

Health Management Information Systems

Unit 8 Consumer Health Informatics

Objectives

- Explain how current and emerging technologies – including the Internet – have impacted and may continue to affect consumer health informatics.
- Describe the role of genomics in consumer health informatics

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Health Communication

- Health communication



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Consumer Health Informatics

- AMIA “working” definition
 - “a subspecialty of medical informatics which studies from a patient/consumer perspective the use of electronic information and communication to improve medical outcomes and the health care decision-making process.”

<https://www.amia.org/working-group/consumer-health-informatics>

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Interactive Health Communication

- Technology and devices
 - Internet
 - Web services
 - Wireless communication
 - Social media

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Interactive Health Communication

- Internet
- Web services
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Impact on Consumer Health Informatics

- New roles/approaches to health management
 - Partnership: consumers and health care providers
- New expectations
 - Access to information when needed

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Impact of the Internet

- Increase in informed consumers
- Availability of online PHRs
- New forms of communication
- Accessibility of health care products for purchasing

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Impact of Emerging Technologies

- Convergence of media
- AND
- Emergence of the Internet

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Social Media

- Social networks
- Blogs
- Forums
- Wikis
- Photo video
- Podcasts

Potential e-Health Value Propositions

Stakeholder	Benefits Sought From Consumer e-Health
Consumers (e.g., patients, informal caregivers, information intermediaries)	<ul style="list-style-type: none">•Private, 24/7 access to resources•Expanded choice and autonomy•New forms of social support•Possibility of better health•More efficient record management•Lower cost healthcare services•Avoidance of duplication of services
Clinicians	<ul style="list-style-type: none">•Greater efficiency•Better communication•More adherent and satisfied patients
Healthcare organizations	<ul style="list-style-type: none">•More patient self-care and health management•Lower administrative costs•Improved quality and patient outcomes

Challenges Presented

- Concerns with privacy and security
- Risk of liability
- Lack of law or legislation governing the boundaries
- Lack of payment for engagement
- Resistance by healthcare providers

Role of Genomics

- Supply a piece of the personal health record
 - Family history
 - A risk factor for many chronic diseases of public health significance

Role of Genomics



Summary

- Interactive health communication
 - Internet
 - Emerging technologies
 - Impact on consumer health informatics
