



Life Science Forum Basel

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eHealth Quo Vadis – How Soon Can Internet Knowledge Replace My Physician?

An Outline of eHealth Knowledge Management

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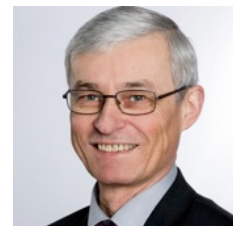
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Short profile

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Dr. Pavel Kraus

- More than 30 years of experience in projects for health care and government
- Founding partner of AHT Management Consulting
- Since 2015 business development for Douglas Connect in predictive toxicology
- Lecturer for Innovation and Knowledge Management at BFH Bern, FHNW Muttentz, HSLU Luzern, HTW Chur and ZHAW
- 1995 – 2001 Member of the Geneva Knowledge Group
- 1998 – 2000 Knowledge Networking Officer, Roche Diagnostics
- 10 years experience in customer requirements research (Roche Pharma, Roche Diagnostics)
- President of the Swiss Knowledge Management Forum (SKMF)
- Board member of Process Management Akademy (PMA)
- Education: ETH Zürich and University of Chicago



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- To live healthy (wellbeing, sports, etc.)
- To stay healthy (prevention, health promotion)
- To get healthy (acute illness or accident)
- To live with the disease as best as possible (chronic patients)

- We need knowledge, experience and information

Outline

- Context and EU projects
- SKMF Roundtable eHealth KM
- Collaboration with IKF

- 3 Stories
 - ePatient Dave
 - COPD
 - Hashimoto

- Questions

- How do we get there?

- First steps





Knowledge sharing & infrastructure for eHealth experts and health professionals

- **CAMEI**
▪ www.camei-project.eu
- **ENS4Care**
▪ www.ens4care.eu
- **EPP-eHealth**
▪ innovationhospitals.com
- **HAIVISIO**
▪ www.haivisio.eu
- **VPH-Share**
▪ www.vph-share.eu

<https://ec.europa.eu/digital-single-market/en/research-and-innovation-ehealth>

- E-Health law - Legal perspective
 - user's consent,
 - privacy by design and by default,
 - data subjects rights and information requirements,
 - principles on advertising in mHealth apps,
 - use of personal data for secondary purposes,
 - disclosing data to third parties for processing operations,
 - purpose limitation and data minimisation,
- Technical IT aspects
 - data transfers,
 - data retention,
 - security measures,
 - personal data breach, and
 - data gathered from children

1 single blog entry regarding eHealth KM topic

Priority A

- Context creation
- Semantics / Taxonomies
- Definition of content
- Capture information and make it interpretable
- Increasing the capabilities and empowerment of the patients
- Cultural change: Relationship between the physician and his patient
- Health literacy / eHealth literacy

Priority B

- E-Health law
- Data ownership
- Technical IT aspects
- Data security
- Electronic patient dossier
- Tools / Systems / Vendors

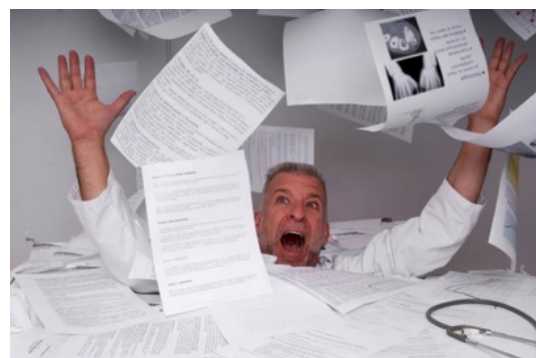
It's not about the car –
it's about the drive



In collaboration with IKF
CAS eHealth professors

Stories

- ePatient Dave
 - empowered
 - engaged
 - equipped
 - enabled



Through information overload – the physicians are losing their core competence

- COPD
 - It is so simple, my cleaning lady could tread the patients
- Hashimoto Thyroiditis
 - Physician smiles at the idea – patient acts

- How much previous knowledge do I need?
- How do I ask questions correctly?
- How can I interpret the information about my health status?



- How can I evaluate plausibility and reliability of a website in regards to my own problem?
- What is the source and quality of this information?
- Are there contradictions among the sources? How do I know? How serious are they?

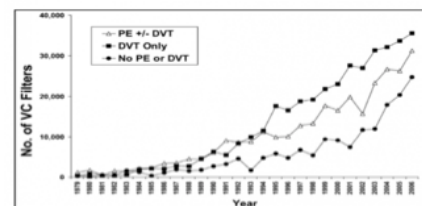


- Why should I get into contact to other patients with my disease?
- If I do – what should we discuss? (Diagnosis, therapy, prognosis, medication etc.)



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- What treatment alternatives are there? How do I know I got all? What is their prognosis?
- How do I make a decision?



- Are there independent, unbiased physicians?
- How do I find relevant clinical studies?
- What is the «standard» treatment?



- How secure is my hospital? What is the quality of the treatment at my hospital?



- How do I know if my dossier is complete?
- What does complete mean?

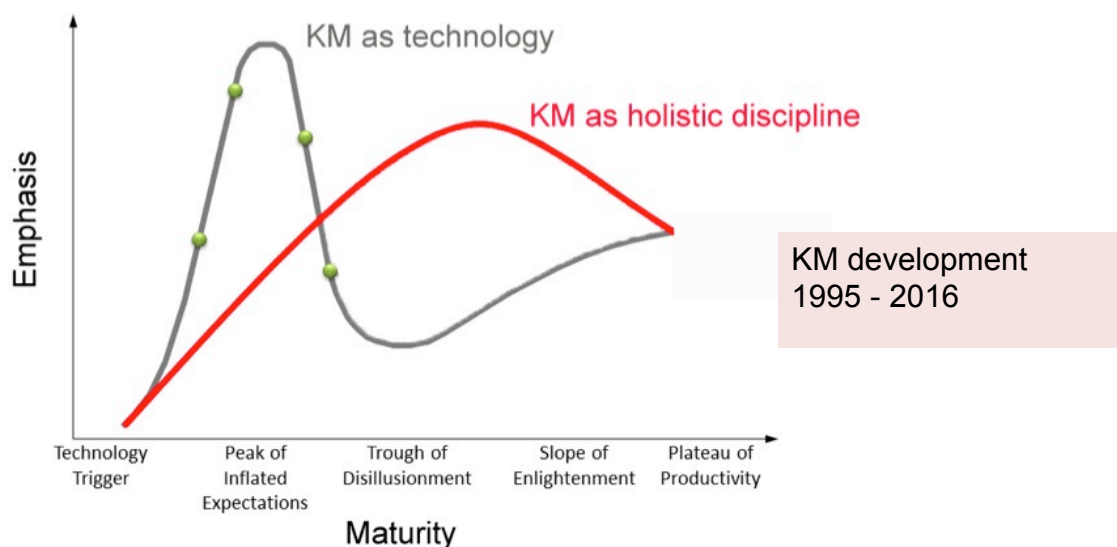
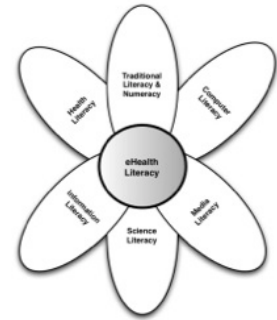


- Improving eHealth Literacy - One step beyond the Lilly
 - Answers to the questions of the ePatients
 - Who will provide the answers?

- Conditions to increase eHealth KM maturity
 - What do we have?
 - What is still needed?

- Cultural challenge
 - Maturity of the patients is rising
 - Away from the physician's magic

 - Change in dialogue and relationship to physicians
 - Work towards a new physician – ePatient partnership



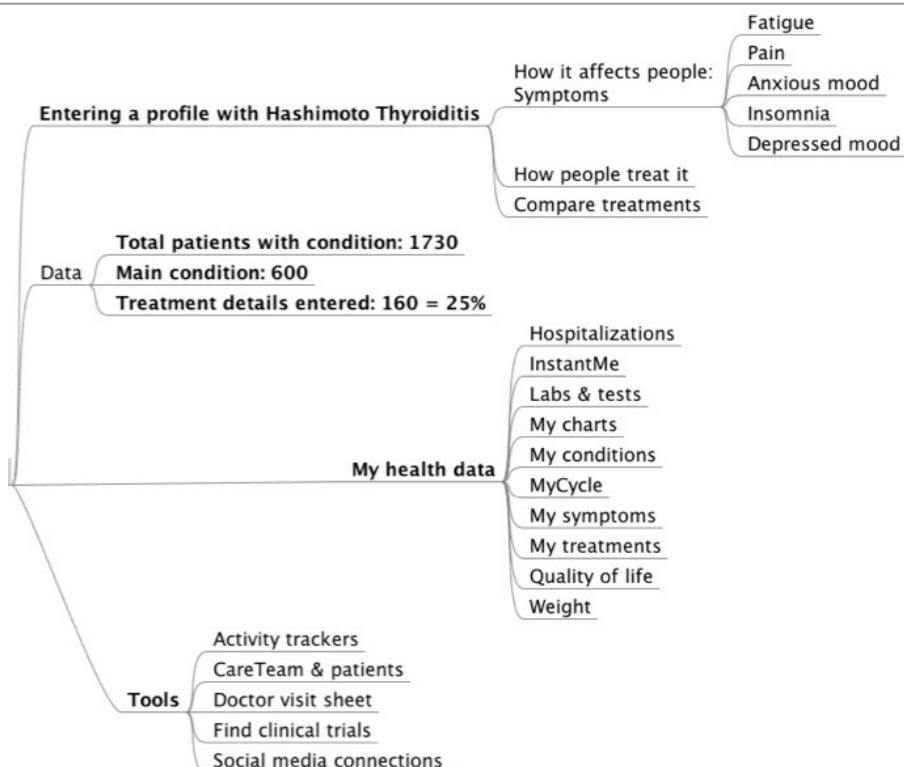
- eHealth programs beyond the technical and legal:
 - Follow the key points from «eHealth strategy for Switzerland»
 - **Technology is not the primary concern**
 - Patients are actively involved in decisions concerning their health behavior and problems
 - This increases their ability to manage their health appropriately

- Clarify what are the real key success factors

- Patients like me
 - 400'000+ members
 - 2'500+ conditions
 - 70+ published research studies
 - 31 million data points about disease

- Healthgrades – How America finds a doctor
- Rate MD's

Example for Hashimoto Thyroiditis on patientslikeme.com



- Maturity of patients in eHealth literacy is very mixed
- Today's techie focus in eHealth currently resembles the pitfalls of knowledge management in the 90's
- While the techies are well underway the key success factor for broad acceptance of eHealth - Knowledge management - has only just started



KM development
1995 - 2016

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Questions

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