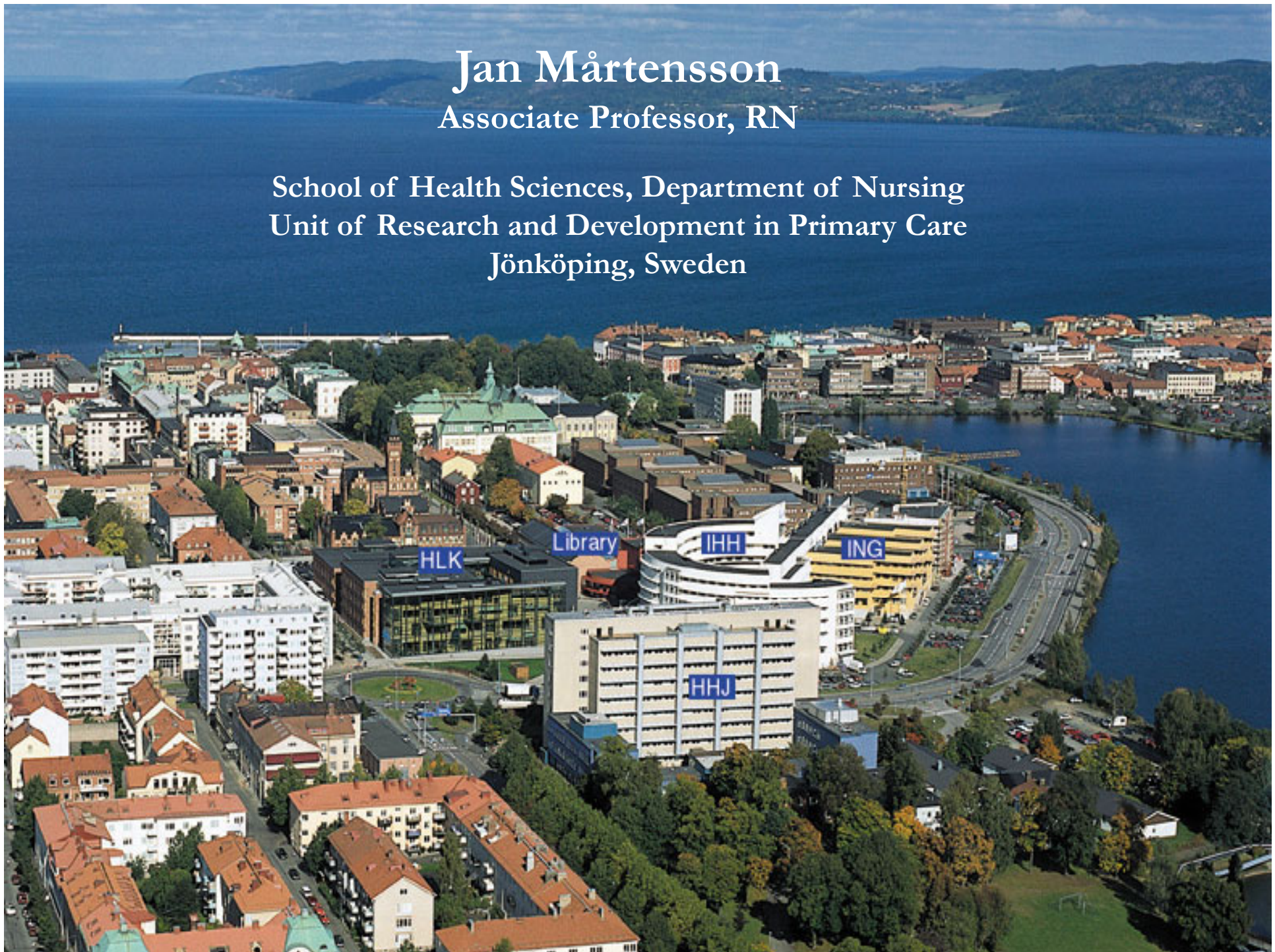


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Using information technology for patient education



Health information

- ✓ 80% of all adults online in US
- ✓ 10 000 medically related web sites (year 2000)

European Union Eurobarometer Survey

Main source of health information:

- ✓ Health professions 45.3%
- ✓ Television 19.8%
- ✓ Newspaper 7.4%
- ✓ Internet 23%

European Commission, 2003

Internet to obtain health information

- Denmark 41.4%
- Netherlands 38.7%
- Sweden 33.5%
- Finland 32.4%
- UK 29.4%
- Ireland 23.4%
- France 15.3%
- Portugal 14%
- Spain 13.5%
- Greece 11.7%

European Commission, 2003

Internet is not seen as a replacement for health professional

1322 British Internet Users

- Look up information about a particular illness and condition (97%)
- Gather information before a visit to a doctor (57%)
- Look for information or advice about nutrition, exercise, or health weight control (52%)
- Sensitive health topic (44%)
- Diagnose or treat a medical condition (23%)

Nicholas et al. 2003

Searching in "health professionals sites"

Survey by Health on the Net Foundation (n=2621)

✓ Medical sites or sections dedicated to medical professions (75%)

Reason:

- Access to more complex information (80%)
- Usually accessed information to basic (45%)
- Performed alternative search to clarify information (86%)
- Ask their doctor if they did not understand the information (32%)

Boyer et al. 2002

Benefits of Internet

- ✓ Widely available (home, work, libraries)
- ✓ Convenient (24 h a day at home)
- ✓ Anonymous
- ✓ Reducing unnecessary visits
- ✓ Increase empowerment
- ✓ Helps to talk with their physicians
- ✓ More time and freedom in learning
- ✓ Strengthen the quality of communication

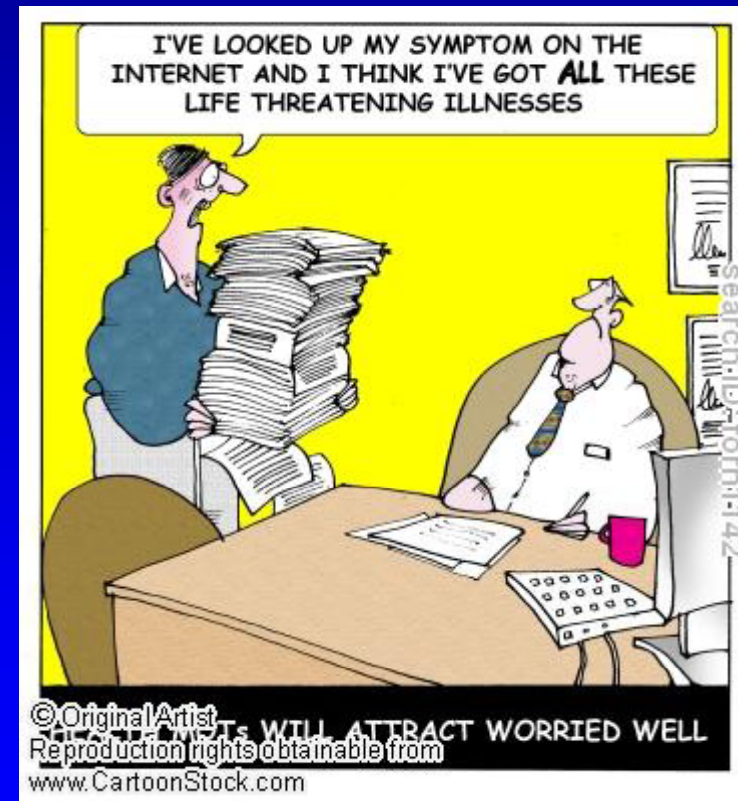
Williams et al. 2003, Kneep 2007

Limitations of Internet

Professional perspective

- ✓ Threatening
- ✓ Time consuming
- ✓ Inaccurate, misleading

Anderson 2004



Information absorbed

- ✓ Visually (75%)
- ✓ Hearing (13%)
- ✓ Other senses

DIPEx.org – Healthtalkonline (UK)

The screenshot shows the Healthtalkonline website in a browser window. The browser's address bar displays "Healthtalkonline: Patients, family and professional ex...". The website header includes the logo "healthtalkonline" and a navigation menu with links for "home", "conditions", "forums", "about us", "news", and "login/register".

A central banner features a photograph of four people and a quote: "True stories are not the best medicine, but they are nutritious and sustaining. They feed the mind with information and the heart with hope and strength." attributed to Philip Pullman.

Below the banner is a search bar labeled "Search...". To the right, there are sections for "News" (with a link to "Osteoporosis: launch of new ..."), a "Make a DONATION" button, and a "Forum" section. The forum section lists "Depression" (with a welcome message and date 05/04/2009) and "Breast Cancer" (with a link to "Vitamin d and cancer treatment" and date 13/04/2009).

Further down, there is a "People's stories: see, hear and read their experiences..." section. It includes a "Welcome" box with text about the website's mission and a grid of topic buttons: Cancer, Heart disease, Nerves & brain, Bones & joints, Mental health, Pregnancy & children, Living with dying, Carers, Chronic health issues, Living with disability, Intensive care, and A-Z of conditions.

At the bottom right, there are logos for "youthhealthtalk.org" and "healthtalkonline.org Teaching & Learning", along with a call to action: "Tell us your story. You can help support others by sharing your own experiences through healthtalkonline."

Evaluation of the quality of the web

- ✓ Health on the Net foundation (HON)
 - Health on the Net Foundation logo

- ✓ The European Union
 - Developed guidelines
 - No accreditation function

- ✓ Third part evaluation

www.hon.ch/HONcode/Conduct.html

www.europa.eu.int/information_society_europe/ehealth/quality/draft_guidelines/index_en.htm

Health care professionals

- ✓ Updated about information available on Internet
- ✓ Make a list of reliable web sites
- ✓ Guide the patients
- ✓ Individualise the information

When choosing e-learning materials

- ✓ Is the content patient-focused?
- ✓ Is it written at a reading level most individuals can understand?
- ✓ Is it written in plain language?
- ✓ Can you pick out the key points?
- ✓ Are the visuals inviting and appealing?
- ✓ Is the material written in an easy-to-read font?
- ✓ Is the web site easy to use?
- ✓ Does it present a balanced discussion of the topic with options for care?

Lorenz 2009