

Canada InfoRoute
Health Santé
Infoway du Canada

Better Together: Engaging Patients in their Care

eHealth 2014, Vancouver



©Canada Health Infoway 2013 Shelagh Maloney, VP Communications June 2, 2014

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Improving the Patient Experience

- Through investments in consumer health and innovation projects
- Through the *ImagineNation* Challenges
 - Ideas Challenge
 - Patient impact Challenge
- Through public opinion research
- Through public education campaigns
 - *Knowing is Better*
 - *Better Health Together*



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Improve the patient experience



- **24/7**
Provide Easier Access
- **Support New Models of Care**
- **IMPROVE PATIENT SAFETY**
Improve Patient Safety
- **Enable a High-Performing Health System**
- **Bring Care Closer to Home**

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Research

- *Infoway* conducts research that:
 - allows us to measure our progress
 - informs our strategies
- Our annual tracking survey engages Canadians directly and measures awareness of and support for EHRs, perceived benefits and concerns
- Survey has evolved over time to include:
 - digital health (awareness/support)
 - consumer health (attitudes and use)
- The 2014 Annual Tracking Survey:
 - Completed in February/March 2014 by Harris Decima
 - Involved 1,512 Canadians, 18 years+
 - Regional representation, equitable gender and age distributions

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Insights gained through Results

Insight:

- Support for electronic health records and digital health solutions is virtually universal.
 - 93% of Canadians support the development of EHRs; this is consistently strong
 - Canadians clearly understand the benefits of health and are more apt to agree with positive statements than with concerns



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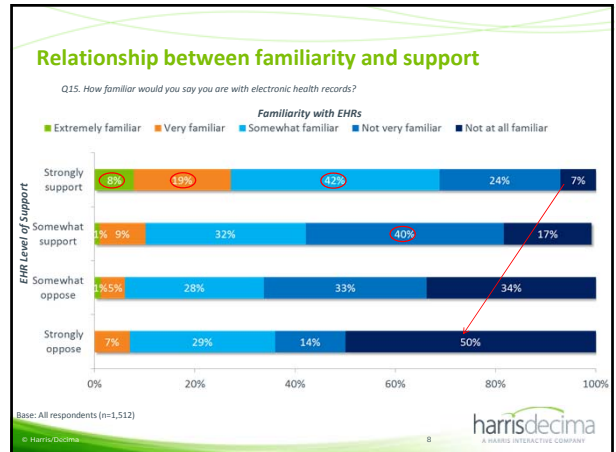
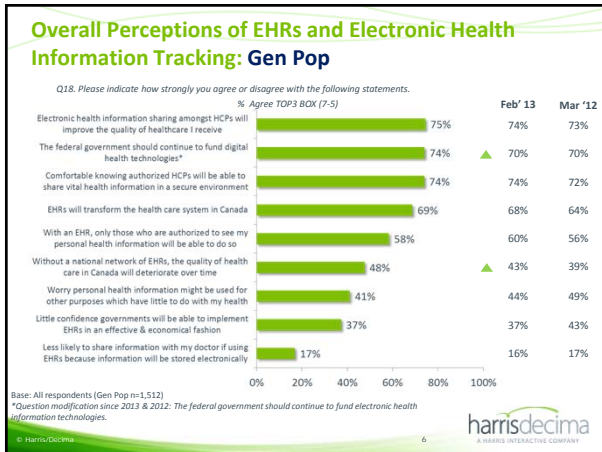
Insights gained through Results

Insight:

- Knowledge and exposure to digital health – while variable across the country – is steadily increasing. Perhaps even more importantly, the more familiar and experienced a patient is with EHRs, digital health or consumer health solutions, the higher and more intense their support.



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Insights gained through Results

Insight:

- If available to them, most Canadians would access consumer health solutions (such as e-booking, e-visits, etc.). While few have actually done so, those that do use consumer health tools describe the experience as positive (90%).
 - 89% – 92% of Canadians would view their health records online, e-book, e-visit, e-renew prescriptions
 - Fewer than 10% have access services above




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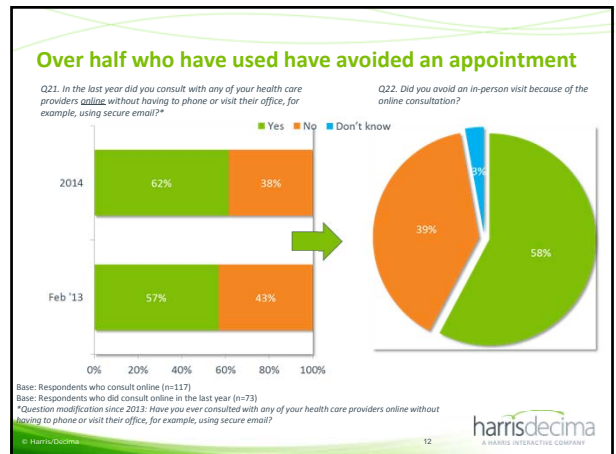
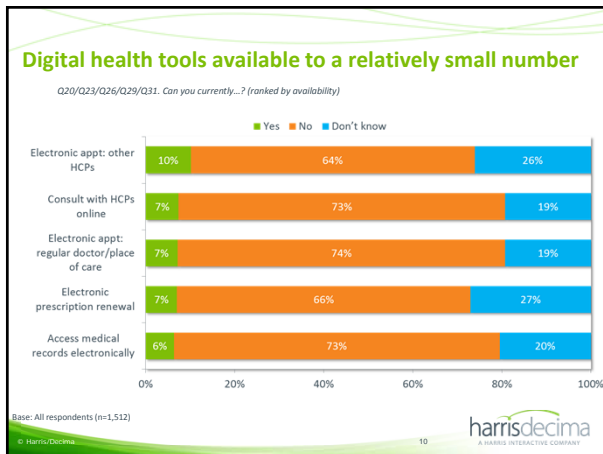
Insights gained through Results

Insight:

- While the number of patients who have actually used consumer health solutions is small – the evidence indicates that, among those who have, approximately half have been able to reduce their use of other (physical) aspects of the health care system.



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Digital health is saving time and money

The Conference Board of Canada found that:

In 2011, if Canadians had been able to consult with their physicians and access test results online, or renew prescriptions electronically, they could have:

- Avoided nearly **47 million in-person visits** to health care providers
- Taken **18.8 million fewer hours off work** and had **51 million extra hours** to spend on non-paid activities like education, volunteer work and leisure
 - For a total saving of nearly **70 million hours**



If the 18.8 million hours could be allocated to work, Canada's economic activity would increase by about \$400 million every year.

©Canada Health Infoway 2013 Source: Valuing Time Saved: Assessing the Impact of Patient Time Saved from the Adoption of Consumer Health Solutions, Conference Board of Canada, 2012

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Better Health
Together

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- **Through public education campaigns**
 - **Better Health Together**
- Through public opinion research



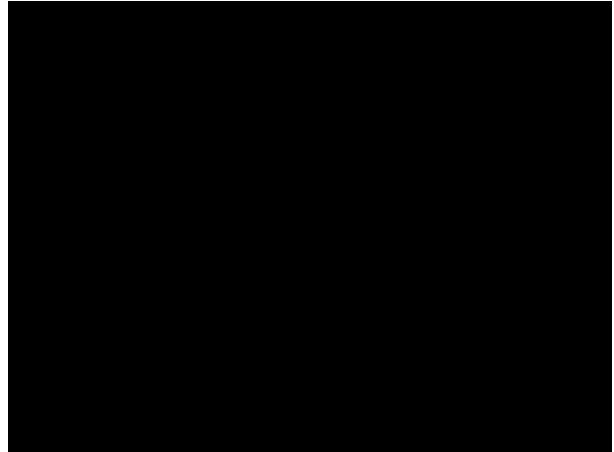
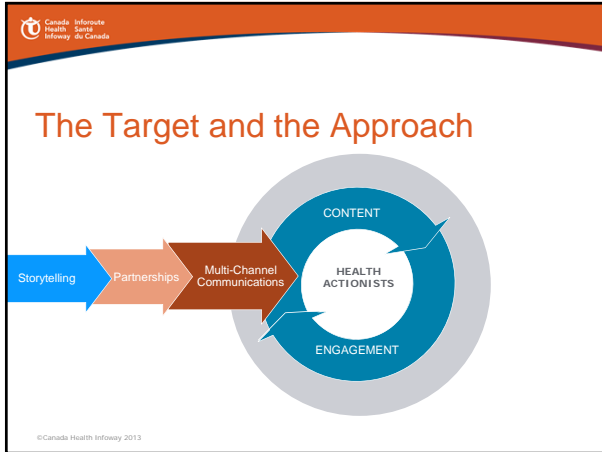
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Campaign Objective

Create awareness of,
and support for,
digital health
among Canadians.

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Year One: Key Highlights

1	Every province and territory, as well as Health Canada, came together to support the campaign
2	Collaboration with jurisdictions and stakeholder organizations resulted in reaching an additional half million Canadians
3	Increased percentage of Canadians who have "definitely" heard of digital health from 21% to 27%
4	Message was read/seen/heard more than 101 million times
5	Videos received nearly 2 million views on YouTube channel; click-through rate on digital ads was 27 times better than industry average
6	Campaign was recognized by International Association of Business Communicators (IABC) with 2014 Gold Quill Award of Merit

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Next Steps

- *Infoway* Board has just approved creative concepts for second round of ads
- We will re-engage with our supporting organizations
- Better Health Together 2.0 launches in the Fall

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Faculty/Presenter Disclosure

Faculty:
Shelagh Maloney

Relationships with Commercial Interests:
Nothing to disclose

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Thank you

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