



Health Consumer
Powerhouse

Can the wisdom of crowds drive care personalization?

Some reflections on the need for quality of care
information and user interaction

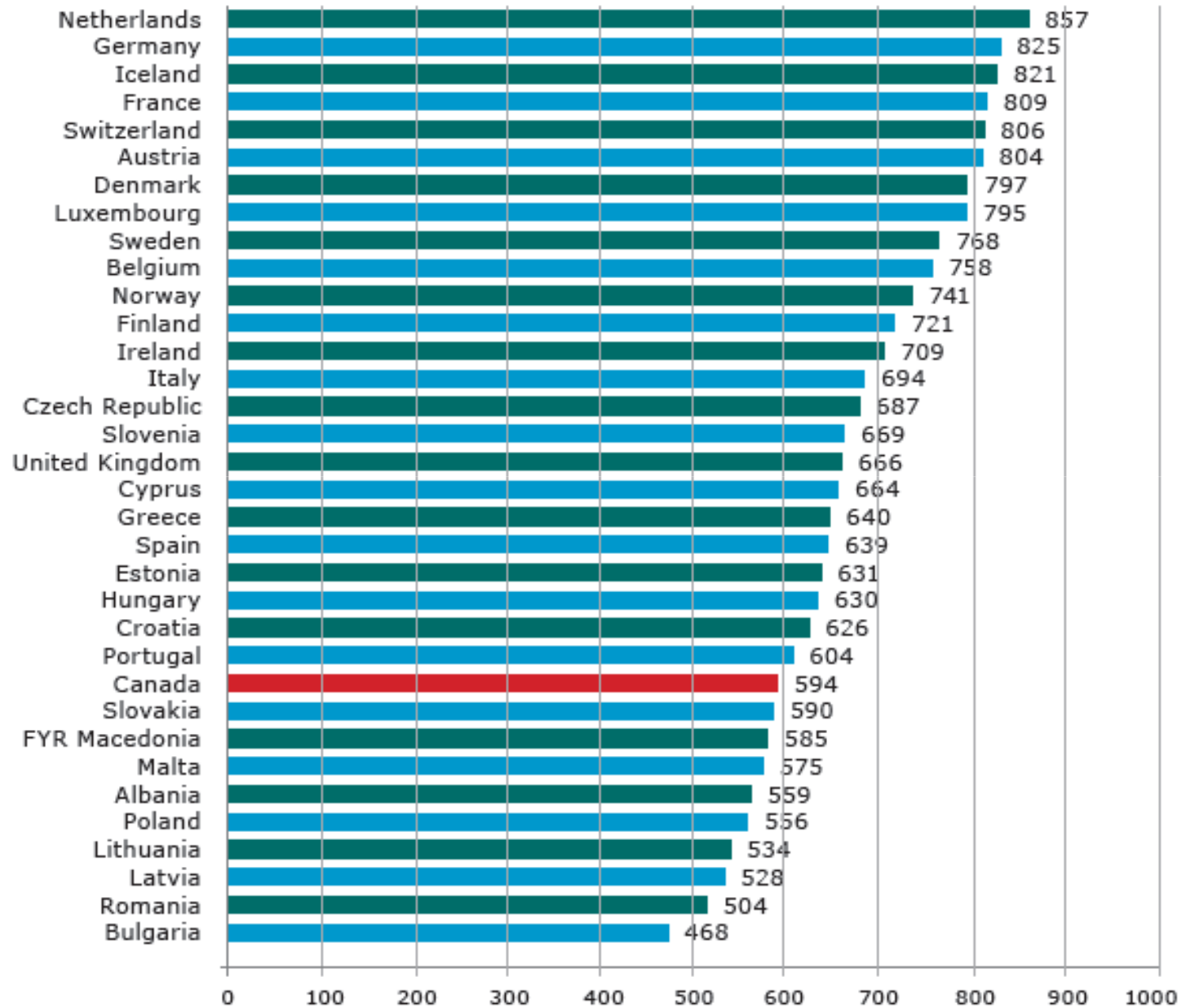
Johan Hjertqvist
Health Consumer Powerhouse
Continua Health Alliance seminar
Brussels, Jan 17, 2011

The HCP perspective

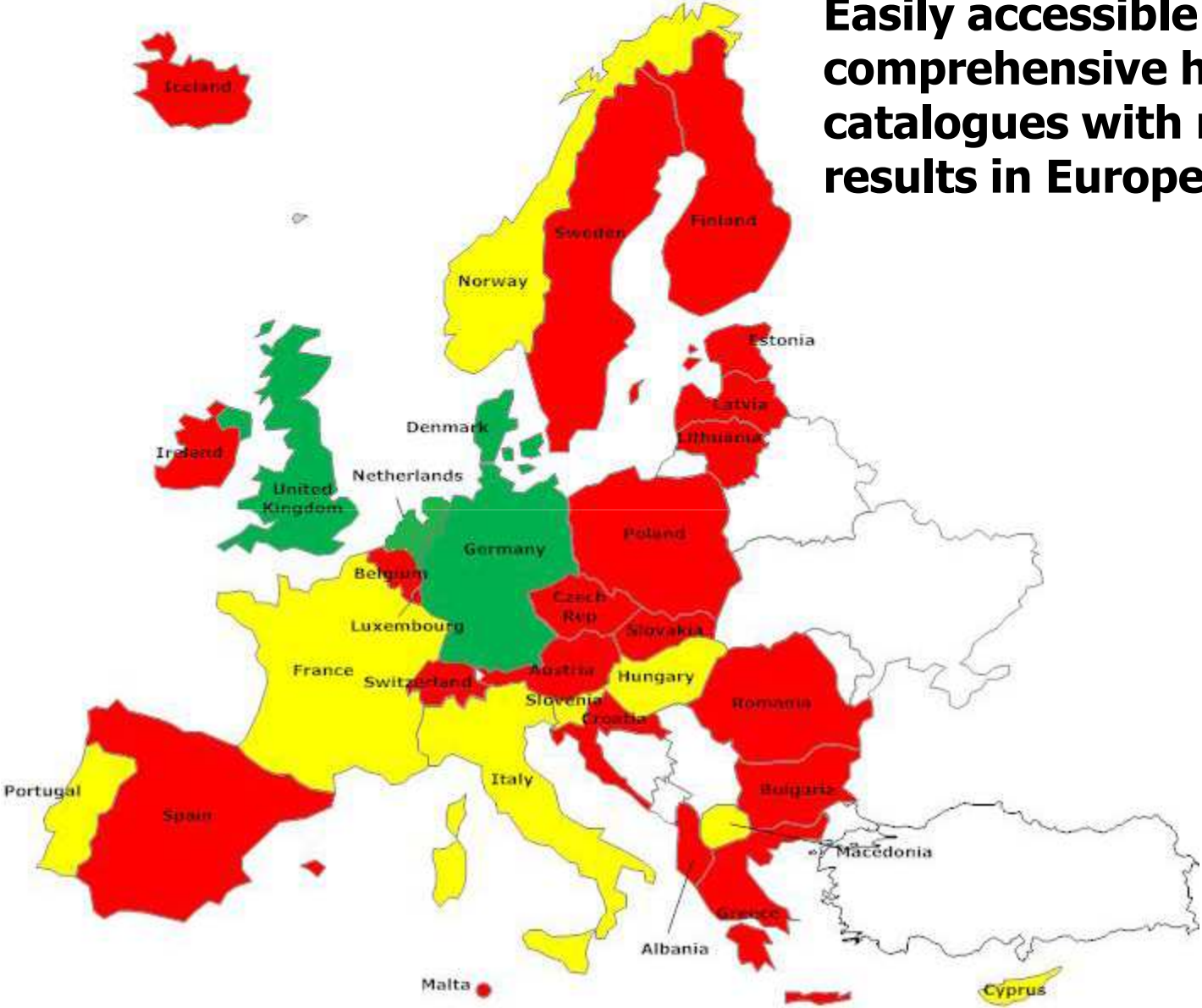
- **Personal healthcare requires:**
 - **Individualised treatment**
 - **Individualised communication**
- **How to navigate healthcare to optimise outcomes?**
- **Still very little has happend**
- **Drivers**
 - **Cross-border healthcare EU**
 - **Financial crises**
 - **Value-added performance**
 - **Personal care, right-responsibility balance.**



Total Scores in Euro-Canada Health Consumer Index 2010



Easily accessible and comprehensive hospital catalogues with medical results in Europe (2010)



Key information wanted to allow for personal choice

- **Treatment quality**
- **Patient satisfaction**
- **Waiting times**
- **Patient comments**
- **Parking fees.**



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Hospital information portals

(based on EHCI 2009 and HCP report "How to choose the best hospital?")

- **There are four countries in Europe (NL, DK, DE, UK) that offer hospital information portals on the web**
- **There is a number of regional or less developed initiatives (for example *Test d'Achat* in BE or annual rankings published in *Le Point* and *L'Express* in FR)**
- **There is a large number of websites related to a single hospital or a chain of insurers offering fragmented views.**

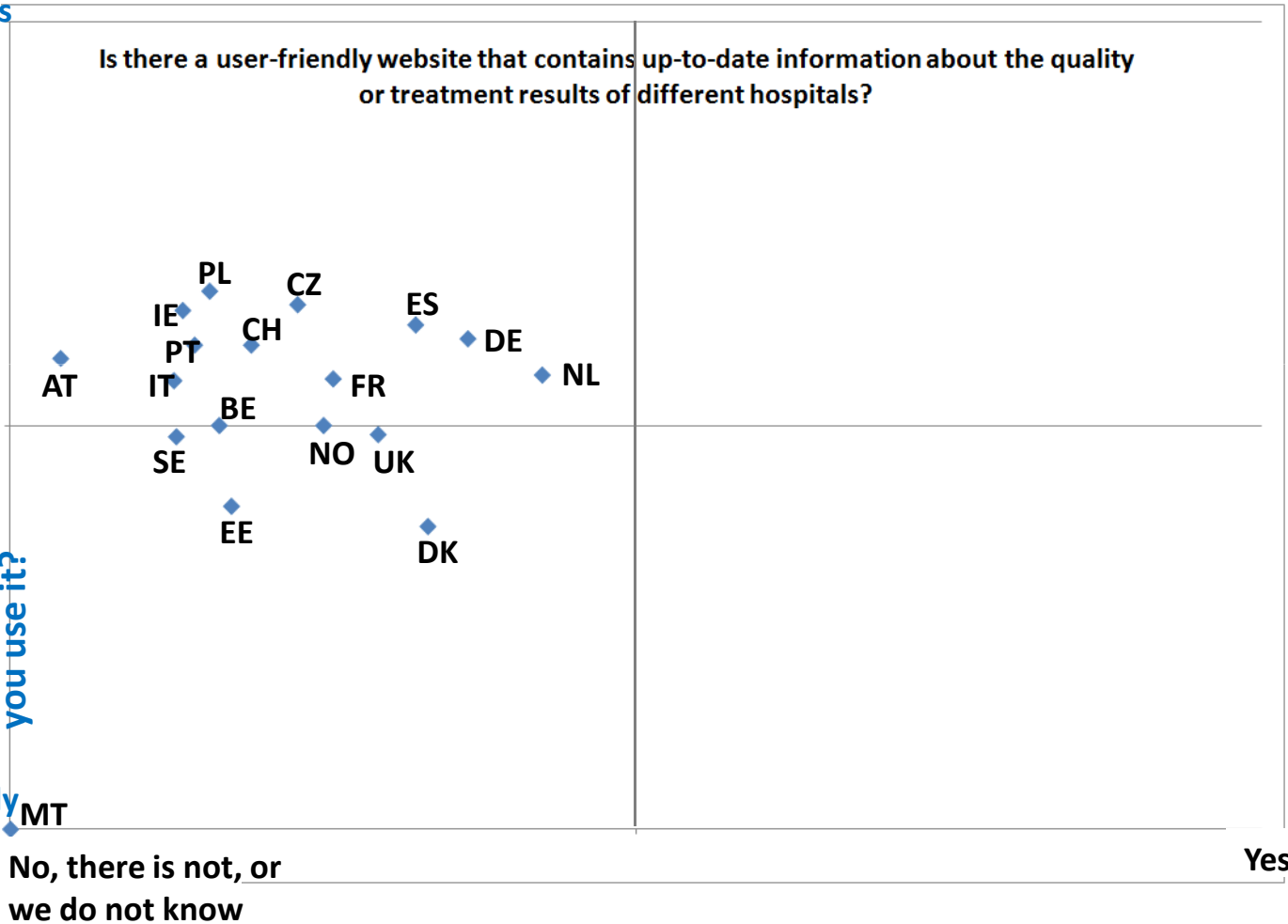


Results from report survey

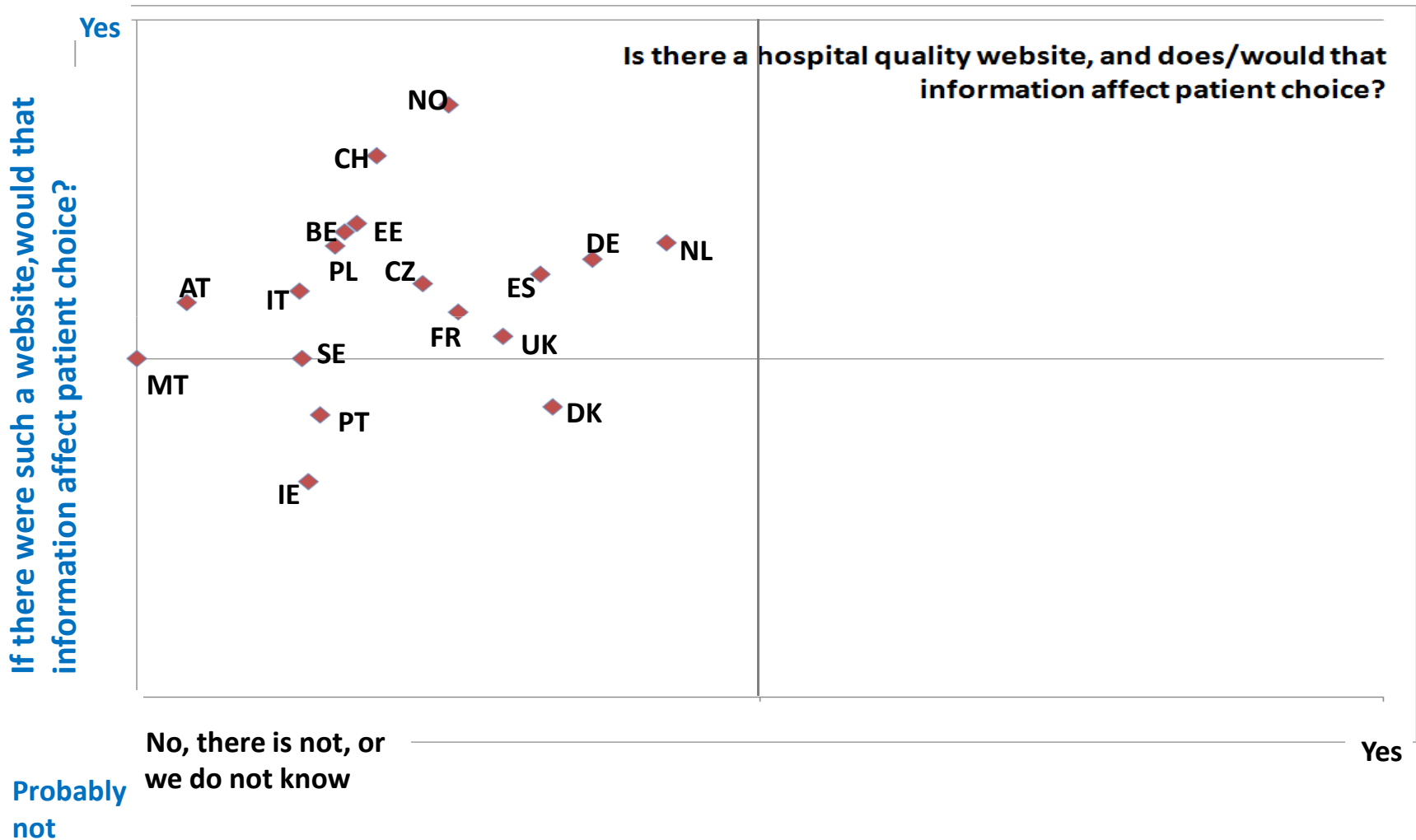
Yeah,
sounds
a neat
idea!

If there were such a website, would
you use it?

Probably
not



Results from report survey



Results from study research

- **None of the hospital information portals performs well in all assessed categories**
 - **QCI is displayed in an over-simplified way where vital information is missing for the consumer**
 - **Or QCI is presented in a too complex way, which seems overwhelming for a lay-person's know-how**
 - **Navigation: no user centered design.**



Some report conclusions

- **There is a need for a development of hospital/healthcare information portals**
 - **User-friendliness**
 - **Trustworthiness**
 - **Accessibility**
 - **Sharing of experience – lay person reporting**
- **User hesitation:**
 - **Barriers, fear**
 - **Requires far better guidance and interaction**
 - **Web information only part of the solution.**



The future

- **Key question for the future:**
 - **Will the patients' choice drive hospitals towards better quality?**

Social media in Swedish healthcare – HCP study

- **Covering every healthcare region**
- **Weak application of social media in Swedish healthcare (while high penetration in other parts of society)**
- **Unmet user interest**
- **Healthcare reluctance:**
 - **Legal excuses**
 - **Low understanding of gains**
 - **Cultural clash**
 - **Fear of losing control.**



The right moment

- **Opportunity to partner with the new EU Directive on cross-border healthcare:**
 - Requirement for each Member State to establish national info centers
 - Availability of healthcare, quality outcomes, safety standards, access to medication, administrative procedures, complaints and appeals etc.
 - Even price information might evolve from this new directive
 - Multilingual IT portals
 - EU portal with pan-European comparison
- **Essential to highlight the personalised approach, i.e. user influence on design of information and services!**



Thank you!

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