

# Component 6 - Health Management Information Systems

## Unit 8 - 1 Consumer Health Informatics

This material was developed by Duke University, funded by the Department of Health and Human Services, Office of the National Coordinator for Health Information Technology under Award Number 1U24OC000024.

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## 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
- Wireless communication
- Social media

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## Impact on Consumer Health Informatics

- New roles and 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
- Emergence of the Internet

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## Social Media

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

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## 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"><li>• Private, 24/7 access to resources</li><li>• Expanded choice and autonomy</li><li>• New forms of social support</li><li>• Possibility of better health</li><li>• More efficient record management</li><li>• Lower cost healthcare services</li><li>• Avoidance of duplication of services</li></ul>
Clinicians	<ul style="list-style-type: none"><li>• Greater efficiency</li><li>• Better communication</li><li>• More adherent and satisfied patients</li></ul>
Healthcare organizations	<ul style="list-style-type: none"><li>• More patient self-care and health management</li><li>• Lower administrative costs</li><li>• Improved quality and patient outcomes</li></ul>

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## 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

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## Role of Genomics

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

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## Role of Genomics



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## Summary

- Definition of consumer health informatics
- Interactive health communication impact on consumer health informatics
- Role of genomics in consumer health informatics

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