



TMA Bridge

eEducation: "Citizens Informing Themselves about eHealth"?

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Citizen and Professional Empowerment

- A partnership between patient, carer and healthcare professional
- Access to information
- Sharing experiences
- Self help

Types of Site

- General healthcare and life style advice
- Medical opinion and research outcomes
- Specific personal advice
- Community site – specific condition
 - Sharing experiences
 - Life style advice
 - Medical advice
 - Referral to practitioners or providers
- Medical education

Funded by

- Government, Charitable foundation
- Special interest group
- Vendor of a product group
- Direct Payment

Types of user

- Healthy citizen with an enquiring mind
- Newly diagnosed
- Chronically ill
- Carer for a diagnosed person

Need for reliability

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Key Issues

- Reliability, quality and provenance of the information
- Protection from malicious influence
- Privacy and Security for data used in giving advice
- Consistency of advice across national boundaries
- Adaptation to language and culture
- Usability

Challenges

- Policy
 - National responsibility for sites accessed internationally?
 - Certification?
 - Application of recognised quality marks
- Organisation and Social
 - Ensuring quality and reliability of content
 - Establishing balance between cost and benefit
 - Citizen, Professional ...
- Technical
 - Automated translation
 - Inclusion of disability rules
 - Automated validation/certification marks



Workshop Outcomes

- Site objectives
 - Advice
 - Security is an issue
 - Doctor online – not until security problems solved
 - Who is paying for it
 - Information
 - Who is paying for it
 - What is its scope
- Certification – achievable?
- Links from responsible sites
- Marks might be useful
 - Internet Content Rating
 - HON
 - Internet Crystal Mark
 - Disability rating
- Web Accessibility Initiative
 - Validation tools (such as Hermish)

Some attempts to help

- Health on the Net –
 - Certification
 - Ethical standards
 - Provenance of data
 - Purpose of advice given
 - WRAPIN - Checking against known quality
- medCircle - reliable site rating
- DISCERN - quality of written health information
- NHS Direct - Information for citizens



Summary

- Co-responsibility for disease management
- Away from home
 - Needing confirmatory advice
 - Long term care
 - Where to get information and support
- Trusted sources of information
 - Links
 - Confidence marks
- Usability

You can not control what a citizen does on the net

