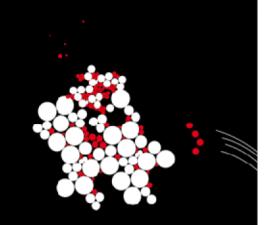
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Panel Discussion at: The 4th International Conference on Digital Society (ICDS 2010)

Challenges of eTelemed for changing Healthcare



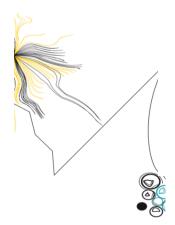
Dr J van Gemert-Pijnen (moderator)
IBR - Centre for eHealth Research & Disease management



St Maarten, eTelemed, 11 February 2010



Sinclair Wynchank, Medical Research Council, SA
José Joaquín Mira, Universidad Miguel Hernández SP
Stein Olav Skrøvseth, Norwegian Centre for Integrated
Care and Telemedicine, N
Carl Brandt, Stenstrup General Practice, DK
Hans Ossebaard&Lisette van Gemert-Pijnen, University
of Twente, NL





DigitalWorld 2010

New challenges from the Old World

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Panel procedures

- Self-Introduction of panelists
- Discussion-statements
 - Theme I: Information and technology
 - Theme II: Design and Implementation
 - Response from the audience
 - Response from the panel
 - Interaction between/among panel and audience
 - Island timehowever

Statements Theme I: "information & technology"

- 1. User initiated health information to empower
- 2. Simple, smart, affective technology to motivate
- 3. ICT is important but does not stand alone

Statements Theme II: "design and implementation"

- 4. e-Disease management models for a better balance between self-care and professional care
- 5. Participative design for better and innovative healthcare
- 6. A holistic framework for high quality eHealth, to bridge the gap between technology and medicine
- 7. eHealthwiki for high quality interventions
- 8. Business modelling to make it real

theme I: information and technology

- Stein Olav Skrøvseth
- Jose Joaquin Mira
- Sinclair Wynchank
- Carl Brandt
- Hans Ossebaard

1. User initiated Health information

Challenges of eTELEMED for a Changing Healthcare

Stein Olav Skrøvseth
NST, Norwegian Centre for Integrated care and Teleemdicine

Challenges of Telemedicine

Telemedicine has in many cases not gone into routine practice - why?

- Lack of incentives
- Unrealistic technology
- Cost/benefit analysis are difficult and unconvincing





- User initiated information: Google/Wikipedia
- Health care initiated: Personal tools
- Moving care towards the patient
- Must ensure information is
 - High quality
 - Understood by the recipient
 - Perceived as useful by the recipient
 - Available at decision time

1. User friendly Health information

Trends in patient education via Internet.

Barriers to access health information for patients and Internet users.

Disadvantages from the doctors' point of view.

Future perspectives for the patient-healthcare providers interrelationship.

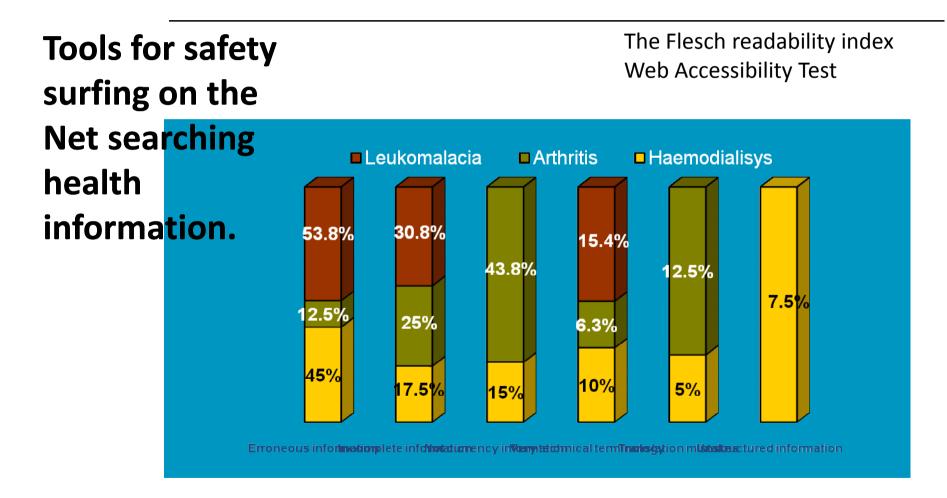


Research grant from the Spanish Health Research Fund (Fondo de Investigaciones Sanitarias), reference PI060574.

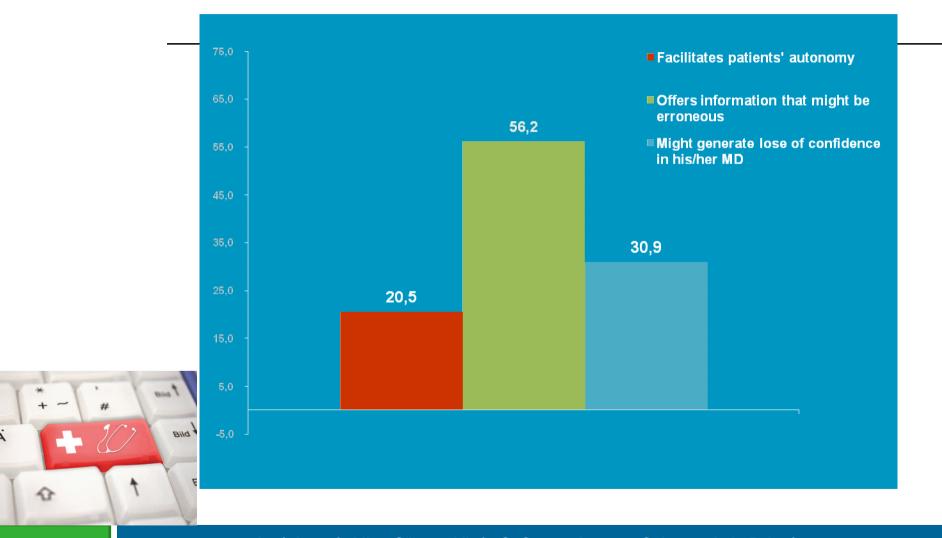
Trends in patient education via Interne

- (1) user-orientation (friendliness) of the website;
- (2) analysis of the website content readability; and
- (3) assessment of website accessibility.

Barriers to access health information for patients and Internet users.



Disadvantages from the doctors' point of view.



Are actually there any advantages for the patients' autonomy and for making-decision in a clinical context?



jose.mira@umh.es

2. Medical Trends & Smart technology

Sinclair Wynchank

[Medical Research Council & University of Cape Town, Cape Town, South Africa]

a. TM Medical Trends

Current TM activities (expanded & improved)

Access to Medical Specialties
Improved training/skills/mindset
Home TM for elderly/chronically ill (*much* better to be at home than in hosp/institution)
E-learning & Virtual Med Libraries
Communication amongst ALL stakeholders

b). TM Technological Trends

More Tele Monitoring, Bandwidth More/Improved Internet use

Portable devices (eg mobile phones, PDAs)
Smart devices (portable or wearable, eg smart fabrics) in network

- to aid Diagnosis/Monitoring
- to assist & initiate procedures

b. TM Technological Trends-2

- Smart Card use, Centralised Patient Data Bases
- Intelligent Decision Making Systems
- Better Standards, Evaluation
- Ensure decreased costs

Medical aspects

- 1. Congestive Heart Failure
 Phone ≡ conventional care.
- 2. Early Stroke management
- 3. Tele Mental Health

TM ≡ Face to face (need to convince more of this & for some types of schizophrenia TM is better)

4. Home Care – More Communication, Information Access/Transfer eg GPs-Specialists); Patient Self Monitoring, Self Management.Continuous monitoring & send data to HCWs (eg initially ECG,Postprandial Plasma glucose, patient's state). Costs critical.

Smart Fabrics

- Fabrics to → Power Production & Storage,
 Communication of data.
 (On threshold of prototyping & testing)
- Already crude Biomonitors with TM sensors are wearable

Carl J Brandt

Internet Medicine

Internet Medicine

- Internet medicine:
 - Content Health information
 - Social networks in medicine
 - Electronic patient journals (EPJ)
 - Email-consultations
- What do we know and what do we think?
 - Collaborating with traditional medicine
 - Communicating over distance
 - Is Internet an under valued asset?

Value and personalization

Value

Care:

One to one

Communities:

Virtuel interaction

Content:

Read and understand







Personalisation

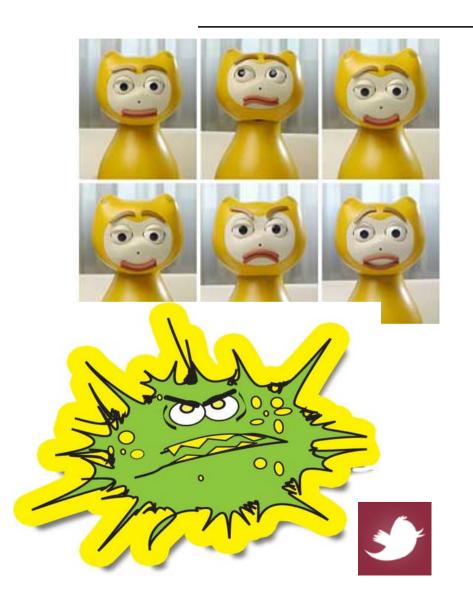
Internet Medicine

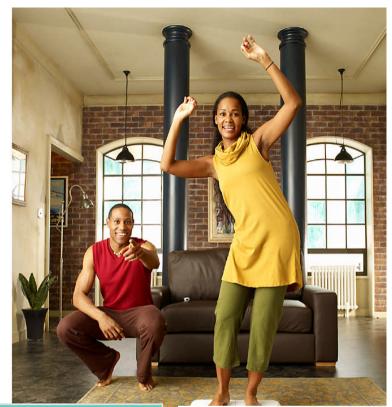
- Content Health information
 - Can be compared to traditional leaflets
 - Value if the right information arrives at the right time
 - Easy to make quality control and easy to update
- Social networks do they have a roll?
 - Much discussion of pros and cons
 - When put in the right setting for the right people it does play a roll
- EPJ
 - Effective tool for many
 - Data exchange
- Email consultations
 - Professional online treatment
 - Being independent of time and place
 - Giving advice and making prescriptions

Internet Medicine

- Collaborating with traditional medicine
 - Concerns for use of new technology
 - Difficult to conduct quality studies when technology platforms change every month
 - How can we make internet work for all groups of society?
- Communicating over distance
- Information clouds with health information learn from the financial world
- How can we make the different systems able to communicate with each other?
- Is Internet an undervalued asset?
- Save time
- Make specific requests
- Availability
- We have only seen the top of the iceberg

Statement 2: Simple, smart technology for enjoyable health care





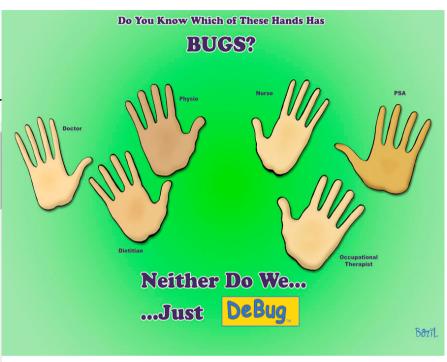




Information therapy

MRSA -net





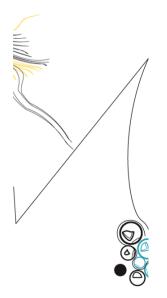




Healthcare supported by technology

How technology can be developed and used in a effective and efficient way?

How will technology may be accepted by patients, caregivers?



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3. ICT is important but does not stand alone

- How to empower patients and professionals (proactive collaboration)?
- How to lower costs? (reduce the number of visits; just in time care instead of damage control; to deliver cheaper alternatives).
- How to identify the best fit of services for each population/individual? (to give patients more individual choices for health and wellbeing)

U bent ingelogd als C. J. Parker Uitloggen of opnieuw aanmelden

3. Integration of services for monitoring, education, communication, logistics, personalized and tailored



Welkom op uw persoonlijke patientportaal!











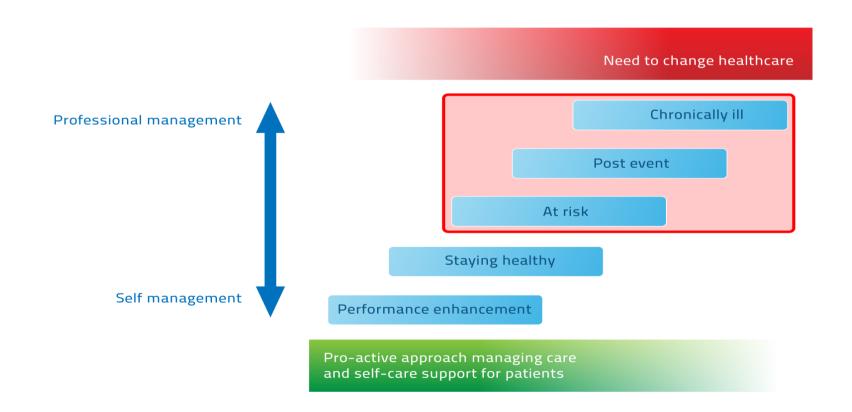


Statements theme II. "design and implementation" realizing sustainable healthcare

- 4. e-Disease management models for a better balance between self-care and professional care
- 5. Participative design for better and innovative healthcare
- 6. A holistic framework for high quality eHealth, to bridge the gap between technology and medicine
- 7. eHealthwiki for high quality interventions
- 8. Business modelling to make it real

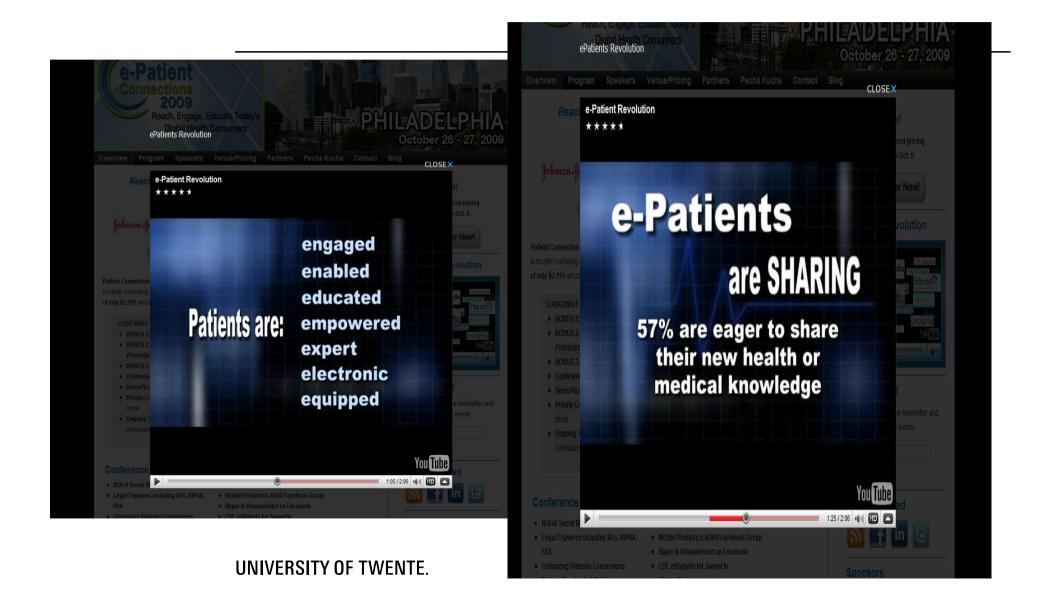
4) Technology for a better balance between self-care and professional care

eDiseasemanagement for Sustainable Healthcare



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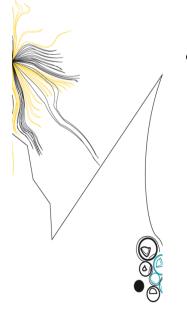
5. Participatory design to change traditional Healthcare Service





Feedback: "fascinate, motivate and bind"

- Feedback & advice to achieve their own goals
 - Personal or automatic
 - Reminders, alerts
 - Competition (serious gaming)
 - Emotions
 - Virtual rewards; unpredictable reinforcements etc
- Motivation via mobile technology
 - Opportunity to modify (iGoogle/iPhone)
 - Offering information at opportune moments
 - Convenience (easy to use); mobile marriage
 - Rural areas



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6. Holistic models for ICT-based healthcare

Health is not merely a matter of the body anymore.

Health increasingly needs a holistic approach, e.g. chronic care models;

Involving mental health, physical health, caring relationships, as well as daily habits and behavioural patterns; and

Environmental issues that influence implementation





Interventions based on a multidisciplinary approach

Framework

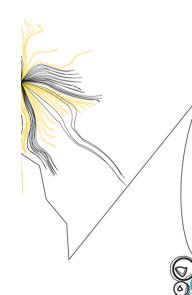
- Holistic models (Chronic care); SES, culture and habits

Design

- Usability theories (smart, simple, affective)
- Information and communication theories

Implementation

- Health behavioural theories (self-control, adherence)
- Innovation models (adoption, implementation of technology in healthcare)
- Business modelling eHealth (implementation plan)



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7 eHealthWiki. A collaborative tool for high quality eHealth interventions

Take-up of eHealth is rather low Need for a guide for developing eHealth

eHealthWiki. How?

Step 1. Design principles

Analyze needs & requirements

Produce high-quality solutions

Specify implementation strategy

Evaluation throughout the design process (formative and summative)

Step 2. Research

Practice-based research (case studies)

Theory-based research (frameworks)

Combination (framework of frameworks)



What type of technology? How does it work? How implemented? What effects on Health care?

1. design of technology (system)⇒

criteria:

Determining the target group

- -who is suitable for the technology?
- -access to PC/Internet
- -PC/Internet skills
- -end-user needs (assessment)
- -are the intervention goals geared to user needs?
- -attitude
- -expectations & demands (e.g., response time)
- -equitability & availability (digital divide)

User-friendliness

The degree to which the user assumes the system

is functional and free of discomfor

- -ease of access/log-in procedure
- -clearness of navigation structures
- -efficacy of search functionalities
- -simplicity of technology
- -presentation of information
- -absence of technical errors
- -provision of feedback mechanism
- -provision of self-care mechanisms
- -provision of links

Design aesthetics

- -visual aspects: picture quality
- -lay out
- -text size
- -motivating/entertaining element
- -privacy/confidentiality assurance
- -technical security (encryption, au

2. information, communication (

criteria:

quality of communication

- -timely respons?
- -interaction degree: hoe vaak wordt over en weer gemaild? lengte berichten, response-time
- -problem-solving vermogen: in hoeverre kan de vraag via e-consult
- beantwoord worden (vraag geschikt voor e-consult?
- -voldoende achtergrondinfo om vraag te kunnen beantwoorden?
- (hoe vaak wordt alsnog verwezen naar F2F contact?)
- -collaborative goalsetting?
- quality of information/advice
- -useful advice
- -reliable advice
- -personalized advice (empathy)
- -comprehensible advice
- -completeness advice

3. implementation of technology ⇒

criteria:

Ease of incorporation

- -time investment of incorporation
- -transparency of directions/standards (conditions for use of technology)
- -accountability/attribution of quality control (role of government/health insurance companies)
- -financing: costs and reimbursement of technology
- -proper marketing
- -proper training of end-users (geared to end-users)
- -transparency of user guidelines
- 4. Use of the system



holistic framework for high quality healthcare



-reduction of costs?

Patient-caregiver interaction:

-increased continuity of care?

(more continuous feedback)

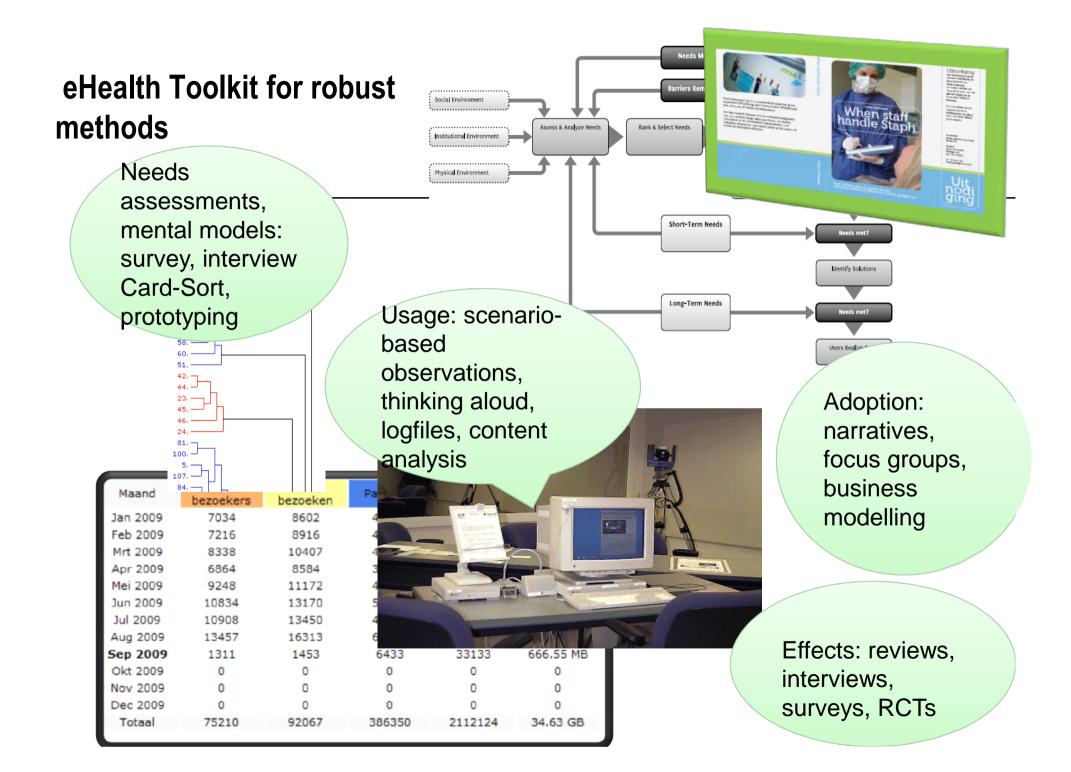
-increased decision support?

(juiste zorgweg; urgentie, keuze arts: de mate waarin een gebruiker veronderstelt dat gebruik van het systeem zijn performance zal verbeteren)

- -more efficient & effective communication?
- -better patient-caregiver relationship?
- Health outcomes (behavioural & clinical):
- -improved clinical values (e.g., dietary values, HbA1c, blood pressure)
- -improved quality of life (social functioning, general or mental health, well-
- being and satisfaction with care)
- -improved compliance with advice



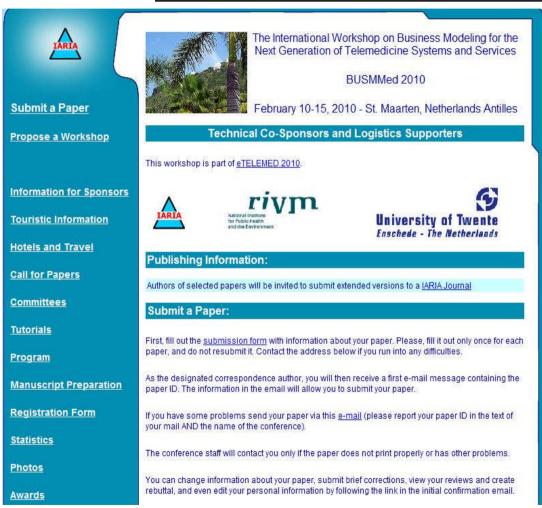




8. Business modelling a collaborative process of creating value

- Payers, patients, providers participate in design, implementation
- •Process to build customer relationships, to realise coproduction of services
- Clients become value co-creators
- Next generation of technology mediates value cocreation

Adequate business models for sustainable eTelemed interventions



BUSMMED Panel

Digital Society Trends: How to use Business Modeling for Design and Implementation of Healthcare Technology?

Friday 12 Feb 2010

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Thank you Merci beaucoup Baaie dankie



"E-Dieticians" in General Practice

An implementation study

By: Carl J. Brandt, GP, Stenstrup Lægehus;

Dorte Glintborg, PhD, Dept. of Endocrinology, Odense
University Hospital,

Cecilia Arendal, Dietician, Nyborg and

Søren Toubro, PhD, Reduce

supported by
the quality and postgraduate education board
in region South Denmark and PraksisCare.dk



Background

- Obesity is according to WHO one of the greatest health challenges of our time.
- The aim of the pilot project was to research the weight loss efficacy and the cost of individual dietetic internet-based consultation in a Danish medical centre in combination with an internet community.



The players



PraksisCare



Dietician



General practice



Public HMO



Value and personalisation

Value

Communities:

Virtuel interaction

Content:

Read and understand





Care and services:

One to one



Personalisation



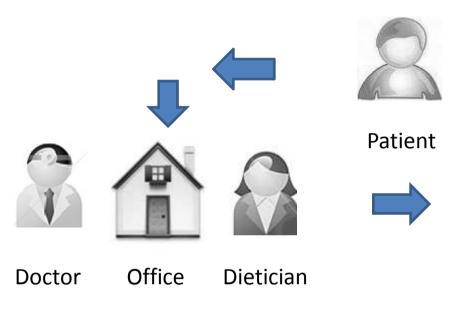
Who is behind PraksisCare?

125 of the best Dieticians in Denmark





Flow chart for the patient















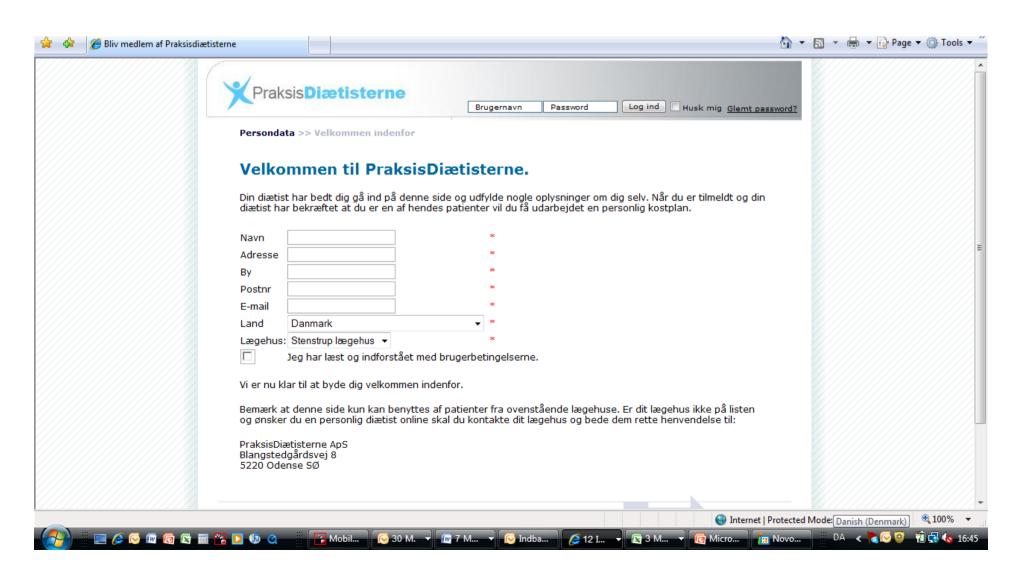


Online registrations, consultations and dialog 7/24/365
www.praxiscare.dk

Consultations
in the doctors office
by the dietician
every 3rd to 6th month



How do the patient get started





LOG UD

Online registration of personal health data by the patient



Tast Mad Min Kostplan

Tast Motion

Min Motionplan

Mål & Delmål

Min kogebog

Mit hold

Min Hjemmeside

Medlemmerne

Holdets Kurver

Holddagbøger

Mine venner

Venners Kurver Vennedanhøger

Venneliste

Holdbeskrivelser

Debat og Spørgsmål



tir 09/02

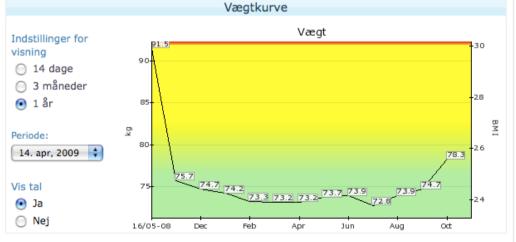
101.5

cm Gem

man 14/09

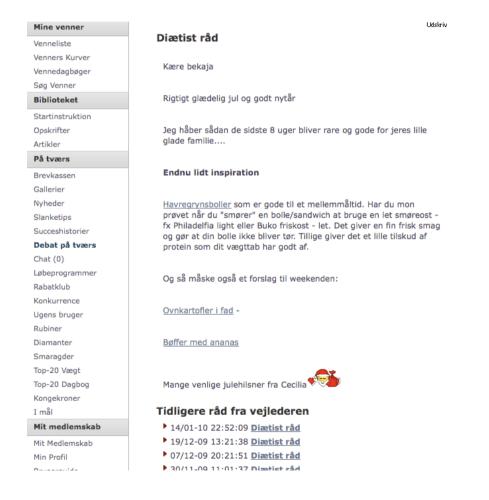
Seneste måling:

Se profil | Ret profil | Medlemsstatus





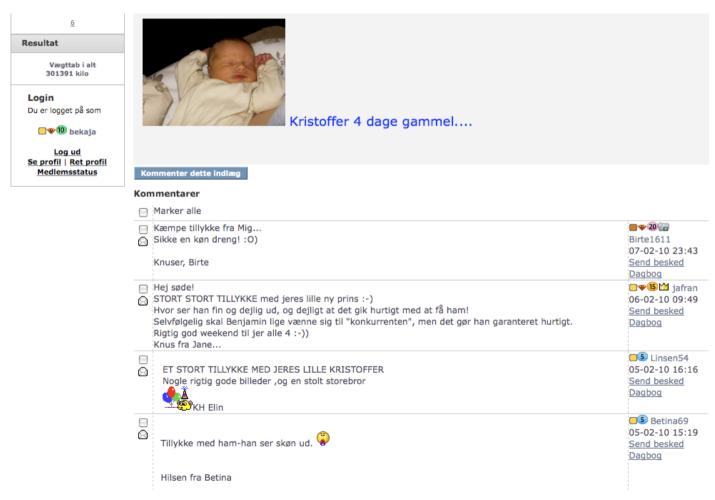
Online consultations







Online community creating a social network





Patient flow

46 patients were asked to participate

32 patients said yes to participate



22 patients
logged in
and used the
online treatment

14 patients said no to using online treatment

10 patients
did not log on and
did not use the
online treatment



Results

	Age (years)	BMI	Treatment Period	E-mail-	Treatment cost	Weight loss
Sex			(Days)	consultations (#)	(DKK)	(Kg)
M	55	38,3	162	26	1925	2,5
F	38	29,8	138	22	1515	9,7
M	43	39,6	137	10	708	3,3
F	44	36,6	172	22	1726	15,3
F	26	26,5	135	20	1416	6,2
F	39	34,7	105	26	1925	7,4
F	36	31,5	149	22	1515	16,3
F	51	31,6	146	17	1267	2,5
F	37	37,4	108	22	1515	9,9
M	63	43,4	135	21	1254	-1,7
F	61	42,9	62	5	460	0,7
F	40	46,6	81	6	509	8,8
F	55	34,5	121	22	1304	8,9
F	42	42,7	107	19	1366	7,3
F	46	31,0	136	14	907	13,1
F	33	44,1	105	17	1056	19,2
F	40	36,8	130	14	907	6,4
F	53	32,5	84	15	956	3,5
M	27	37,0	95	17	1056	1,4
M	30	37,0	119	14	907	3,8
F	45	33,9	42	14	695	5
F	34	31,9	68	11	758	3,8

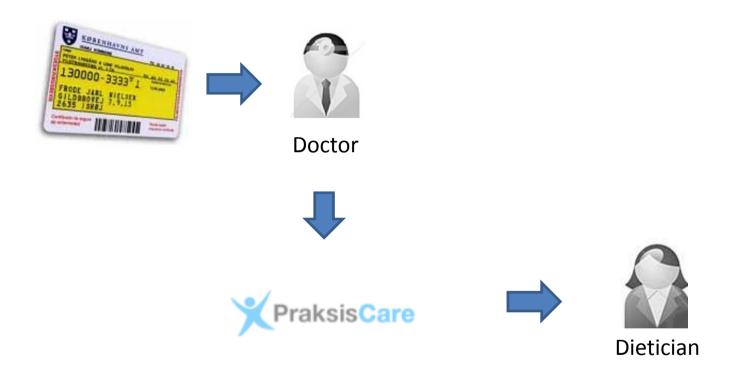


Results

	Fema	ales(n=17)	Males(n=5)		
Age(years)	40	(37-49)	43 (29-59)		
Period (days)	108	(82-137)	135 (107-150)		
E-mailcons.	17	(14-21)	17 (12-23)		
	Before	After	Before	After	
Weight (kg)	94 (89-115)	91 (77-106)**	113 (103-121)	109 (100 -121)*	
	34,6 (31,6-				
BMI (kg/m^2)	40,0)	31,9 (28,5-35,9)**	38,3 (37,0-41,5)	37,4 (36,1-41,2)	
Waist (cm)	105 (91-110)	96 (85-104)*	120 (118-130)	117 (114-130)	
Hip (cm)	121 (111-131)	110 (101-116)*	114 (112-115)	114 (113-115)	
	0,86 (0,82-				
WHR	0,93)	0,86 (0,82-0,93)	1,10 (1,07-1,13)	1,09 (1,04-1,13)	
Total cholesterol	5,2 (4,6-5,5)	5,0 (4,2-5,6)	5,9 (5,3-6,1)	5,3 (3,8-5,8)	
LDL (mmol/l)	2,9 (2,6-3,6)	3,0 (2,5-3,3)	2,8 (2,8-4,0)	3,3 (3,1-4,0)	
HDL (mmol/l)	1,2 (1,1-1,4)	1,3 (1,0-1,4)	0,9 (0,7-1,2)	1,0 (0,9-1,3)	
TG (mmol/l)	1,4 (1,1-2,3)	1,2 (0,8-1,6)	4,3? (2,1-6,1)	1,9 (1,1 – 3,5)	
HbA1c (%)	5,5 (5,2-5,6)	5,3 (5,2-5,6)	7,4 (5,4-10,2)	6,6 (5,1-9,0)	



Remuneration from the public HMO via the GP and Praksiscare.dk





Discussion

- Implementing internet treatment needs local adjustment and handling with respect to the local value chain and barriers.
- It is of great importance that systems are well integrated into the local electronic patient journal and does not result in extra work for the GPs and their nurses
- The major barriers we met seems to be the doctors reluctance to new technology and the patients failure to use the IT platform of today



Discussion

- Even though the numbers are small a weight loss of 6,3 kg over a period of 4 months is comparable with other conventional treatments
- The lack of drop outs was remarkable.
- The combination of professional face to face contact with online in time health registration, consultations and social communities is new
- We don't know who benefits from this as the numbers are to small



Conclussion

- The combination of professional face to face contact with online in time health registration, consultations and social communities might be a cost effective way to produce significant weight loss among patients with obesity
- With respect to the value chain e-advice combined with online communities can be implemented across the country in Denmark and other countries followed by long term studies including control groups



Reference that could be of interest

J Med Internet Res. 2009 Sep 30;11(3):e40.

Systematic review on Internet Support Groups (ISGs) and depression (1): Do ISGs reduce depressive symptoms?

Griffiths KM, Calear AL, Banfield M.

Centre for Mental Health Research, The Australian National University, Canberra, Australia. kathy.griffiths@anu.edu.au

- Overall, studies of breast cancer ISGs were more likely to report a reduction in depressive symptoms than studies of other ISG types (Fisher P = .02), but it is possible that this finding was due to confounding design factors rather than the nature of the ISG.
- CONCLUSIONS: There is a paucity of high-quality evidence concerning the
 efficacy or effectiveness of ISGs for depression. There is an urgent need to
 conduct high-quality randomized controlled trials of the efficacy of depression
 ISGs to inform the practice of consumers, practitioners, policy makers, and
 other relevant users and providers of online support groups.



References that could be of interest

Trials. 2009 Oct 12;10:93.

Prevention of depression and anxiety in adolescents: a randomized controlled trial testing the efficacy and mechanisms of Internet-based self-help problem-solving therapy.

Hoek W, Schuurmans J, Koot HM, Cuijpers P.