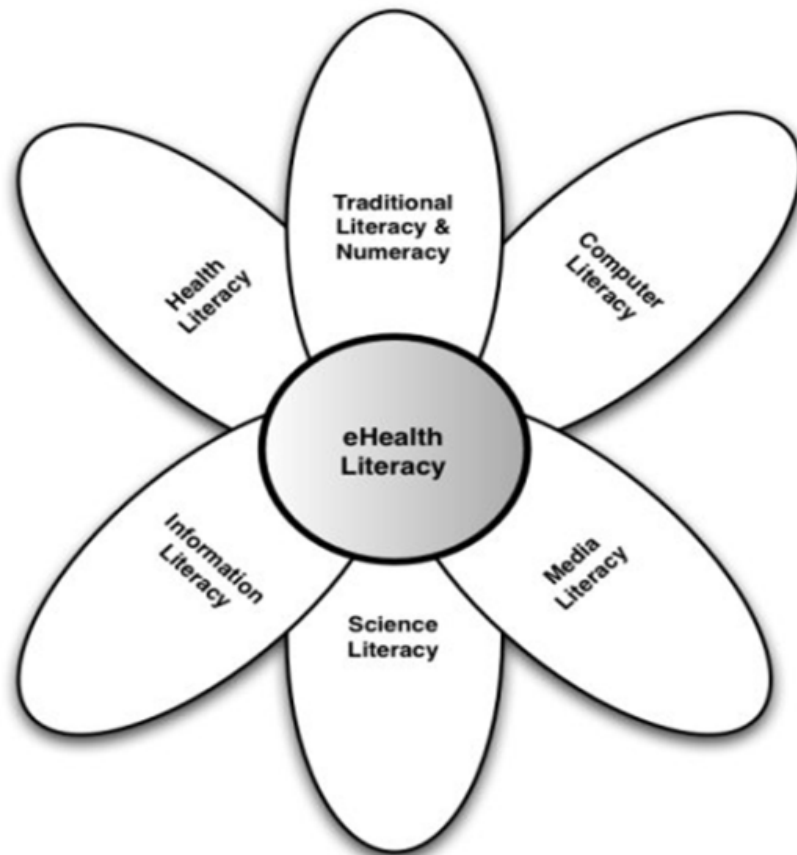


EHEALTH LITERACY – Definition from Norman/Skinner

The ability to **seek, find, understand**, and **appraise** health information from electronic sources and to **apply** the gained knowledge to addressing or solving a health problem.

Norman CD, Skinner HA. eHealth Literacy: Essential Skills for Consumer Health in a Networked World. Journal of medical Internet research. 2006;8(2):e9.

The original Lily Model

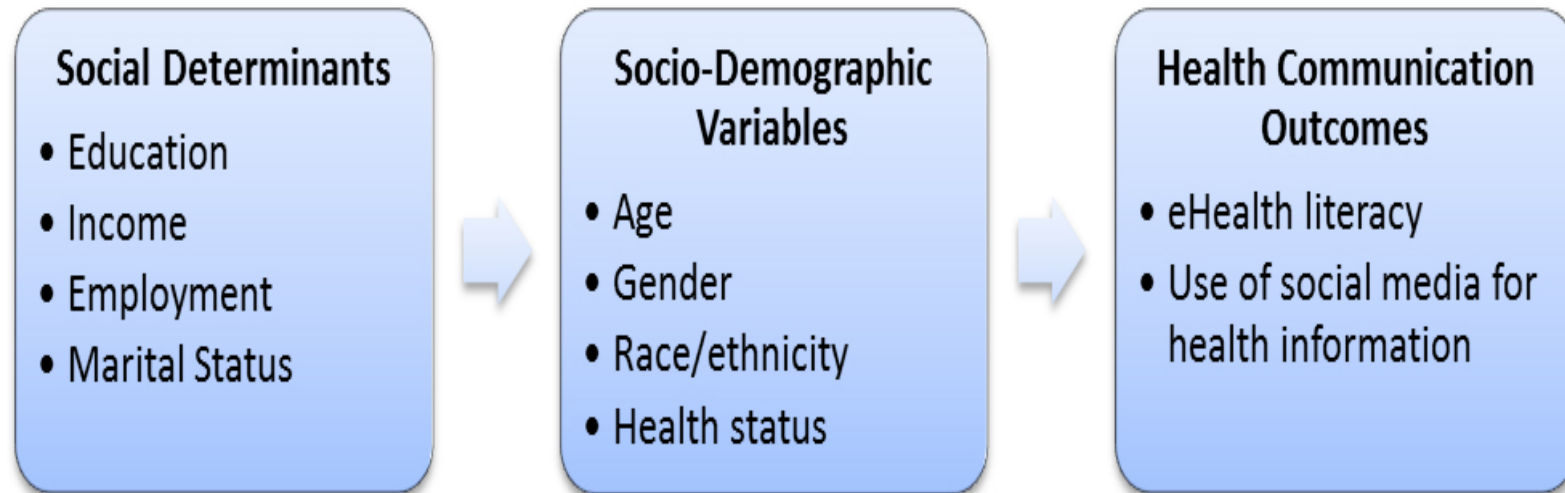


What about contexts of use?

What about further user characteristics?

What about personality of users?

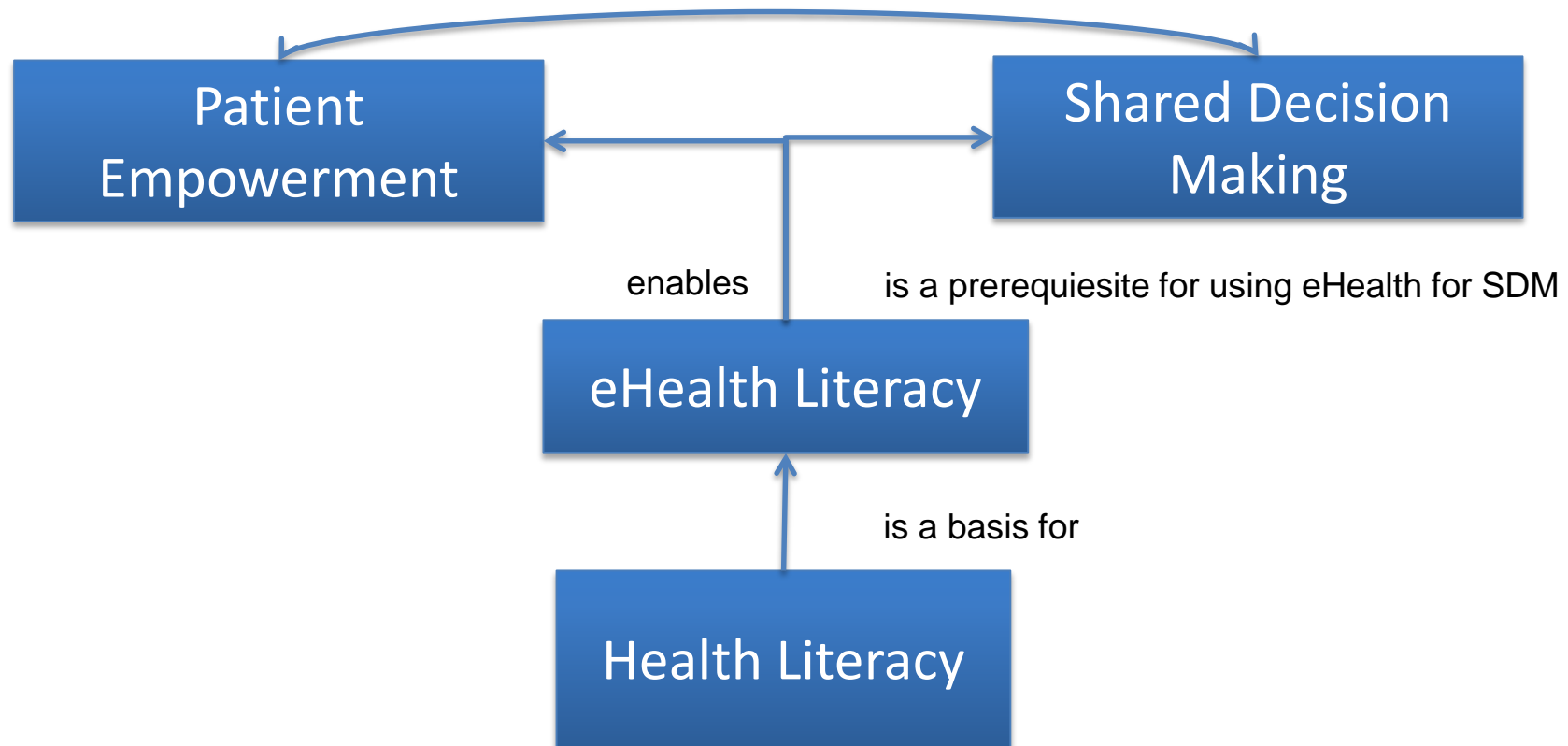
Influences on eHealth literacy



Structural Influence Model of Health Communication

Tennant B, Stellefson M, Dodd V, Chaney B, Chaney D, Paige S, et al. eHealth Literacy and Web 2.0 Health Information Seeking Behaviors Among Baby Boomers and Older Adults. *Journal of medical Internet research*. 2015;17(3):e70

Conceptualization of eHealth Literacy



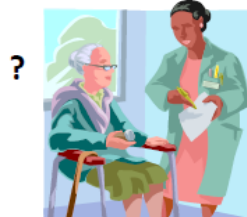
No computer experience?
No Internet?
Then it will be more complicated...

Renew your prescriptions
at www.countycouncil...



Would you like
an SMS or
an e-mail?

Enter your mobile
phone number
so we can send
you an SMS!



Order your lunch
on the web!

Book an appointment
with your doctor at
www.health...



For more information
see www...



BUT...

... eHealth services often are not accepted by the potential users (e.g. failure of Google Health).¹

... the interest in using the services runs out over time.²

... poor usability causes inacceptance.

... eHealth services are not tailored to individual needs of the users.

... users' competences are insufficient to use the service effectively.

¹ Marks R. Lessons from Google Health. [11-08-2012]; Available from: <http://www.himss.org/news/lessons-google-health2>

Kelders S, Van Gemert-Pijnen J, Werkman A, Nijland N, Seydel E. Effectiveness of a Web-based intervention aimed at healthy dietary and physical activity behavior: a randomized controlled trial about users and usage. J Med Internet Res. 2011;13(2):e32.

The digital divide grows

- Between people with and without internet access.
- Problem: often it is not only a question of physical access but competences to use technology effectively.



❖ How to improve the eHealth Literacy of citizens?

- The competences are not static.
- Put them in a learning context.
- Learning contexts are highly influenced by social determinants.
- Engage local actors.

- Interventions must be tailored to the specific needs and daily life routines of users.
- Online learning tools might be suitable for young people or for those already familiar with learning by electronic means.
- Person to person interventions (interview, presence learning courses) might be suitable for those who have the time to attend and have the access to such courses.

❖ Which actors are needed?

Health insurances

Schools

Public
libraries

Interdisciplinary
research

Patient
organisations

Health
professional

Local health
administration

Social services

Adult education
centres

IT Companies

❖ What are the benefits for these actors?

- Active participation of patients reduces the number of doctor-patient appointments and the time frame per visit.
- Multiple investigations can be avoided.
- Improved treatment adherence and medication intake leads to a more effective health care in terms of costs and health outcomes.

- IT companies can better customize their products if people can communicate which support they actually need; this leads to a more targeted investment of personal and financial resources in the development process.
- Better informed and skilled patients rely more on self-management and thus less on public health services.