

Monitoring & Benchmarking e-Health in Europe and the World: *the Consumer Perspective*

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Problem

- ▶ What are the requirements for
 - a) specification and operation of a European eHealth monitoring and benchmarking system,
 - b) target groups to be considered,
 - c) indicators to be used for measuring and
 - d) how this could be shared in terms of responsibilities work load and financing between different actors including the EC

eHealth Consumer Perspective in Europe

▶ eHealth Consumer Trends: 2005-2007 [1-5]

seven countries, 2 waves, total of 14952 phone interviews

- ▶ European eHealth consumer: young, woman, educated, white collar, visited a doctor last year, illness, assesses health as good or very good
- ▶ Rising importance and use of the Internet for Health & Illness
- ▶ eHealth of rising importance when choosing a doctor
- ▶ Information on the Internet affects attitude towards health services

▶ Indicators - Issues

- ▶ eHealth literacy –digital divide
- ▶ eHealth awareness –benefits -use
- ▶ eHealth trust
- ▶ eHealth aspirations –willingness to pay

▶ Target groups

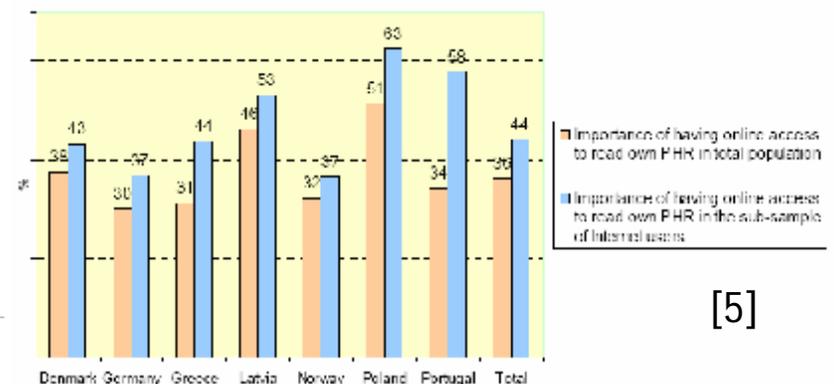
- ▶ 15-80 years (adolescence, young adults, carerers, elderly)

▶ Responsibility - workload

- ▶ Poll-agency + oversight organization per country
- ▶ In 2nd wave central coordination was adopted
- ▶ Co-funding by DG SANCO

Attitude towards telemedicine, second opinion, EHR access [4]

	Poland		Greece	
	N	%	N	%
Against eHealth <i>(no to all three services)</i>	171	17.1%	192	19.2%
Open to eHealth <i>(yes to at least one of the services)</i>	827	82.7%	803	80.3%
Comfortable with eHealth <i>(yes to at least two services)</i>	532	53.2%	508	50.8%
eHealth Promoter <i>(yes to all three proposed services)</i>	264	26.4%	194	19.4%
Undecided <i>(DA/DK to all three services)</i>	2	0.02%	5	0.05%



[5]

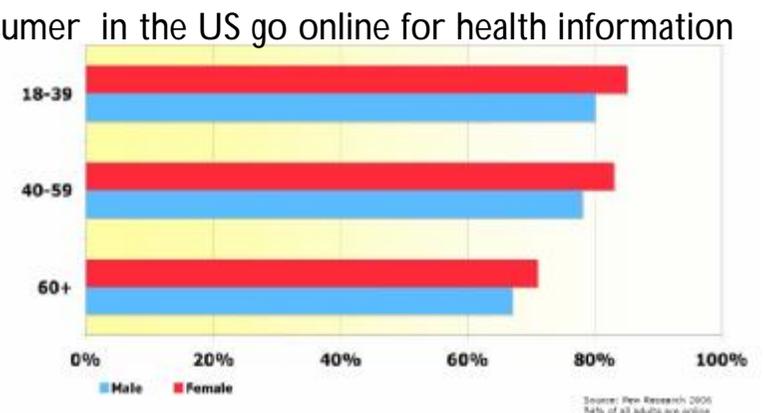
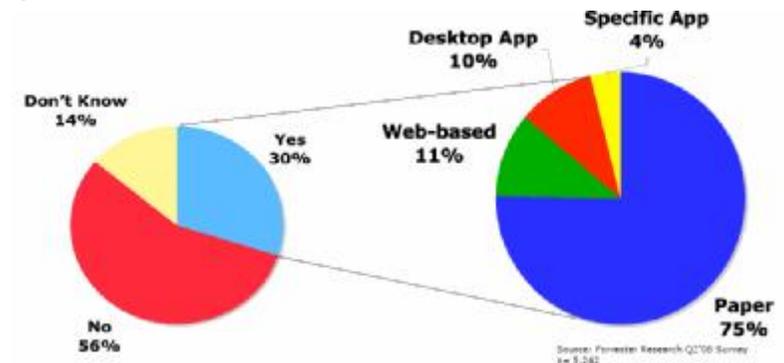
eHealth Consumer Perspective in rural Crete

- ▶ Twister (2004-2007): Provision of eHealth in rural Crete [7]
 - ▶ 324 patients (mostly elderly) visiting remote patient offices
 - ▶ 32% has a computer at home, 68% knows the Internet, 19% has it.
 - ▶ 45% has a primary care EHR, 74% aware of EHRs, 58% that EHRs are connected
 - ▶ 14% security concerns
 - ▶ eHealth as means to break isolation, access health care
 - ▶ eHealth services: appointment (81%), access their EHR (67.3%), ask for a medical opinion via email (51.6%), discuss a health problem with other patients (45%).
- ▶ Indicators-issues
 - ▶ eHealth literacy – divide -trust
 - ▶ Access to services – telemedicine
 - ▶ Social aspects - isolation
- ▶ Target group
 - ▶ Health professionals, carerers, elderly
- ▶ Responsibility - workload
 - ▶ FORTH as part of the impact assessment
 - ▶ EC co-funding FP6/Aerospace



eHealth Consumers Perspective in the US

- ▶ Markle foundations (2005) [8]
 - ▶ 93% of the responders doctors should maintain EHRs
 - ▶ 60% PHRs for prescription refills (68%)
 - ▶ and patient-doctor email (57%)
- ▶ PHR Consumer market in the US (2006) [9]
 - ▶ 200 products (target consumers 64%)
 - ▶ More than half for a one time fee of \$20-\$50
- ▶ PHR Consumer market in the US (2008) [10,11]
 - ▶ 30% maintain HRs, of which 75% on paper and 11% online (Forester Research Q2,08, n=5242)
 - ▶ How to engage the consumer? (providers, employers, payer)
 - ▶ PHR Trends: isolated, online, data aggregation, free, personal, actionable, connected
 - ▶ Google Health, Dossia, Microsoft Health Vault.
- ▶ Consumer in the US go online for health information
- ▶ Indicators - issues
 - ▶ User Retention rate, Compliance, Trust
- ▶ Funding
 - ▶ Private & Public sources



European eHealth monitoring and benchmarking system: ideas

- ▶ Some (non-exhaustive list) indicators reflecting the consumer perspective along different target groups based age and role (adolescent, carerers, elderly):
 - ▶ eHealth (digital) literacy
 - ▶ eHealth Accessibility & Usability
 - ▶ Consumer awareness of eHealth services
 - ▶ Consumer initial adoption of eHealth services
 - ▶ Consumer continuing use of eHealth services
 - ▶ Consumer trust in eHealth
 - ▶ eHealth Consumer protection index
 - ▶ eHealth Consumer maturity index
- ▶ eHealth Monitoring and Benchmarking should not be tackled in isolation: it should feed-through and feedback different perspectives incorporating
 - ▶ Public-private Partnership of research centers, industry, poll agencies, national offices of statistics, etc. to adopt common methodology, initial set of indicators/indices
 - ▶ Oversight mechanism to preserve continuity and consistency
 - ▶ Follow-up of community-funded & industry-driven eHealth programs
 - ▶ Input to eHealth policy monitoring in Europe and worldwide

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