

*Health in the Digital World:
Key & Transformational Trends*



Geneva Forum 2008

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Questions...

TV, radio
Web, Podcast

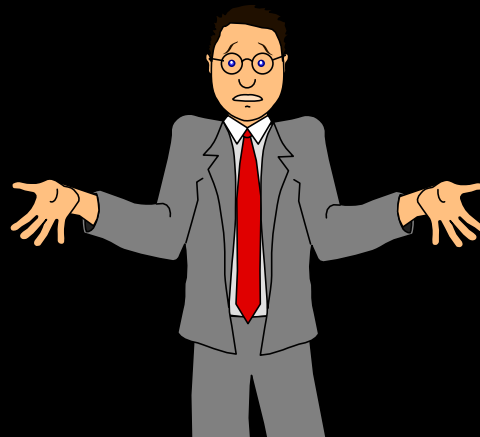
Latest News?

**Visit, call, e
mail, txt, gtalk,
facebook...**

Urgent Message?

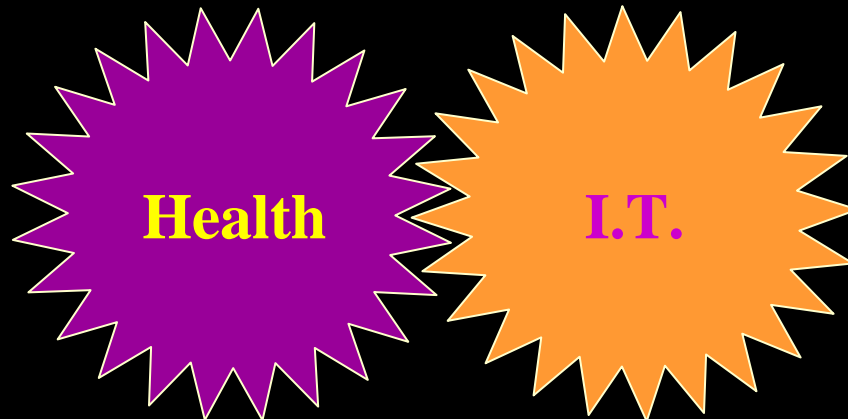
TV reruns
Youtube

Missed a show?

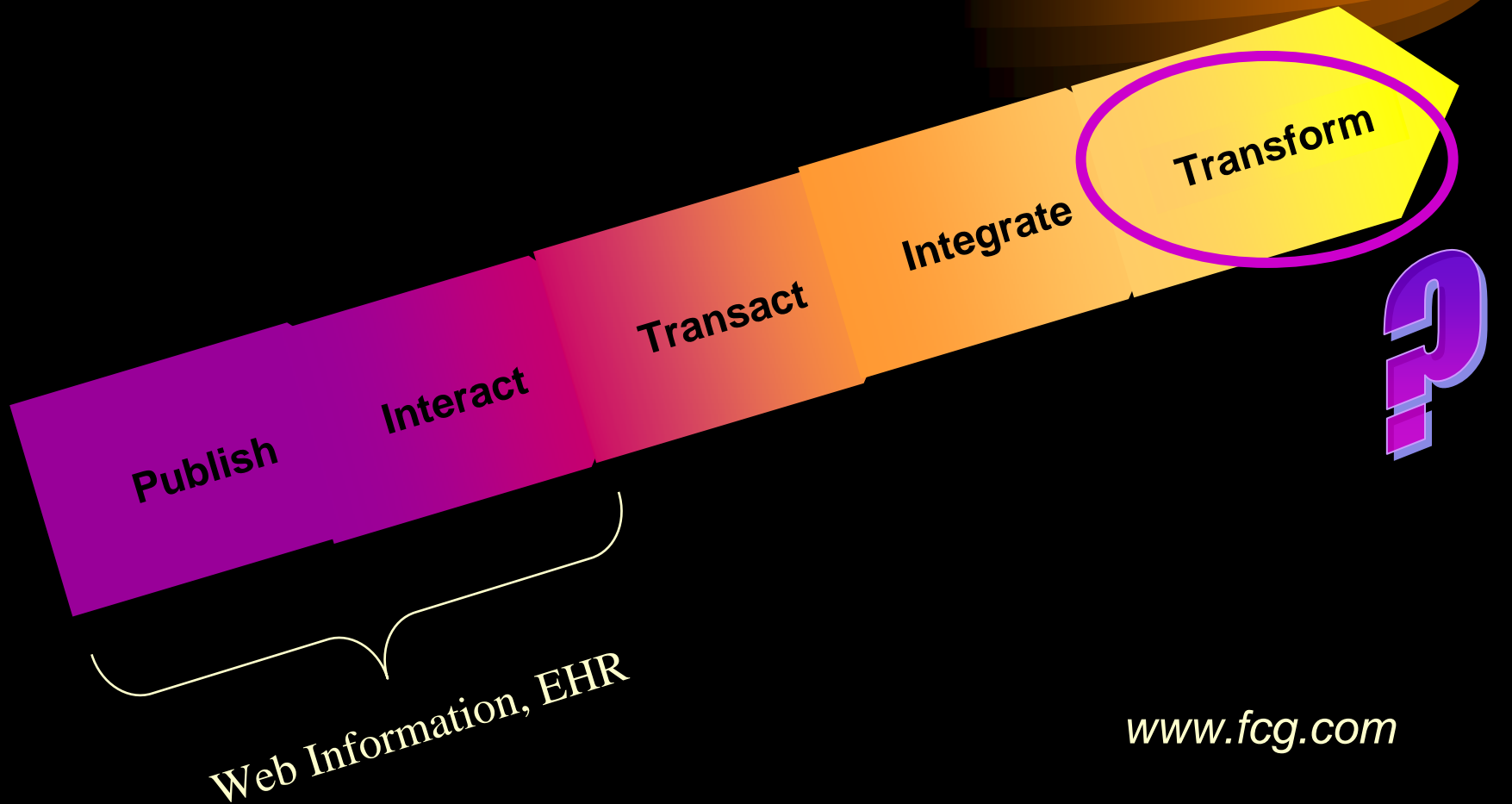


Agenda

- Powerful trends in IT usage
- Strategic IT application directions in Health



Evolution of the Internet



Transformational Trends in I.T.



Personalization

Individual/Consumer Driven

- **Just for me:** facebook personal profile
- **Just in time:** Youtube on demand
- **Just in case:** mobile accessibility
- Personal Health Record
 - Microsoft Healthvault
 - Google Health

Transformational Trends in I.T.



Personalization

Connectivity

Connected 24/7



- Internet Gaming
 - Second life
 - Club Penguin
- Wii / Playstation / Xbox
- On line collaboration
 - Gtalk / MSN messenger
 - Google Documents

Transformational Trends in I.T.



Personalization

Connectivity

Social Networking

Web 2.0

- Self organized communities
- Democratization of information
- Mutual support
- e-relationships
- Examples:
 - Internet: Facebook
 - Mobile phones: “Flash mob”

Transformational Trends in I.T.

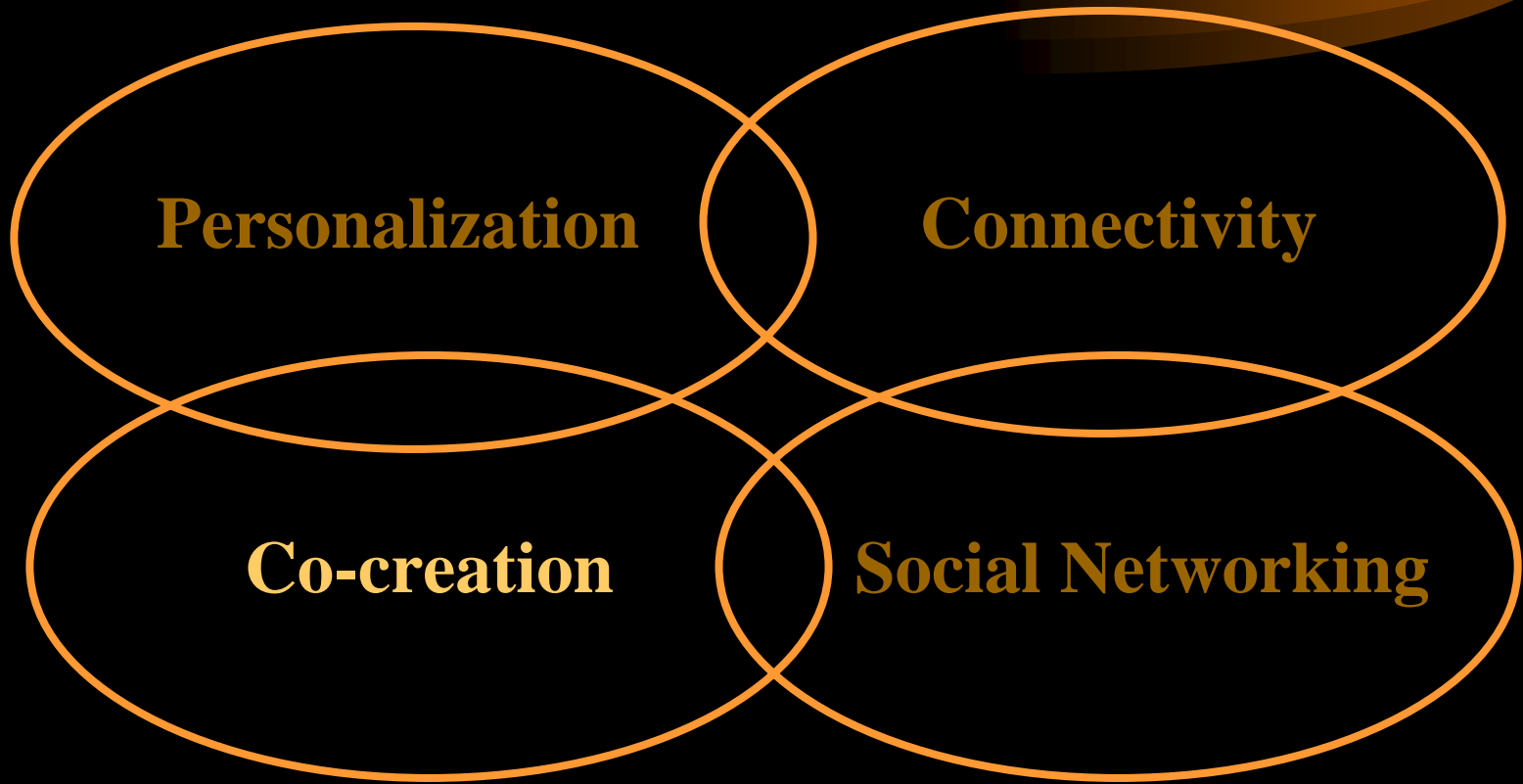


Personalization

Connectivity

Co-creation

Social Networking

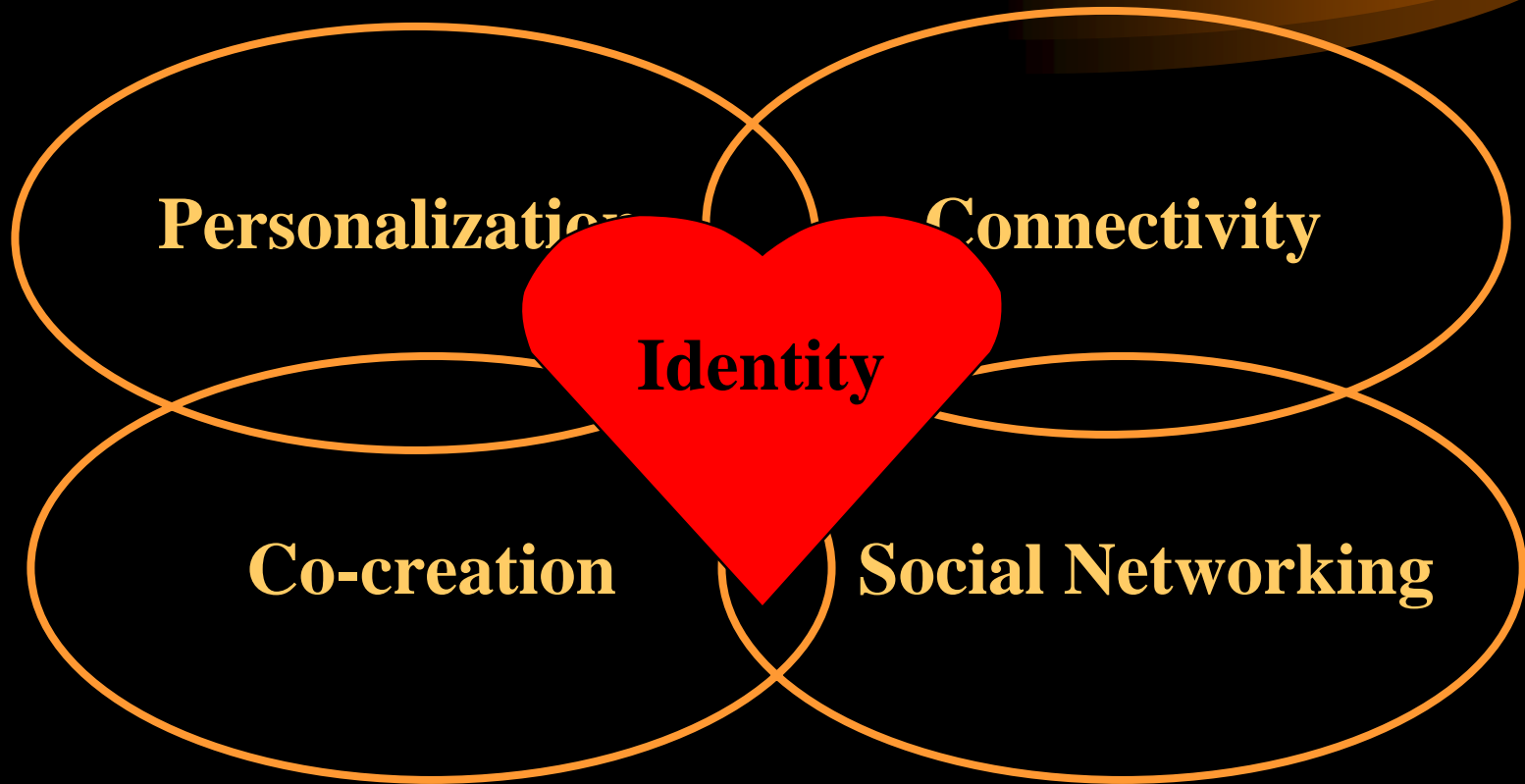


Knowledge Co-creation



- Personal contribution: Youtube
- Joint editing that cares: Wikipedia
- Group voting for validation: American Idol
- Organic sustainability of knowledge

Transformational Trends in I.T.



IT Trends vs Health System

| IT Trends | Health System |
|-----------------------|----------------------|
| Personalization | System driven |
| Connectivity | Isolated experience |
| Social networking | Professional silos |
| Knowledge co-creation | Professional driven |

*8 Problems of healthcare System Today**

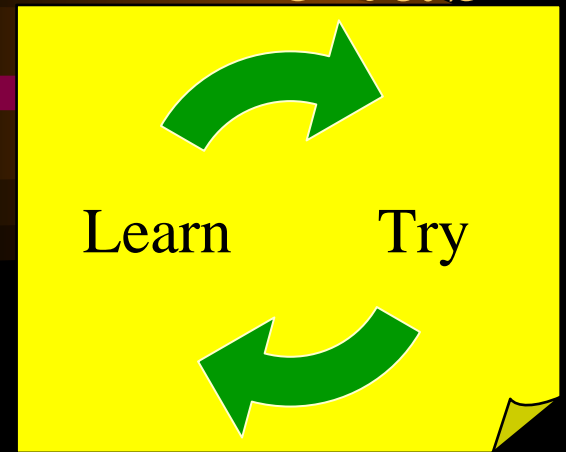
- Errors
- Poor Patient experience
- Fail to adopt high value interventions
- Uncritically adopt low value interventions
- Waste
- Poor quality care
- Unknowing variations in policy & practice
- Don't recognize uncertainty & ignorance

**Sir Muir Gray, Chief Knowledge Officer, UK NHS*

Forward "Web 2.0 in the Health Sector"

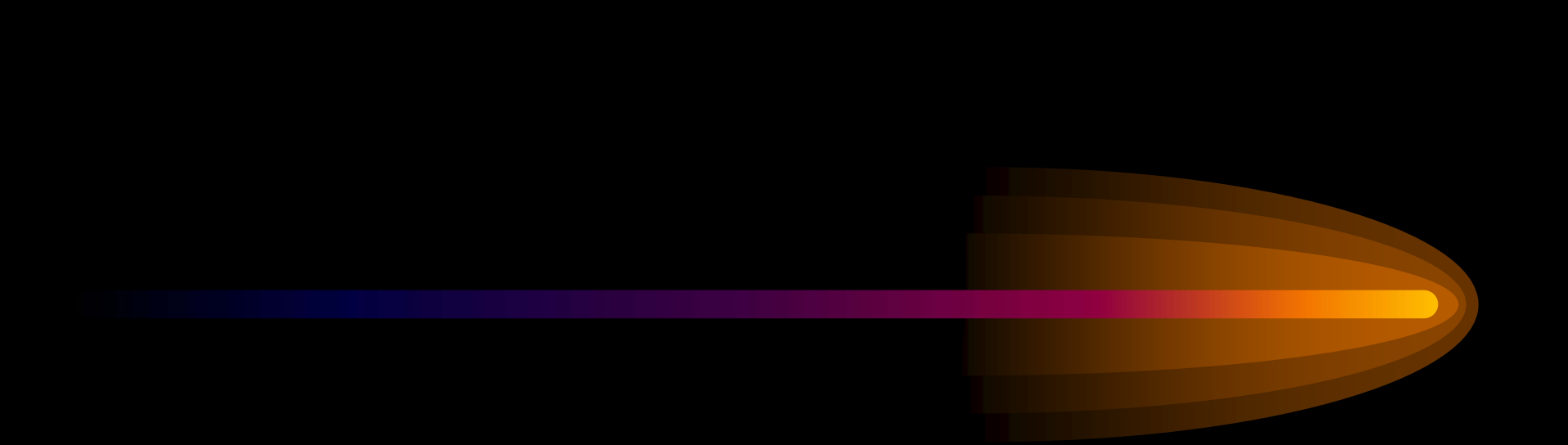
Taking Advantage of IT Trends

- Improve patients' experiences
PHR, labs, RateMDs
- Personal decision support
Knowledge co-creation & personalization
- Interprofessional collaboration
Reduce silos, pt centred (IT knowledge brokering)
- Prospective evidence based medicine
High value interventions, global cooperation



Further Reading

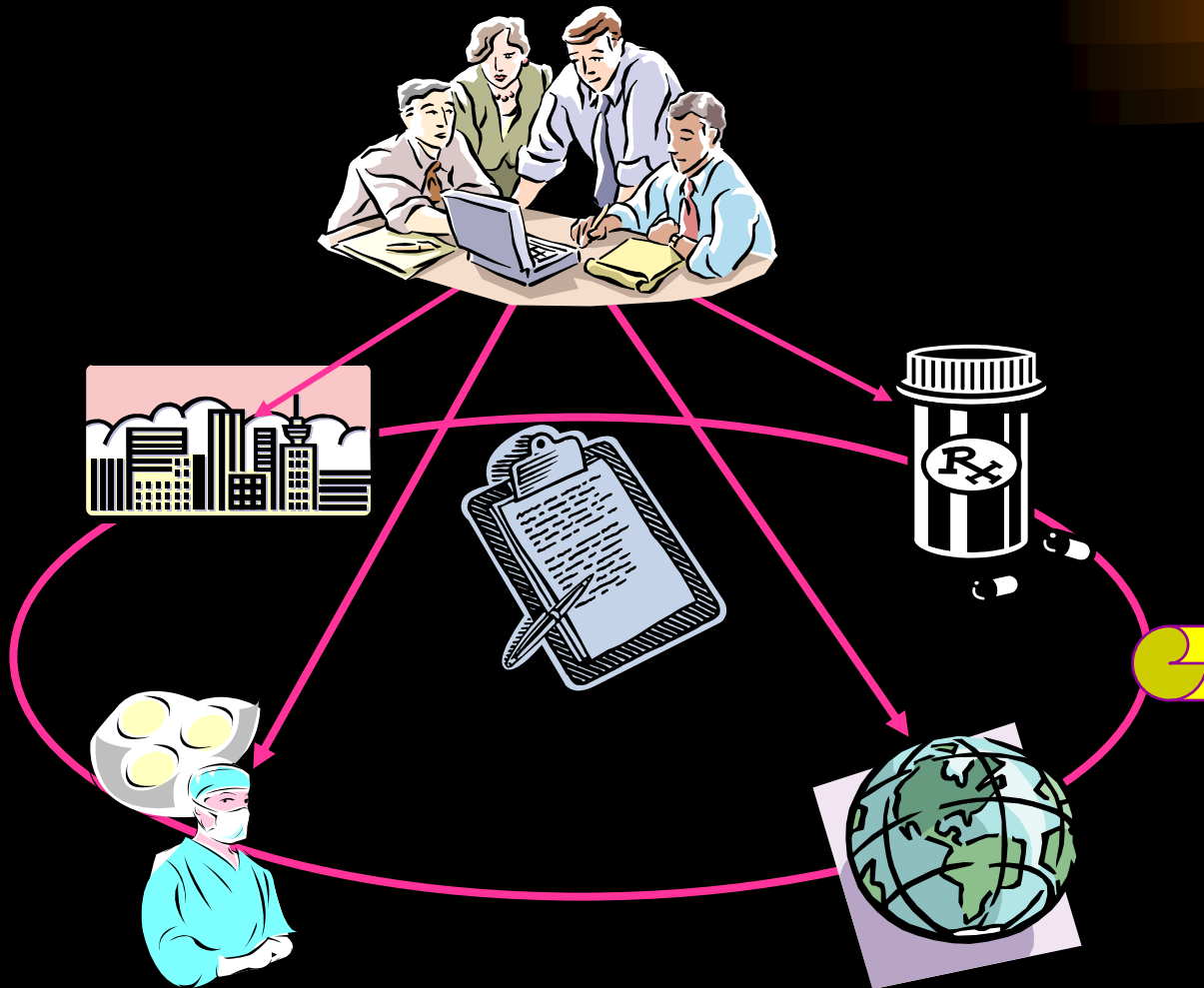
- Tapscott D, Williams AD. “Wikinomics: How Mass Collaboration Changes Everything” (www.wikinomics.com/)
- Brinsteel L. “Web 2.0 in the Health Sector: Industry Review with a UK Perspective” eHealth Insider (www.e-health-insider.com)
- Deshpande A, Jadad AR. “Web 2.0: Could It Help Move the Health System Into the 21st Century?” JMHG 2006;3(4):332-6.



“Some things take time. You can’t produce a baby in one month by getting nine women pregnant.”

Warren Buffet

Patient-health Professional Partnership



Ignore IT at
our peril

Use IT for
positive trans-
formation

2



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Your Comments?

