



NST | Nasjonalt senter for telemedisin

UNIVERSITETSSYKEHUSET NORD-NORGE

WHO Collaborating Centre for Telemedicine

health Trends

WHO/European eHealth consumer trends survey

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Joint meeting of the SANCO Health Systems Working party and the INFSO
eHealth Working group



Click to get Sick

Internet Makes Us Sick

Too much Advice Can Be
Bad for Your Health

Is Cybermedicine killing you?



overview

- Rationale of the project
- Participants
- Methods
- Questionnaire
- Expected results
- And so what?



eHealth Trends in short:

- Focusing on the “new patients or consumers” and the digital divide in Europe
- Developing a European survey on eHealth consumer trends, 18 months interval
- Including seven countries: Denmark, Germany, Greece, Latvia, Norway, Poland and Portugal
- Funded by DG SANCO (2005-2008)



aim

- To monitor health consumers' use of, their attitudes to and their needs with regards to information and communication technology for health purposes
- Key issues: social gaps, digital divide, public health, trust and monitoring



by 'health consumers' we mean...

- Patients
- Patients' friends and relatives
- Citizens in general



scientific objectives

- Assess peoples' *current use* of Internet-based services for health purposes
- Assess peoples' *attitudes to* the use of Internet-based services for health purposes
- Assess peoples' *expectations* with regard to eHealth services from their Family doctors



scientific objectives cont.

- **SPACE:** Examine if there is a difference in the population's use of, their attitudes and needs with regard to Internet-based services for health purposes between the different participating countries
- **TIME:** Examine if and to what degree the findings change through the study period
- **ACCESS:** Relate the findings concerning the above mentioned objectives to peoples' degree of Internet access



partners

- Norwegian Centre for Telemedicine, University Hospital of North Norway, Norway (NST)
- Fyns Amt, Danish Centre for Health Telematics, Denmark (Funen)
- Friedrich-Alexander-Universität Erlangen-Nürnberg, Lehrstuhl für Medizinische Informatik, Germany (IMI)
- Foundation for Research and Technology - Hellas, Greece (FORTH)
- Health Promotion State Agency, Latvia (HPSA)
- Wroclaw Medical University, Poland (Wroclaw)
- Universidade de Aveiro, Portugal (Aveiro)



kick-off workshop 14-15 June



roles and responsibilities

- NST is responsible for the overall data collection delivered by each country
- Partners have the national responsibility to prepare and coordinate the survey in their respective countries
- Poll-agencies are implementing the survey in each country
- Norwegian poll agency (FWS) provide template for the other agencies and summarize the joint data-set



Advisory board members

- Ms Christine Kotarakos, Managing Director GfK-European Opinion Research Centre EEIG and co-ordinator of Eurostat 58.0 Survey on European Union citizens and sources for information about health (2003)
- Prof Maurice B Mittelmark, Professor, Research Centre for Health Promotion/ WHO Collaborating Centre for Health Promotion and Education, (HEMIL) <http://www.uib.no/psyfa/hemil/>
- Mr Somnath Chatterji, Multi-Country Studies, Measurement and Health Information Systems (MHI), World Health Organization, Geneva



national authorities

- Purpose: Mutual exchange of information on eHealth surveys and initiatives
- Channels for dissemination
- Co-funding role
- Groups are established in all countries
- Joint activities planned for, e.g. workshops



budget

Total expenditure 733 713 €

EC contribution 440 228 €

Subcontracting costs 197 200 €

Staff costs 377 433 €



deliverables

1. Develop a survey on European health consumer trends
2. Conduct survey in all participating countries
3. Deliver the project successfully and timely within 36 months
4. Disseminate results in International scientific journals



deliverables, cont.

5. Disseminate results in National scientific journals
6. Disseminate results through WHO, national and European public health channels
7. Plan for continuance of the survey
8. European network on eHealth consumer trends



Organized in nine WPs

WP1 Management

WP2 eHealth consumer trends – intl
population

WP3-9 National surveys



gathering data - methods

- Survey conducted by telephone interviews using recognized poll-agencies
- Same questionnaire in all countries
- Additional country specific questions (optional). Maximum total length: 15 min
- The survey was conducted in week 40-45
- 2nd survey will be conducted in spring 2006



Sample size

- Representative sample of the population (1000 respondents brutto number per country)
- 'Screening-question' (used Internet or not)
- Telephone interviews (No web-panel)



telephone vs Web

- Why did we chose **not** to have a web-or Internet panel?
 - Costs
 - Representative sample (paid respondents)
 - Difficult assessment of agencies' methods
- Screening questions by increasing the number of respondents
- Survey as a method – in today's barometer-society – one tool for investigating trends



questionnaire

- The questions are developed by the project participants based upon three Norwegian surveys (2000, 2001, 2002)
- Other surveys: Eurobarometer 58.0, ESS, PEW Internet and other literature
- FWS piloted the questionnaire in respect to it's content, comprehensiveness and internal consistency (100 respondents)



questions

- Background (sex, age, education, location, No of children, occupation, health status, long term illness)
- Sources of information about health and illness (Eurobarometer 58.0)
- Internet access and frequency
- Purpose / areas of using Internet for health



questions, cont.

- eHealth approach to health care professionals you normally meet f-t-f
 - What for?
 - Reasons for not doing so?
- What is important when evaluating Internet health sites?
- Impacts? (feeling of anxiety, relief, change medication etc.)



questions, cont.

- Consumers' (eHealth) expectations to a GP office and other health care institutions
- Important factors when selecting a family doctor (e-mail access vs opening hours)
- Potential use and users; if you were provided the opportunity....





translation method

- Translation for meaning
 - Contextual versus linguistic equivalence
 - Avoid lack of correspondence in different linguistic communities
- Spin-off: quality development measurement process



rationale for the translation method

- To ensure that we are using the same instruments in the different countries
- To ensure that the meaning of each question is the same
- To ensure that we measure the same issues independent of language



translation workshop



- What do we mean by 'health and illness', 'health care professionals', 'using the Internet', 'someone you know'?
- Tested on focus-groups representing the population'



expected results

- A picture of the digital, gender and economical divide in Europe 2005 and 2007
- A picture of what eHealth consumers actually do & feel regarding Internet health information and communication
- A picture of the trends by indicative questions, that is something which is SF today, but could be everyday practice tomorrow
- And more – which we still do not know



summary

- Survey is a challenging method – in today's 'barometer-society'
- Health and Internet from a *consumer* perspective (useful information for others)
- *Representative sample* of the population
- *eHealth trends*; what are the consumers' expecting from the health care system today and tomorrow?
- Expansion (time & space); include more countries over a longer periode of time



thank you for your attention



project website

www.telemed.no/eHealthTrends



Main topics:

Imagining the future of healthcare and well-being
Innovations
Health strategies
Future threats and disasters
Case studies and methods

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