



CONSUMER HEALTH INFORMATICS (CHI)

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What is Consumer Health Informatics?

- A branch of health informatics that:
 - **Analyzes** information **needs** of consumers
 - Studies and **implements** methods of making health information and services accessible to consumers
 - Integrates consumer preferences into health care information systems

Eysenbach, G. (2000). Consumer health informatics. *BMJ*, 320, 1713-1716



Consumer Health Informatics CHI

- Integration of consumer health information and information technology in an environment of **shared** healthcare decision-making that supports effective **self-health** action.

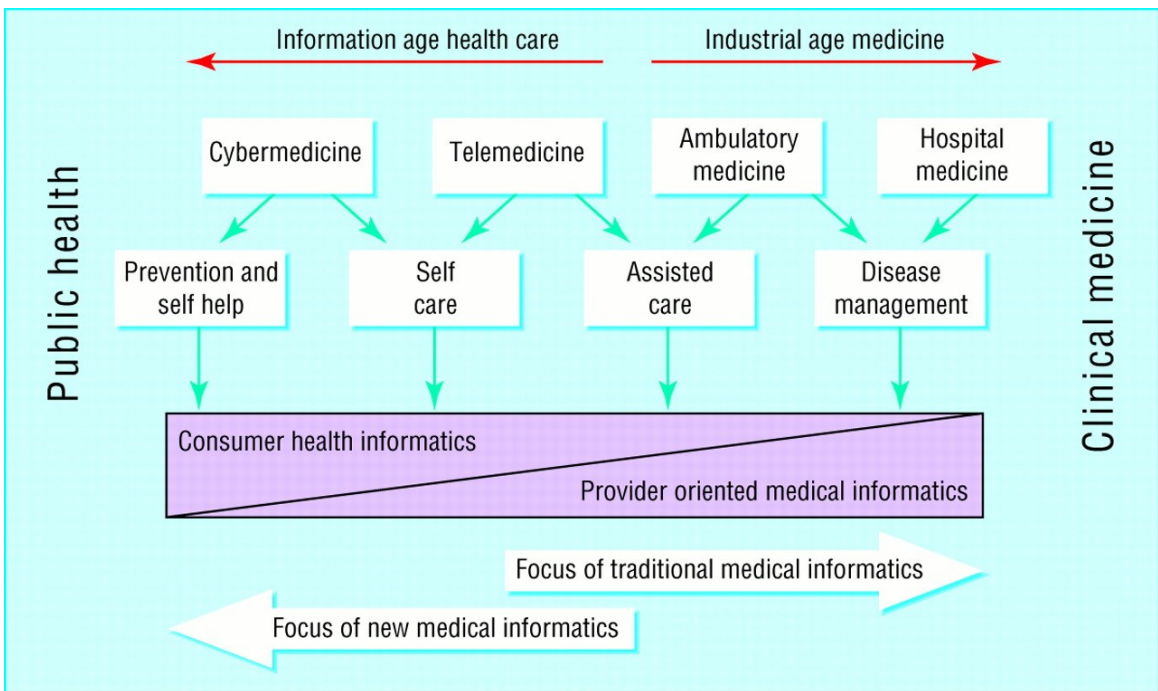
Lewis, D. & Friedman, C. (2002). Consumer health informatics. In M.J. Ball, K.J. Hannah, S.K. Newbold, & J.V. Douglas (Eds.). *Nursing informatics: Where caring and technology meet (3rd ed.)*. New York; Springer-Verlag.

Consumers?

- All persons, sick or well, who seek information and take action in accord with personal preferences, life situations and individual health goals.
- Broader than “patient “ it may include the well and caregivers
- Very diverse group

Brennan&Safran.Chapter 2 Empowered consumers.
In: Lewis, Eysenbach, Kukafka, Stavri, Jimison. Consumer Health Informatics
Springer, 2005

The focus of traditional health care and medical informatics is shifting from health professionals to consumers



Empowered Consumers

- Empowerment: Granting of power to a dependent group or enhancing an individual's **ability** for **self** determination
- “a **social** process of recognizing, promoting and enhancing people’ abilities to meet their own **needs**, to **solve** their own problems, and **mobilize** the necessary resources in order to feel in control of their lives” (Gibson, 1991)

Brennan&Safran.Chapter 2 Empowered consumers.
In: Lewis, Eysenbach, Kukafka, Stavri, Jimison. Consumer Health Informatics
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Empowering Consumers

- Consumers Health Informatics applications support the empowered consumers concept (a power balance in the patient-health professional relationship) by e.g.:
 - ✓ Providing Informing about health concerns
 - ✓ Assisting in finding others with similar concerns
 - ✓ Assisting in navigating the health care system and services
 - ✓ Access to clinical records and personal care management tools.

Brennan&Safran.Chapter 2 Empowered consumers.
In: Lewis, Eysenbach, Kukafka, Stavri, Jimison. Consumer Health Informatics
Springer, 2005



History of CHI

- Consumer movement of 1970s
 - Increased demand for information
 - Greater participation in “medical” decision making
- Prominence of “self-help” phenomenon of 1980s
 - Huge increase in health information for lay audience
- Widespread use of the Internet
 - Increased dramatically throughout 1990s

Saudi Arabia: Internet Growth and Population Statistics

YEAR	Users	Population	% Pop.	Usage Source
2000	200,000	21,624,422	0.9 %	ITU
2002	1,500,000	21,771,600	6.9 %	ITU
2003				C+I+A
2004				ITU
2005				ITU
2010	9,800,000	25,731,776	38.1 %	ITU

2015 USERS -> 21,500,000

<http://www.internetworldstats.com/me/sa.htm>

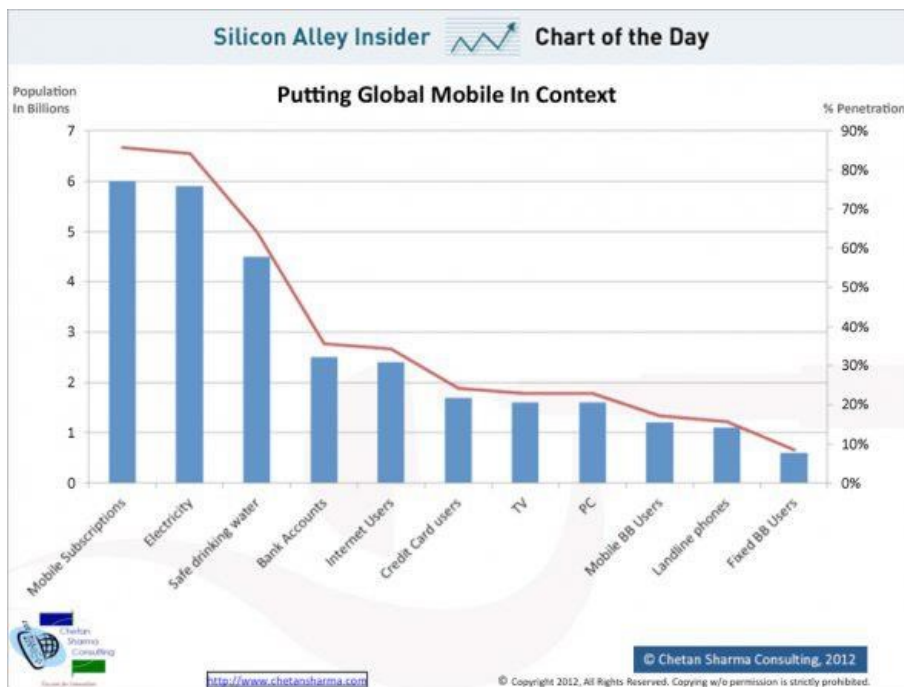


Mobile health

- M-health or Mobile health is a term used for the practice of medicine and public health, supported by mobile devices. The term is mainly used in reference to using mobile communication devices, such as [mobile phones](#), tablets and [PDAs](#), for [health services](#) and information. The mobile Health is a sub-segment of [eHealth](#),
- The mHealth market earned revenues of \$230 million in 2010 and is estimated to reach \$392 million in 2015 in USA, according to a new report from research firm Frost & Sullivan.

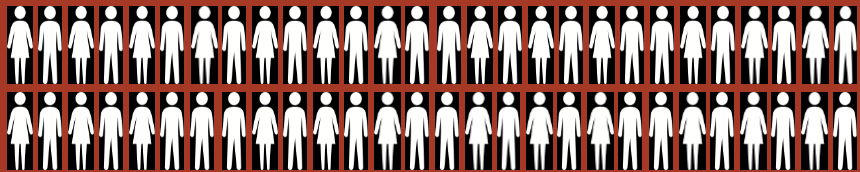
mHealth

Mobile is the most Pervasive technology ever invented

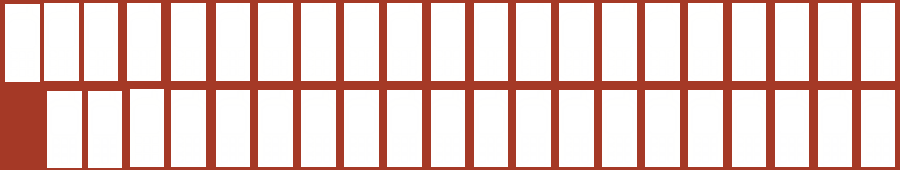


The mHealth Opportunity

7 Billion
People



By 2014
More mobile
phones than
people



Expanding the coverage and reach of
critical health information and services
and moving towards citizen-centered
health and well-being





Health information on the internet

- Quality control of health information on the internet
- The quality of health information on the internet rests on **four pillars**:
 - Educating the consumer
 - Encouraging the self regulation of providers of health information
 - Having third parties evaluate the information
 - Enforcing consents in cases of dissemination of fraudulent or harmful information.



Where clinical IS and Consumer health informatics meet

- Patient Portals: Patient interface to clinical information systems
- Personal Health Record: Internet based- set of tools that allows people to access and coordinate their life-long health information and make appropriate parts of it available to those who need it

<http://www.webcitation.org>

Important Notes

Please phone the office 303-679-2288 for urgent medical problems or dial 911 for medical emergencies.

Your physician will respond to your message Monday through Friday during office hours. If you do not receive a timely response, please phone the office. During evenings and weekends, please

Contact My Doctor/Provider

Please complete the following information:

To:

Subject:

Message:

Dr Jones, the sample medication you gave me at my last visit does not seem to be working. Should I continue to use this or should we change to something else?

Thanks,

Steve

Important Notes

Please phone the office [800-875-2266](tel:800-875-2266) for urgent medical problems or dial 911 for medical emergencies.

Request an Appointment

Our appointment scheduling staff will handle your request, and will reply with date and time options for you to confirm.

Please complete the following information:

Type of Appointment	Complete Physical Exam
Reason for Appointment (Optional)	I need my yearly physical exam
Special Requests, Comments, etc.	
<input type="button" value="Calendar"/>	Date Requested:
Time	<input checked="" type="radio"/> Morning <input type="radio"/> Afternoon <input type="radio"/> No Preference

Important Notes

Please report any medication side effects or allergies.

All patients must be seen at regular intervals to evaluate your medical problems and medications.

Some insurance plans will only permit enough medication for one month at a time.

We will forward your

Refill/Renew My Medications

Please complete the following information regarding your medication refills. (Check only those medications you need refilled or renewed at this time. You must select at least one checkbox. If you do not see your medication listed below, please [Click here](#) to update your medication list. Once you have updated your medication list, you can return to this page and request a refill.)

Add/Edit Meds

Check to Refill	Medication Name	Dosage (mg, ml)	Dosage Frequency	Quantity
<input type="checkbox"/>	Lantus	14 units	Once Daily	1 Days
<input type="checkbox"/>	Regular insulin	as needed	Three Times	1 Days
<input checked="" type="checkbox"/>	Lasix	20 mg	Once Daily	1 Days
<input type="checkbox"/>	Lovastatin	20 mg	Once Daily	1 Days
<input type="checkbox"/>	Lisinopril	10 mg	Once Daily	1 Days

Important Notes

This form will be reviewed by your doctor for approval. You will be notified about approval, the need to visit your primary care doctor, etc.

Request a Referral

To receive a referral to a specialist, please complete the following:

Specialist Type	Allergist
Specific Doctor	Dr Green
Medical or Surgical Problem (Describe)	Allergies
Have you seen this specialist before?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you consulted your primary care physician for this problem?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments	


Important Notes

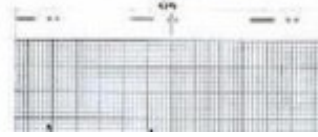
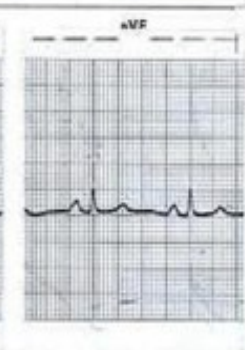
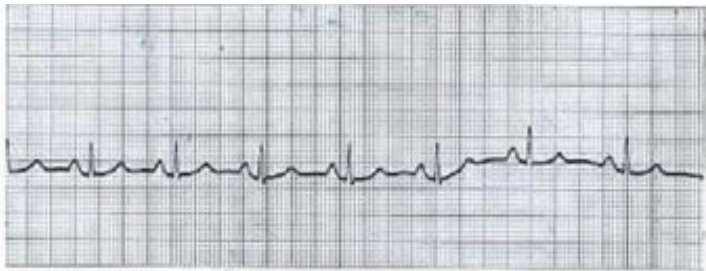
Please phone the office 303-871-2205 for urgent medical problems or dial 911 for medical emergencies.

View EKG

Click on the title to view a document.

Results for **Steve Johnson**:

Title	Description	Print
3-30-2003	Normal	





Consumer Health Informatics

- Consumer health informatics can be organized into three general systems that:
 - *provide* health information to the user (one-way communication)
 - *tailor* specific information to the user's unique situation (customized communication)
 - allow the user to *communicate* and *interact* with health care providers or other users (two-way communication)



Consumer Health Informatics Systems

- **One-way communication:** CD-ROMs, on-line health articles
- **Tailor:** automated systems that obtain information from the consumer about his or her general health or other health-related factors (such as family disease histories and smoking habits) and, on the basis of this information, suggest a need for preventive health procedures (such as mammograms), or identify actions to curb high-risk behaviors.
- **Two-way communication:** electronic mail, electronic bulletin boards, on-line discussion groups.



Roles of Health Professionals in CHI

- Professionals serve as sources of content
- Professionals provide important guidance in moderating public electronic discussion groups and responding to patients' electronic messages
- Clinicians become information brokers and interpreters for patients.

Main issues with CHI

- Quality of web based information
- Credibility

Credibility Criteria

- The FA4CT Algorithm: A New Model and Tool for Consumers to Assess and Filter Health Information on the Internet
- **CREDIBLE Criterion**
- Current and frequently updated
- Reference cited
- Explicit purpose
- Disclosure of sponsors
- Interest disclosed and no conflicts found (e.g financial)
- Balanced
- Level of Evidence
 - Eysenbach G, Thomson M. The FA4CT Algorithm: A New Model and Tool for Consumers to Assess and Filter Health Information on the Internet. In: Kuhn K (ed.) Medinfo 2007 Proceedings (in press)



Patient Centric Healthcare

“care that is respectful of, and responsive to, individual patient preferences, needs, and values” and that ensures “that patient values guide all clinical decisions.”

This definition highlights the importance of clinicians and patients working together to produce the best outcomes possible.

Crossing the Quality Chasm, IOM



Patient / People Engagement

WHO defines People Centered Care as:

*“Care that is focused & organized around the health **needs & expectations** of people & communities rather than on disease”*

Characteristics of Patient Centered Care

- **Respect** for patients values, preferences & needs
- **Coordinated and integrated** care
- **Information, Communication & Education**
- **Physical Comfort**
- **Emotional Support**
- **Involvement** of family & friends
- **Continuity** of care
- **Access** to care

Picker Institute-Multiyear Research Project

“Through the Patient’s Eyes: Understanding and Promoting Patient-Centered Care”



It's a Different Ball game

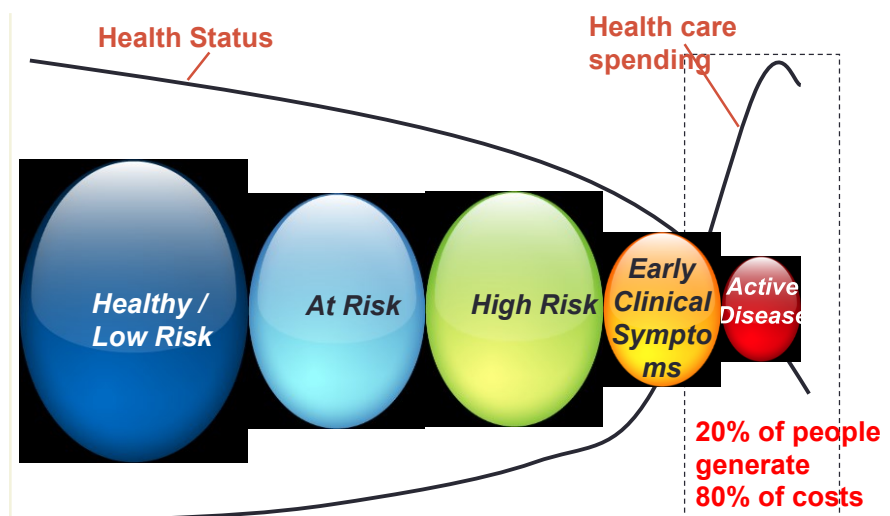
In an eHealth environment, **Information Moves**
rather than the Physician or the Patient

eHealth

ePhysician - eConsumer

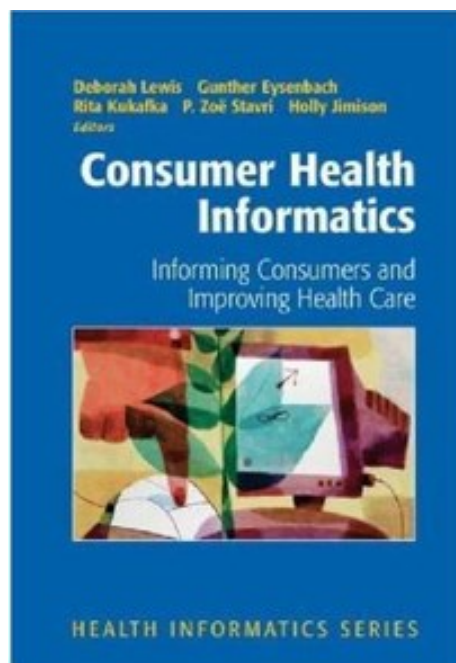
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Is “At the Point of Care” Too Late?



- Early detection of at-risk patients
- Provide **personalized** evidence to enable proactive decisions

Further Reading



The Future: Trends

- Is for Consumer Health Informatics
- Thank you

