

Good eHealth project.

Good eHealth Applications: evidence and synthesis of priority application fields

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“In a framework of close collaboration between the European Commission and the EU Member States, the target for Ministers is now to address the common challenges of eHealth through shared targets, **dissemination of best practice**, common benchmarking and international collaboration.”

Quotation

European Health Ministers

Tromsø eHealth 2005 – Conference Conclusions



Project goals and objectives

Project goals

- Identify good practices and their associated benefits;
- Develop and implement proven approaches to wider dissemination and transfer of day-to-day experiences;
- Stimulate and foster accelerated up-take of eHealth by addressing **the common challenges of eHealth and lessons learnt.**



Operational objectives

- Developing and defining a common description template;
- Defining assessment criteria for evaluation of good practices and for attribution of a “good practice label”;
- Carrying out an in-depth analysis of good practice examples;
- Design and implementation of an intelligent knowledge base and web site allowing easy selection and extraction of relevant cases and supporting ongoing interaction of stakeholders;
- **Dissemination and promotion of good practices and other outputs of the study based on an implementation and communication plan;**
- Running of the web site during the duration of the contract.

Outcomes & benefits

Expected outcomes of the study

- Providing good examples of effective eHealth applications
- Increasing the confidence of decision makers in high-level strategy development, including providing political and financial incentives for mid-term investment
- Improving health professionals' confidence in accepting and using eHealth tools
- Helping to demonstrate the case for the citizen in the areas of knowledge-based and citizen-centred care tools and solutions
- Allowing for longer term expansion of eHealth benefits to achieve health care transformation
- Providing the basis for an overall approach to benchmarking eHealth developments in Europe.



**Understand what is
the market reality of
eHealth: Real benefits
or overambitious
dreams**

**Increasing the
confidence of
decisions makers and
health professionals**

**Supporting healthcare
transformation in
Europe**

Preliminary results based on a limited number of good eHealth cases

Health Care value chain

- Health promotion
- Diagnosis and treatment

Elements under review

- Objectives
- Wider impact
- Success factors
- Failure factors

Good eHealth cases health care value chain “Health Promotion”

Overview of cases

- VHI.ie: a web based interactive health information resource for the general public
- Irishhealth.com: an internet based health resource
- eHealth portal Denmark: an extensive web health portal for citizens and professionals
- Flemish vaccination database and vaccinet (FVD) from Kind & Gezin
- GesundheitsCard Europe (GCE) – access to healthcare abroad G/ NL / B
- NHS Direct, UK – NHS Direct Online (NHSDO) information service

Main objectives of “Health Promotion” cases

Access to information and improved information

- Answer to an individual demand for medical, healthcare, lifestyle, legal information from trustworthy sources
- Users / patients get information and insight in own possibilities and treatment
- Integration of divers information channels: overview of the entire health services of a country (health care provision – contact directories - ..)
- Communication on new policies

Interaction & communication

- Increasing contact with customers
- Enable interaction between citizens and the health care system
- Electronic communication between Health Care professionals (GP, specialist , physicians in hospitals, ...) and between patients and health care professionals
 - § Exchange of data and results
 - § Online test ordering
 - § Online bookings
 - § Online prescription renewals
- Interoperability between different applications

Main objectives of “Health Promotion” cases

Other objectives

- Consistency and continuity in the Health Care system
- Collaboration between health care stakeholders (regions)
- Influencing patients attitude and behaviour
 - Promote healthy living and the concept of proactive health management (general – specific topics “boost vaccination rate”)
 - Push citizens / patients to make rational choices on life style, health, ...
- Concept of patient empowerment
- Improve services to clients / patients
- Optimising processes (reduce bureaucracy – reduce process time – simplification of administrative procedures)
- Increase quality assurance

Wider impact of “Health Promotion” cases

- Effect on public health (long term effect)
 - Promoting the well being of the general population can improve the health status
- Contribution to the concept of an e-enabled, well informed and empowered patient
- Enables a platform for new services
 - More attention to the interoperability issue in the health arena
 - Individual level: active health management
 - Local / national projects as a first step towards an broader European approach
- Brand awareness and recognition
- Wider uptake of eHealth in general

Success factors of “Health Promotion” cases

- Using customer feedback in a constructive manner
 - How to structure content?
 - Request for more interactive services, capturing the users attention
 - Clear focus on target audience
- Pragmatic approach
 - Clear goals addressing real needs (user driven solutions have higher acceptance rates)
- Project owner is recognised as trustworthy provider of quality health information / health services
- Ensure information with real additional value (valid and accurate information)
- Integrity
 - Clear separation between health information and related services (selling insurances)
 - Positioning of “honest” broker – gaining trust
- Show benefits to the health professional (link with clinical work)
- Political support / sustainable focus on the project
- Stable project team & partners: skills, knowledge, experience, motivation
- Ability to support users

Failure factors of “Health Promotion” cases

- Underestimation of costs – financial funding
 - Review, updating, feedback (high human resource investments)
- Interoperability issues
 - Internally: legacy systems influencing the web enabled aspects of the service
 - Externally: potential partners not ready for a common platform for electronic exchange
- Resistance to change
 - Lack of engagement by the medical profession
 - Resistance by health care stakeholders
 - Resistance by citizens / patients (ex. digital signature)
- Lack of adequate management resources (motivation, partner collaboration)
- Project overruns (strictly managing resources, dead lines, ...)
- Visibility of the project in a start up phase (website: rely on major search engines)
- Weak technical solution / technology (often in start up phase)
- Attempt to develop and implement large scale eHealth solutions as one project

Good eHealth cases health care value chain “Diagnosis & Treatment”

Overview of cases

- IZIP: a web based nation wide electronic health record system (Czech Republic)
- Medical-Online-Portal System Ingolstadt (Germany)
- Portal website In Vitro Fertilisation (IVF) treatment (Netherlands)
- Health Optimum: Healthcare delivery Optimisation through Telemedicine – neurosurgery (Italy)
- Respect: regional network for the management of neurological emergency cases through a telemedicine service (Italy)
- Sjunet: radiology consultations between Sweden and Spain (Sweden)
- Distance treatment of alcohol abusers by the use of eHealth applications (Denmark)
- Apoteket: ePrescribing (Sweden)
- City of Bucharest Ambulance service: DISPEC teletriage and dispatch system (Romania)
- Elios, a comprehensive EPR system & Prométhée, a sophisticated search meta-engine (France)

Main objectives of “Diagnosis & treatment” cases

Improving quality of health care

- Improving speed and accuracy of information exchange between health professionals and in the physician – patient relationship
- Improving transparency (limit examinations to those necessary – avoid exam duplication)
- Access to information / EHR at the time and point of care (shift the medical database from individual healthcare professionals and health care provider organisations towards a centred patient approach) – supporting treatment decisions
- Reduce waiting lists
- Improved safety for the patients
- Validate & promoting compliance of international clinical standards & guidelines

Optimising the health care organisation

- Optimise geographical distribution of speciality teams
- Easy access to highly specialised services
- Accessibility to tele-therapy for patients living in remote places
- Reorganisation of specialised services, increasing their efficiency

Main objectives of “Diagnosis & treatment” cases

Increase and improve interaction & communication

- Linking all health care professionals – close the existing gap in communication between HC professionals
- Improving knowledge sharing
- Involving patients deeper in the treatment process (access to medical records)
- Active role for citizens / patients (responsible decisions)
- Social networking between patients and between patient - physician

Other objectives

- Attitude of patients
 - Extend their medical awareness
 - Empowerment of patient population
- Promote national IT policies, IT objectives and IT use
- Preparation of more wider spread eHealth projects

Wider impact of “Diagnosis & treatment” cases

- Citizens / patients are better informed about their condition and personal health risks, giving the choice to adapt their lifestyle
- More attention for:
 - Efficiency in processes (clinical workflow management)
 - Productivity
 - Service effectiveness
 - Better patient care
- Simplification of administrative processes – more time for direct patient contact (diagnosis – treatment)
- More information available at analytical level as input for HC policy and HC planning
- Interactive communication between physicians and patients results in having a better insight in the patient’s perception of a treatment

Success factors of “Diagnosis & treatment” cases

- Interoperability / adherence to functional & technical standards
 - Depending on the scale of the project: the whole health care system - hospital existing information system
- Addressing real needs with involvement of all HC stakeholders
 - Citizens / patient
 - Health Care professionals
- Project focuses on a concrete problem
- Pragmatic approach
 - Step by step advancement
 - Achievable goals
 - Emphasis on the application being in routine operation
 - Frequent comprehensive review of the fit with long term goals (structured and integrated assessment methodology)
- Quality and expertise of the core team
 - Multi disciplinary approach: physicians, IT experts, communication experts, ...
 - Professional project managers

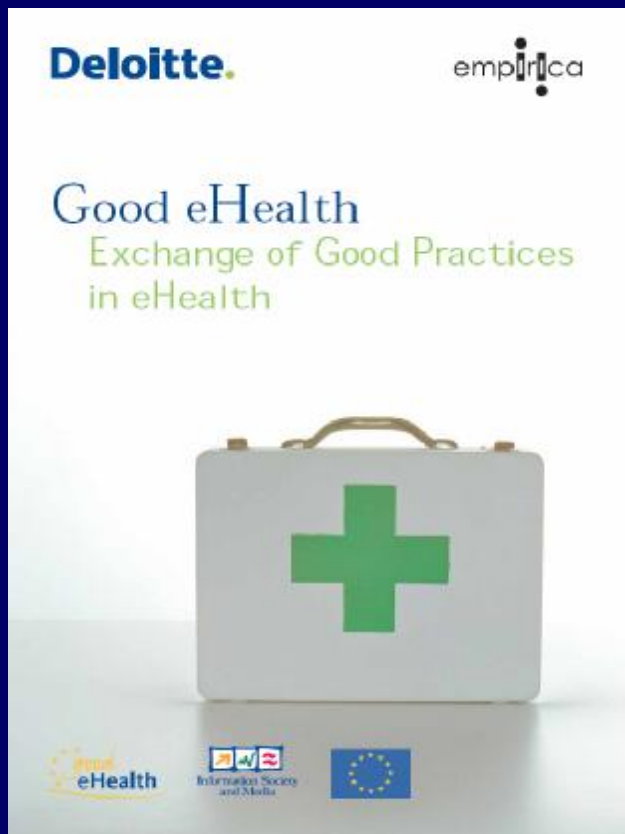
Success factors of “Diagnosis & treatment” cases

- Trust and willingness for co-operation between the parties involved
 - Improved physician – patient relation due to increased trust (avoiding repeatedly asking for the same information)
- Acceptance by physicians
 - Too much innovation results in lack of acceptance
 - Keep known identification elements (logo's, colours, ...)
- Commitment of the top management of the institutions
- Project implementation strategy connected and supported by a national strategy
- Regular and ongoing monitoring / assessment process
 - Incorporate user feedback
 - Feed back around preliminary outcomes (positive economic or organisational impact) increases acceptance
- Emphasis on training / assistance
- Continuous development and investments in ICT is essential for sustainability of benefits
- Think , do , test think, do, test

Failure factors of “Diagnosis & treatment” cases

- Acceptance of new initiatives – resistance to change – lack of commitment – distrust – scepticism (financial incentives, support, active involvement & training / assessment methodology showing outcomes)
 - Physicians
 - Hospitals
 - General directors
 - Policy institutions
 - Political
- Technical issues (security measures / fit for clinical usage)
- Underestimation of costs / financing the projects (data storage – legal responsibilities)
- Lack of widely accepted practices and protocols
- Not reaching a critical mass of users, participants
- Problems in finding sustainable partners

Your contribution!
Report your eHealth achievements by
visiting the project website at www.good-ehealth.org





If you have further question on the study, please do not hesitate to visit the project web site at www.good-ehealth.org

or pick up our project brochure

or contact the project team at info@good-ehealth.org

