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# **Transparent environment for expressing consumers needs and preferences**

Johan Hjertqvist

HCP

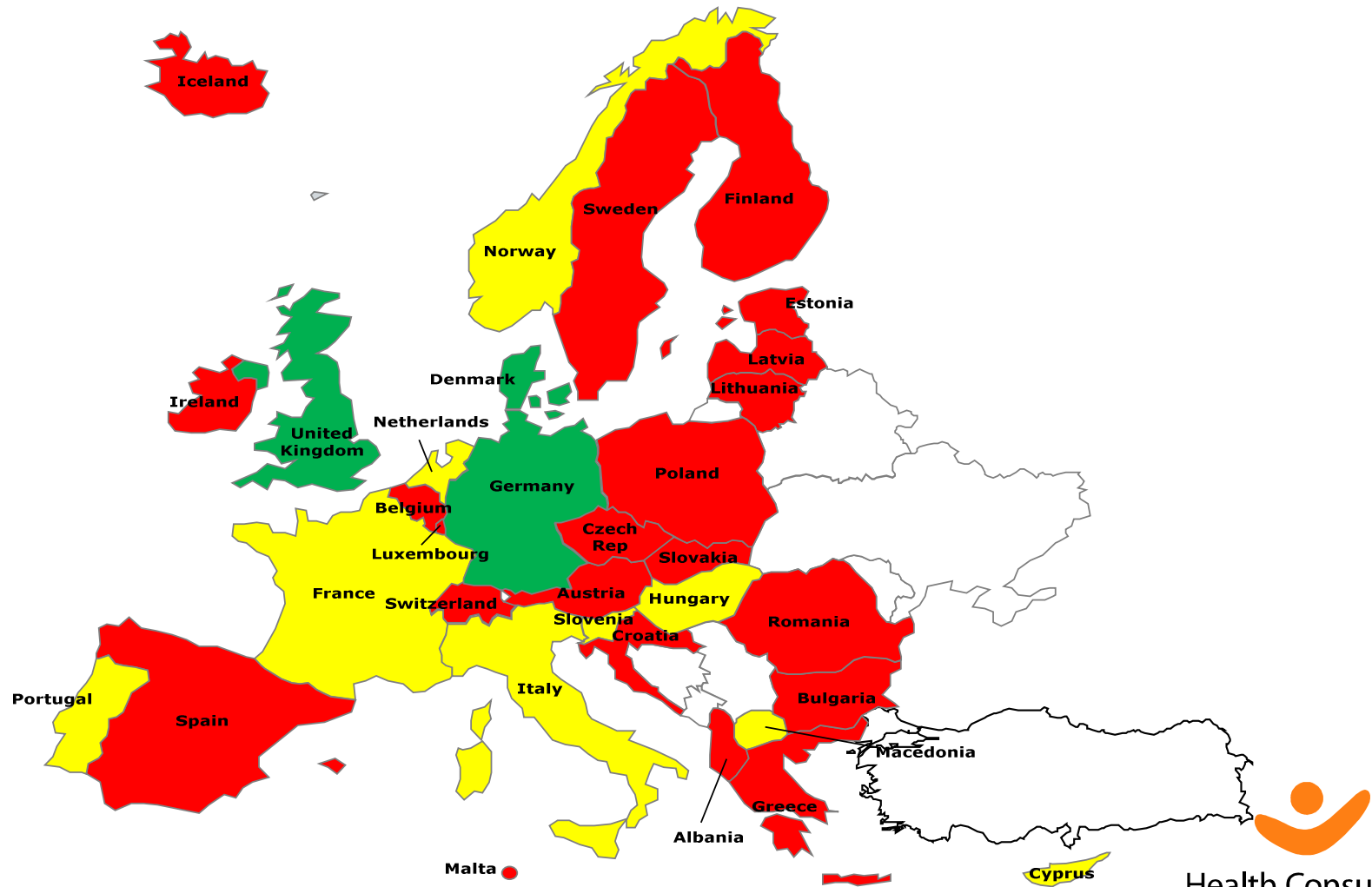
IHS Prague June 19, 2011

# The European idea

- **Consumer preferences should not be expressed (maybe patient wishes)!**
  - **Weak patients part of the historic concept**
  - **Equity, solidarity**
  - **Rationing rather than demand driven**
- **Weak insurance/payor competition**
- **Weak competition among providers**
- **Piecemeal open information.**



# Are the needs met: where to find hospital information web portals?



# The missing link



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# Why let the consumer in?

- **The old system has failed!**
- **Values**
  - Informed choice an overwhelming standard
  - "Make yourself heard" – democratic expansion
  - Be in control
- **Personalised care**
  - From general guidelines to tailor-fit treatment
- **Outcomes**
  - Fewer complications with involved users
  - Adherence of medicines reduces waste
- **Economics**
  - Self-management will be part of the solution!



# Hinders for individual engagement

- **A long way to attractive content and design of information**
- **Mutual lack of trust in the communication**
- **Outcomes data fragmented and rare**
- **Low mobility – poor use of centres of excellence; weak market integration forces (vision: seamless EU market)**
- **Very limited price transparency**
- **In politics, healthcare is still considered a cost problem rather than a strategic growth opportunity.**



# EU steps in!

- **The Cross-border Healthcare Directive**
- **Confirms our statement – new drivers necessary!**
- **Strong need for industry standards to increase productivity and efficiency**
- **From 2014, open compulsory reporting of a.a.:**
  - **National quality and safety standards/systems**
  - **Hospital performance**
  - **Hospital treatment prices (based on what?)**
- **User-friendly design and access.**



# Most frequent health use of the Internet (US)

**Third most popular Internet activity, after e-mail and search**

- **68% info about drugs**
- **49% self-diagnosis**
- **39% info about another's condition**
- **45% did not think they could find health info online, yet 82% want to**
- **48% of all health searches are on behalf of someone else.**

**Most popular health sites are U.S.-based. These include NIH, WebMD, Medicine.net, Mercola and Mayo.**

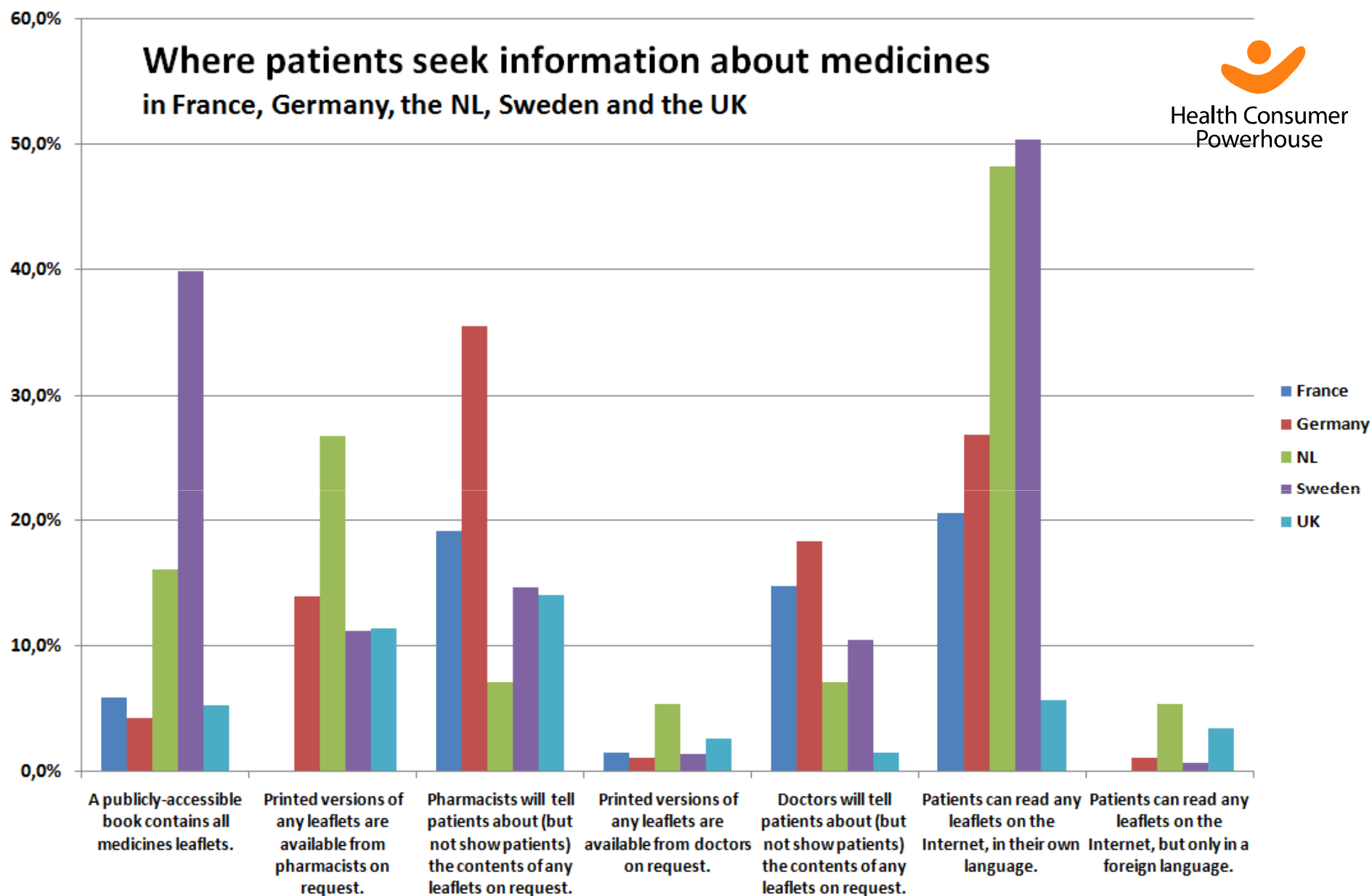


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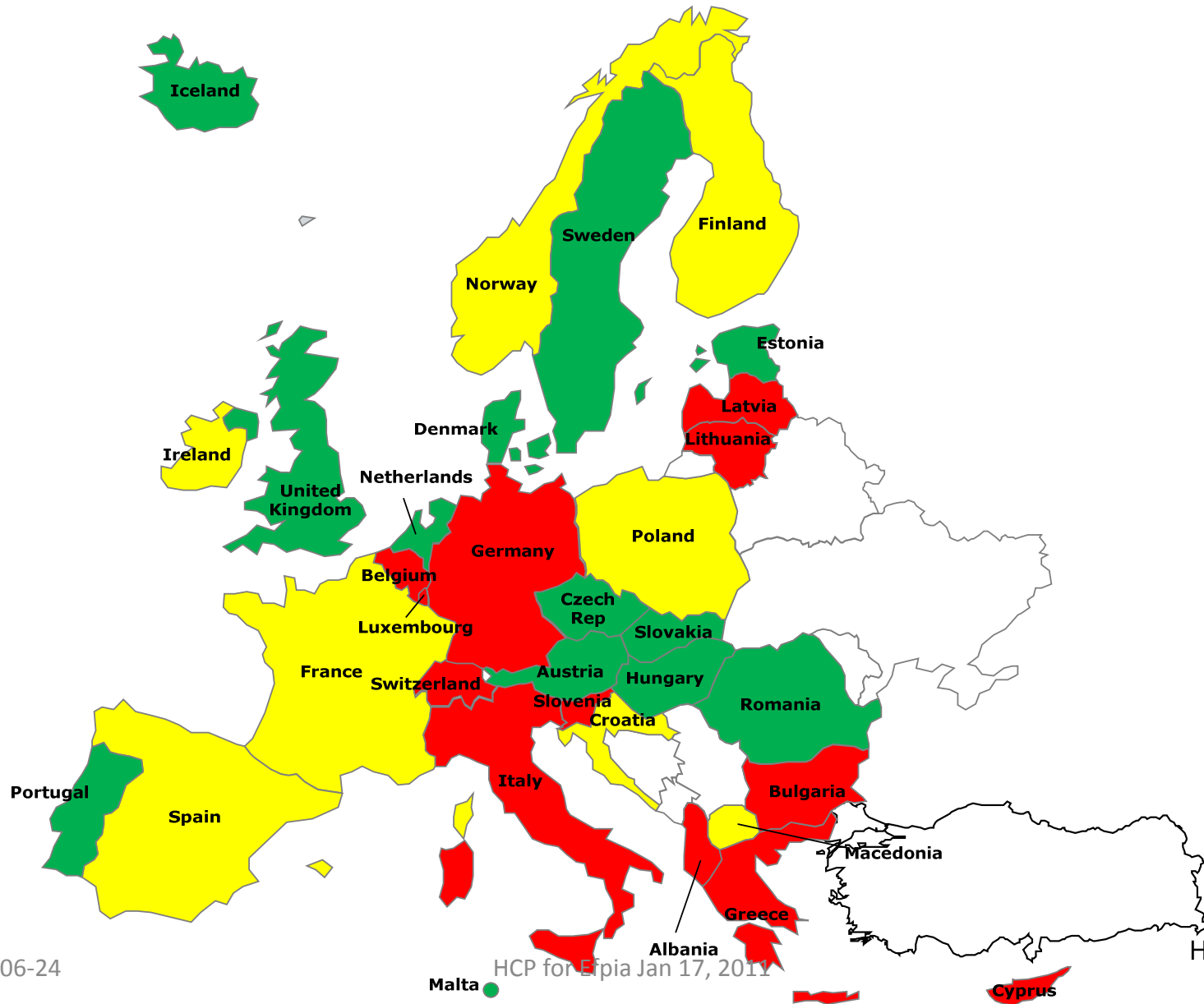
# Where patients seek information about medicines in France, Germany, the NL, Sweden and the UK



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# Comprehensive layman-adapted information about *all* registered drugs available on the www (2009)...



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# ...and "FASS-style websites" 2011

- ☺ Austria: [www.austriacodex.at/avmain/](http://www.austriacodex.at/avmain/)
  - ☺ Czech Republic: [www.zdravotnickenoviny.cz/scripts/modules/catalogue/search.php?catalogueID=2](http://www.zdravotnickenoviny.cz/scripts/modules/catalogue/search.php?catalogueID=2)
  - ☺ Denmark: <http://medicin.dk/>
  - ☺ Estonia: [www.raviminfo.ee](http://www.raviminfo.ee)
  - ☺ Finland: [www.fimea.fi/lakemedel/produktresumeer/humpl](http://www.fimea.fi/lakemedel/produktresumeer/humpl)
  - ☺ France: [www.doctissimo.fr](http://www.doctissimo.fr)
  - ☺ Germany: [www.onmeda.de](http://www.onmeda.de)
  - ☺ Hungary: [www.ogyi.hu/drug\\_database/](http://www.ogyi.hu/drug_database/)
  - ☺ Italy: [www.prontuariofarmaci.com](http://www.prontuariofarmaci.com)
  - ☺ Malta: <http://medicinesauthority.gov.mt/products/search.htm>
  - ☺ Netherlands: [www.cbg-meb.nl/CBG/en/human-medicines/geneesmiddeleninformatiebank/default.htm](http://www.cbg-meb.nl/CBG/en/human-medicines/geneesmiddeleninformatiebank/default.htm)
  - ☺ Norway: [www.legemiddelverket.no/custom/templates/gzInterIFrame\\_1548.aspx](http://www.legemiddelverket.no/custom/templates/gzInterIFrame_1548.aspx)
  - ☺ Portugal: [www.infarmed.pt/infomed/inicio.php](http://www.infarmed.pt/infomed/inicio.php)
  - ☺ Romania: [www.anm.ro/en/html/pharmacopoeia.html](http://www.anm.ro/en/html/pharmacopoeia.html)
  - ☺ Slovakia: [www.liekinfo.sk](http://www.liekinfo.sk)
  - ☺ Sweden: [www.fass.se](http://www.fass.se)
  - ☺ Switzerland: [www.kompendium.ch](http://www.kompendium.ch)
  - ☺ U.K.: <http://emc.medicines.org.uk/>
- ☺ In addition, there are websites with information on pharmaceuticals appearing in additional countries. This is rapidly expanding in Europe.



# Soon in your mobile (US)

## Mobile phone, PC services:

- **Test results**
- **Messages to and from doctors and staff**
- **Guides to GP:s , dentists and hospitals**
- **Appointment history, reminder of next appointment**
- **Complaints reporting and procedures**
- **Medical records**
- **Patient education**
- **Medications and allergies – e-prescriptions**
- **Immunizations**
- **Reminders for preventive care**
- **Patient reporting to stem heart failure readmissions**
- **Virtual doctors for HIV care management**
- **Online messaging for depression and drug addicts care**
- **Support for caregivers**
- **Etc.**



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# From fancy apps to systems communication

- **Liberate resources for qualified care – make patients take care of segments not requiring professional competence**
- **Build a pressure for quality improvement – options to avoid second class care**
- **User comments, polls and ratings**
- **Self management/care provider support**
- **All stakeholders involved!**



# Thank you!

Read more about the impact from  
the Cross-Border Care Directive at  
[www.healthpowerhouse.com](http://www.healthpowerhouse.com)



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Improving healthcare since 2004