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On behalf of the
Dutch Association for eHealth (NVEH),
The Netherlands

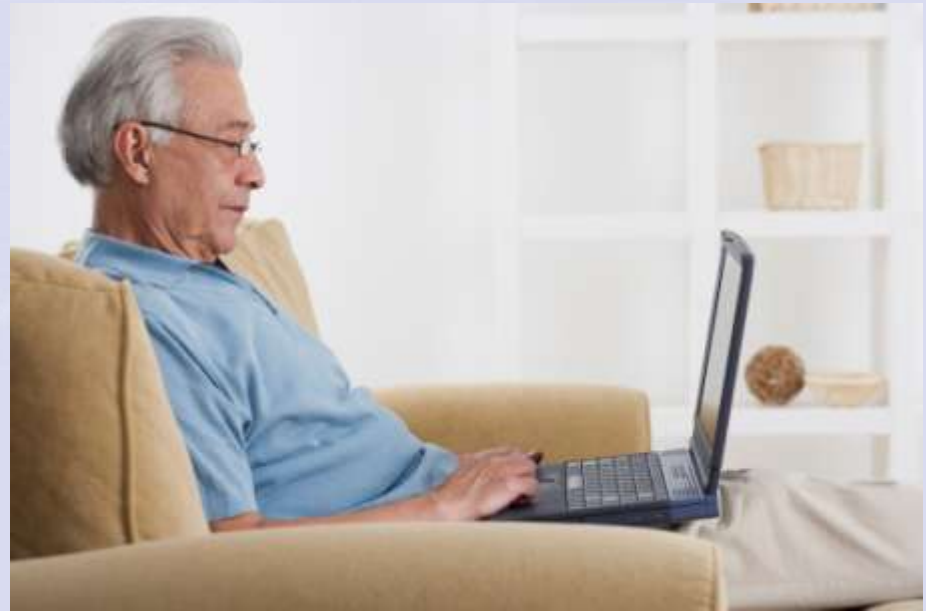
health
CONFERENCE 2010



Conference & Exhibition

Trends in eHealth: The e-Patient

- More patients want to take more control of their own health.
- (Mobile) internet enables them with information and communication services provided through e.g. patientportals



Patient Portals and e-Patient Services

Promises for healthcare providers & payers:

- Answering the needs of healthcare consumers: e.g. selfmanagement
- Patient Relationship Management
- Better quality & service of care
- More efficient care processes
- Anticipating lack of personnel



National portals for patients/citizens take off

The screenshot shows the Sundhed.dk portal with a search bar at the top, navigation tabs for 'Sundhed', 'Sygdomme', 'Behandling', and 'Sygehus'. The main content area features a large image of a family and a section titled 'Nyt sundhed.dk' with a 'Sundhed.dk i dit hjem' button. A sidebar on the right contains 'Progress' and 'Fælles Sundhed.dk' sections.

The screenshot displays the NHS HealthSpace portal. It includes a search bar, a 'Welcome to HealthSpace' message, and a 'New patient registration' section. A sidebar on the right offers 'Health and Living Information' and 'Health & Living Information' links.

The screenshot shows the Teip portal with a search bar and a 'Terveystieteiden tutkimuskeskus' header. The main content area features a large image of a heart and a 'Terveystieteiden tutkimuskeskus' section. A sidebar on the right contains 'Terveystieteiden tutkimuskeskus' and 'Terveystieteiden tutkimuskeskus' links.

The screenshot displays the DROILUOJU portal with a search bar and a 'DROILUOJU' header. The main content area features a large image of a person and a 'DROILUOJU' section. A sidebar on the right contains 'DROILUOJU' and 'DROILUOJU' links.

The screenshot shows the 1177 portal with a search bar and a '1177' header. The main content area features a large image of a person and a '1177' section. A sidebar on the right contains '1177' and '1177' links.

The screenshot displays the GEGUNDHEIT.de portal with a search bar and a 'GEGUNDHEIT.de' header. The main content area features a large image of a person and a 'GEGUNDHEIT.de' section. A sidebar on the right contains 'GEGUNDHEIT.de' and 'GEGUNDHEIT.de' links.

Also at European level initiatives take place

Gezondheid-EU
Met volksgezondheidsportaal van de Europese Unie

Europese Commissie > Gezondheid EU

Gezondheidsportaal EU

Het directoraat-generaal Gezondheid en consumenten verhoogt zich erover het EU-gezondheidsportaal (de officiële portaal van de Europese Unie over volksgezondheid) met zijn ruime aanbod aan informatie en gegevens over gezondheidsinvesties en -activiteiten op Europees en internationaal niveau te kunnen presenteren...

MIJN GEZONDHEID

- Baby's en kinderen
- Gehandicapten
- Jongeren
- Mannen
- Vrouwen
- Ouderen

MIJN LEVENSTIJL

- Voeding
- Tabak
- Alcohol
- Ruiggebruik
- Drugs
- Sport en ontspanning
- Sexs

MIJN OMGEVING

- Thuis
- Milieu en gezondheid
- Biologische risico's
- Voedselveiligheid
- Op het werk
- Consumentenveiligheid
- Chemische risico's
- Sociale omgeving
- Fysische risico's
- Verkeersveiligheid
- Biofarmaceutica

GEZONDHEIDSPROBLEMEN

- Hiv-aids
- Geestelijke gezondheid
- Hart- en vaatziekten
- Griep
- Kanker
- Andere niet-overdraagbare ziekten
- Andere besmettelijke ziekten
- Zeldzame ziekten

MIJN GEZONDHEIDSZORG

- Patiëntveiligheid
- Geneesmiddelen en behandeling
- Mobiliteit in Europa
- Vaccinaties
- Verzekering
- Kwaliteitsborging
- Langetermijnzorg
- e-Health
- Thuisverzorgers

GEZONDHEID IN DE EU

- Beleed
- Preventie en voorlichting
- Programma's
- EU-gezondheids-indicatoren
- Onderzoek
- Statistieken

Links naar ...

EU-wetgeving

Portaal naar de wetgeving van de Europese Unie

- Alle links naar EU-wetgeving

EU-publicaties

De uitgever van de Europese Unie

- Alle links naar EU-publicaties

But internet has its own dynamics..

Het internet Afdelingen Video's Maps Nieuws Boeken Gmail meer cpjflim@gmail.com | Klassieke startpagina | Instellingen | Afmelden

Google zoeken Ik doe een gok

Doorzoek: het internet pagina's in het Nederlands pagina's uit Nederland

Voeg mensen toe aan de groep 'Vrienden' om te kunnen delen. Sluiten

Voeg sociale gadgets toe om updates te plaatsen en games te spelen met vrienden.

Startpagina

- Google Nieuws
- Taken
- Weerbericht
- YouTube
- ru.nl - Sport
- Wikipedia
- Sudoku-puzzels
- Wisselkoersen

Wisselkoersen

Bedrag: 159

Van Valuta: Norwegian Kroner (NOK Nkr)

Naar Valuta: Euros (EUR €)

Resultaat: 159 Norwegian Kroner = 19.77 Euros

Weerbericht

Bekijk weerberichten voor uw woonplaats en uw favoriete plaatsen over de hele wereld.

YouTube

Dit gadget mag:

- Mij herinneren en mijn groep 'Vrienden' bekijken
- Plaats mijn activiteiten in Updates.

Wikipedia

W

Sudoku-puzzels

Dit gadget mag:

- Mij herinneren en mijn groep 'Vrienden' bekijken
- Plaats mijn activiteiten in Updates.

Google Nieuws

Voorpagina: Buitenland | Nederland | Economie | Wetenschap

- Zware aardbeving Chili: Tsunami-waarschuwing voor 20 landen** - Elsevier
Chili is getroffen door een zware aardbeving, waarbij 54 c... [Soortgelijke verhalen weergeven >](#)
- Geen community in Den Bosch na homo-roebel** - NRC Handelsblad
Rotterdam, 27 febr. Hof kerntestuur van de Sint-Jan in Den... [Soortgelijke verhalen weergeven >](#)
- Verloof hoofdtoekjes van rivier** - NLI.nl
AMSTERDAM - Het dragen van hoofdtoekjes bij gemeentel... [Soortgelijke verhalen weergeven >](#)
- Duizenden in de ri voor Gerd Leers** - rijk op nieuws
Maastricht - Vrijdagmiddag stonden sommige mensen m... [Soortgelijke verhalen weergeven >](#)

Sudoku

Online Sudoku puzzels

Sport

- Pijlers nieuwe trainer van Willem II
- Nederland rende na goud Sauerbreni
- Sauerbreni heeft haar goud hinnen

Spotlight video's

Spaker C8 Speder vs CB Laviolette LRB5 2:06 ★★★★★

Others start patient portals and services as well..

- Patients Organizations
- Regional Healthcare organisations
- Healthcare Institutes
- Departments of Healthcare Institutes
- Insurance companies
- Pharmacies
- Independent portal initiatives
-

Showcase: The Netherlands



Examples from the Netherlands

- IVF poli
- Target Group:
 - Couples with fertility problems
- Services:
 - Education, information, consultation, diagnosis, monitoring, fellow patients contacts,...



Examples from the Netherlands

- MijnZorgNet
- Target Group:
 - Healthcare networks around persons with specific diseases
- Services:
 - Various, supporting joint control of patients and HCP's
 - E.g. Fertility, Parkinson,...



Examples from the Netherlands

- Eczeempортааl
- Target Group:
 - Persons with constitutional eczema
- Services:
 - Monitoring, communicating, selfmanagement, booking, informing,..



The screenshot shows the homepage of the 'Eczeempортааl' website. At the top, there is a navigation bar with links for 'Home', 'Over UMC Utrecht', 'Contact & route', and 'Boorptentijl'. The main header features the UMC Utrecht logo and the title 'Eczeempортааl'. Below the header is a secondary navigation bar with links for 'Home', 'Achtergrond', 'Het eczeempортааl', 'Wetenschappelijke titels', 'Meer informatie', and 'Patiënten login'. The main content area includes a paragraph about constitutional eczema, a search box with the text '<trafwoord>' and a 'Zoeken' button, and a 'Patiënten Login' button. A small image shows a healthcare professional interacting with a patient.

Examples from the Netherlands

- Deel je Zorg
- Target Group:
 - Social network on healthcare for all people
- Services:
 - Personal profile, meetings, groups, subsites, fora,...



Examples from the Netherlands

- Gezondheidsmeter
- Target Group:
 - Patients & HCP's on Diabetes, COPD, bloodpressure, headache, ...
- Services:
 - Treatment, self management, logbook, eConsult, ...



Examples from the Netherlands

- Mijn Esperanz
- Target Group:
 - Patients who are treated on cancer, and their HCP's
- Services:
 - Communication, Personal information & health pages,...



Examples from the Netherlands

- Pazio
- Target Group:
 - Patients, HCPs, researchers in 'first line & chronic care'
- Services:
 - eConsult, eReceipt, eAppointment, Selfmanagement, eResearch,..



Examples from the Netherlands

- Patient1
- Target Group:
 - Platform for people with chronic diseases
- Services:
 - Personal health records, personal services, personal information,...



Examples from the Netherlands

- Mediciinfo
- Target Group:
 - Citizens who want to be informed and manage (their) health
- Services:
 - information services, applications, tools for selfmanagement,..
 - informatie, e-consultation,
 - ..



More initiatives: by hospitals...



by GPs, pharmacies..



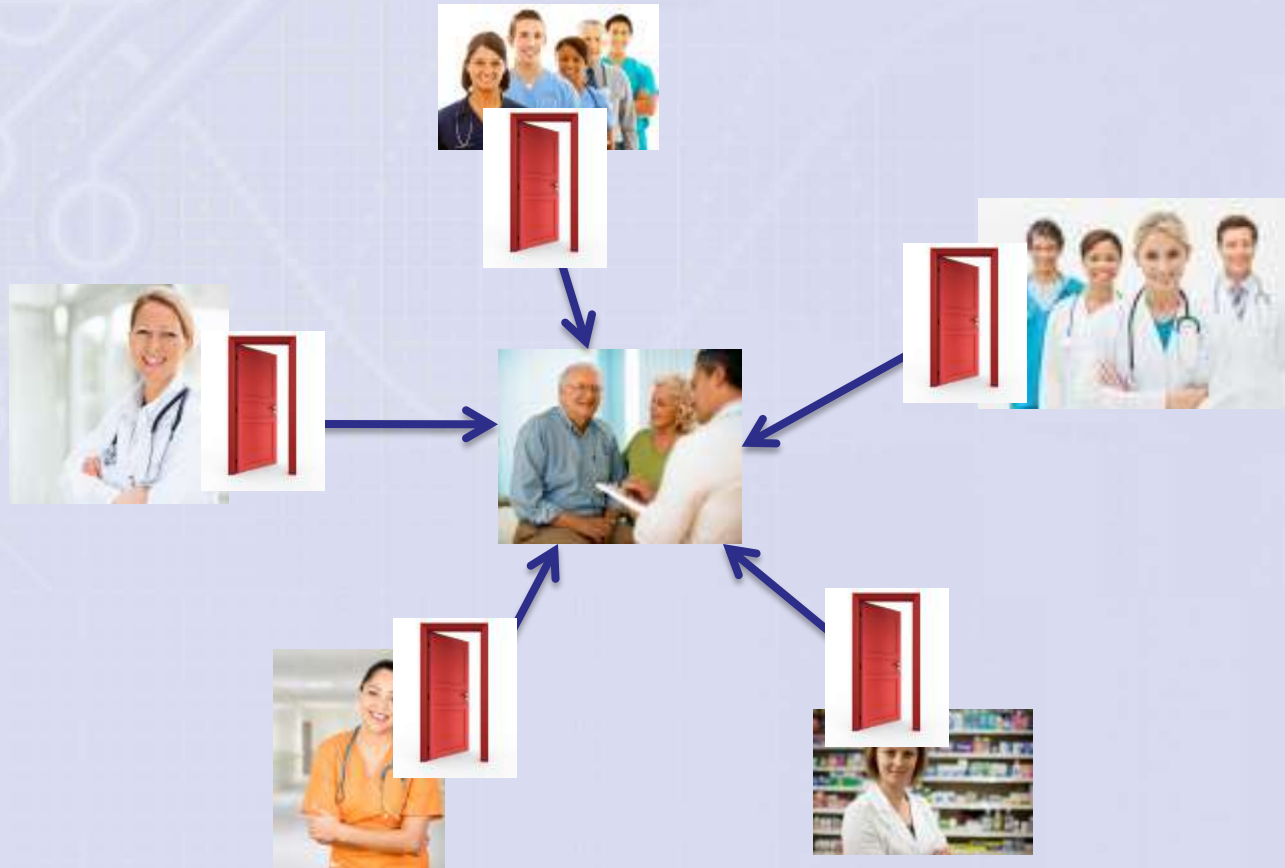
by national institutes, regions, patient organisations, suppliers,...



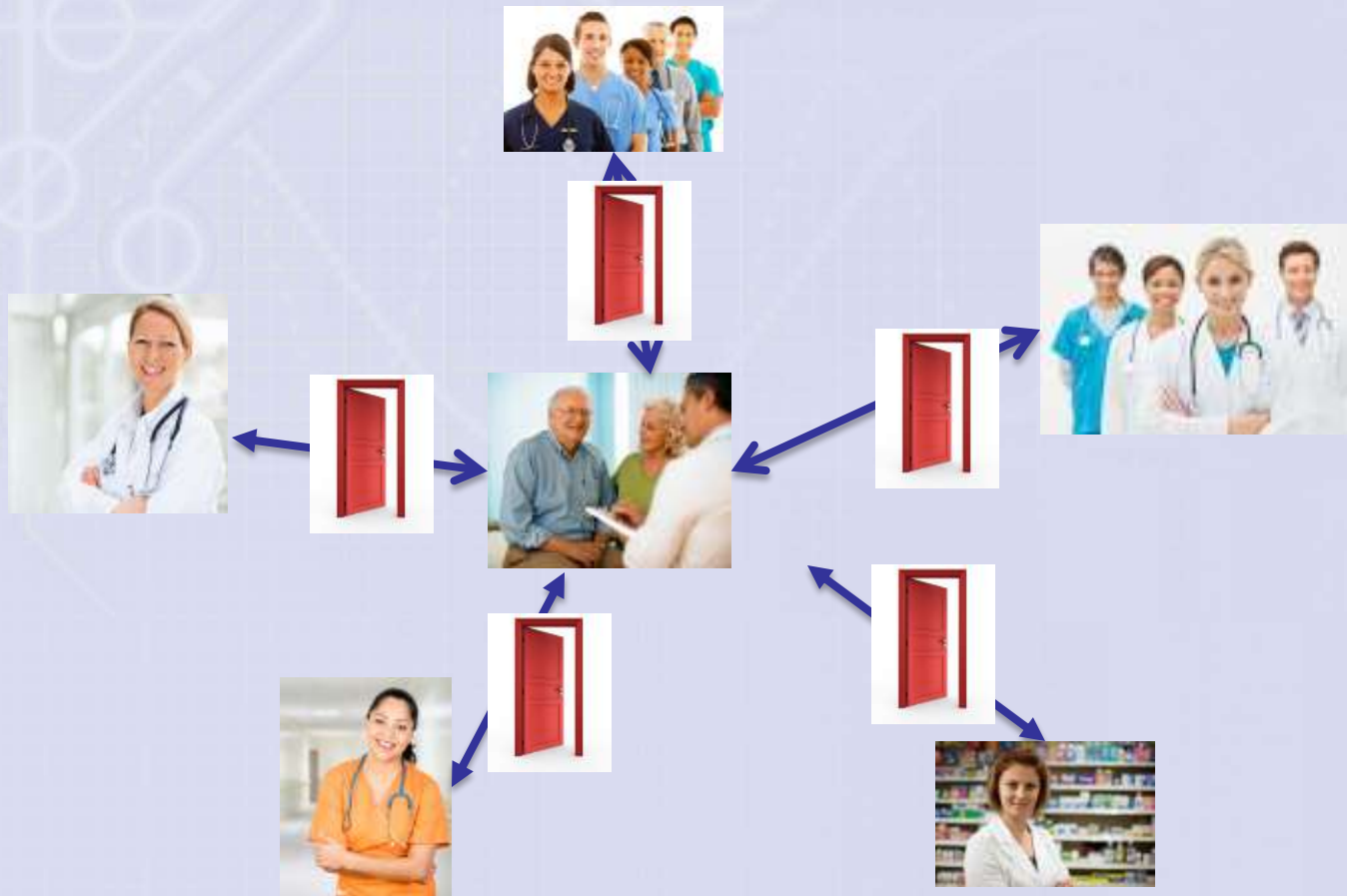
Elderly care, mental health...



All portals aim to be patient centric..



And intend to fulfill the patients needs..



But what are the patient's real needs?



So what does the patient want?

- “The Patient does not exist”
- “The Person, Not The Disease”
- “Needs of Persons Change in Life”
- Segmentation based on personal & social aspects
 - Values, needs, expectations
 - Abilities for selfmanagement
 - Use of information (internet,..)
 - Disease characteristics

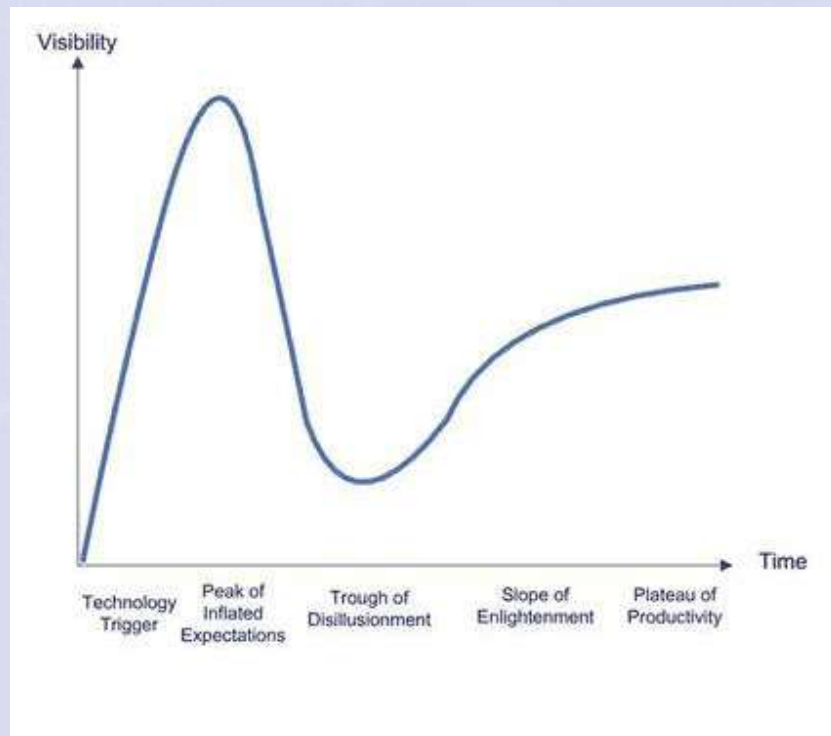


“What works for whom”?



Which portals & eHealth services fulfill *my* needs?

Where are these portal initiatives on the Gartner Hype Cycle?



Functionalities of patient portals

- Personalized...
 - Information on care providers
 - Information on treatments
 - Medical information
 - Health logbook
 - Information
 - Appointments
 - Fellow patients contacts

Patient Portals...

- Integrate care and wellness aspects
- Can be combined with portals of relatives
- Can be personalized/adapted by patients
- Can be accessed through various interfaces (Telehealth, mHealth!)
- Should be maintained on behalf of the patient/citizen (privacy, security,..)

Patient Portals?...

- Not everybody wants to use portals...
or wants to personalize them
- Portals of different providers can co-exist....
but should all meet generic guidelines
- Possible synergy with e-Government services?

Other tips for future initiatives

- Think about the business model and (social) business case for all stakeholders from the start
- Think big, smart small: Focus on 'low hanging fruit'
- Integration with 'face-to-face' healthcare means high impact on organisation, processes and ICT
- Modularity & Interoperability!

The essentials

- Start with the Patient needs = Quality of his/her Life
- Include Provider & Payer needs
- Provide customizable services for transaction, interaction, choice and control to individual patients
- Be able to integrate portals or services as modules in other (personalized) portals

Thank you

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