euser

Evidence-based support for the design and delivery of user-centred online public services

Experiences of Europeans seeking health information in the cyberspace

21-23 November 2005, Dubrovnik

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Research Context and Methodology

➢ **The Context**

- eUser: "Evidence-based support for the design and delivery of user centred *online* public services"

- A study supported by the IST programme of the European Commission under FP6

➢ **Policy context**

– The current focus of policy makers - provision of eServices

– eEurope 2005 focus on provision of online health services (as one of the three of the core areas of European Information Society policy (i.e. eEurope 2005 Action Plan- government, health and lifelong learning).

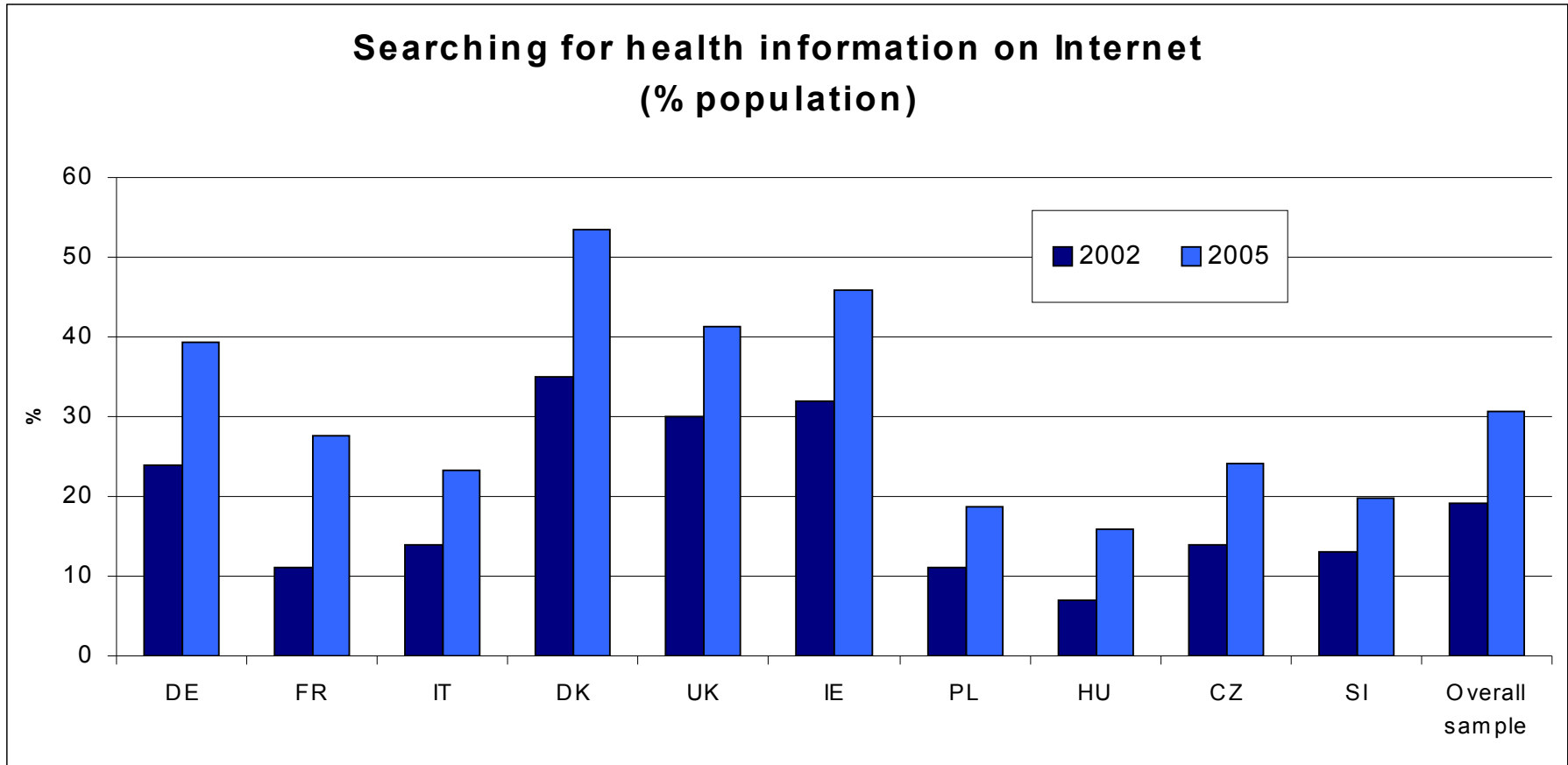wr

Research Context and Research Focus

➢ **The Survey (demand side analysis within the project)**
  - 9,807 respondents
  - 10 EU old and new Member States
  - Representative, multiple stratified random sampling
  - Computer-assisted telephone interviews - CATI
  - Fieldwork timing: Winter/Spring 2005
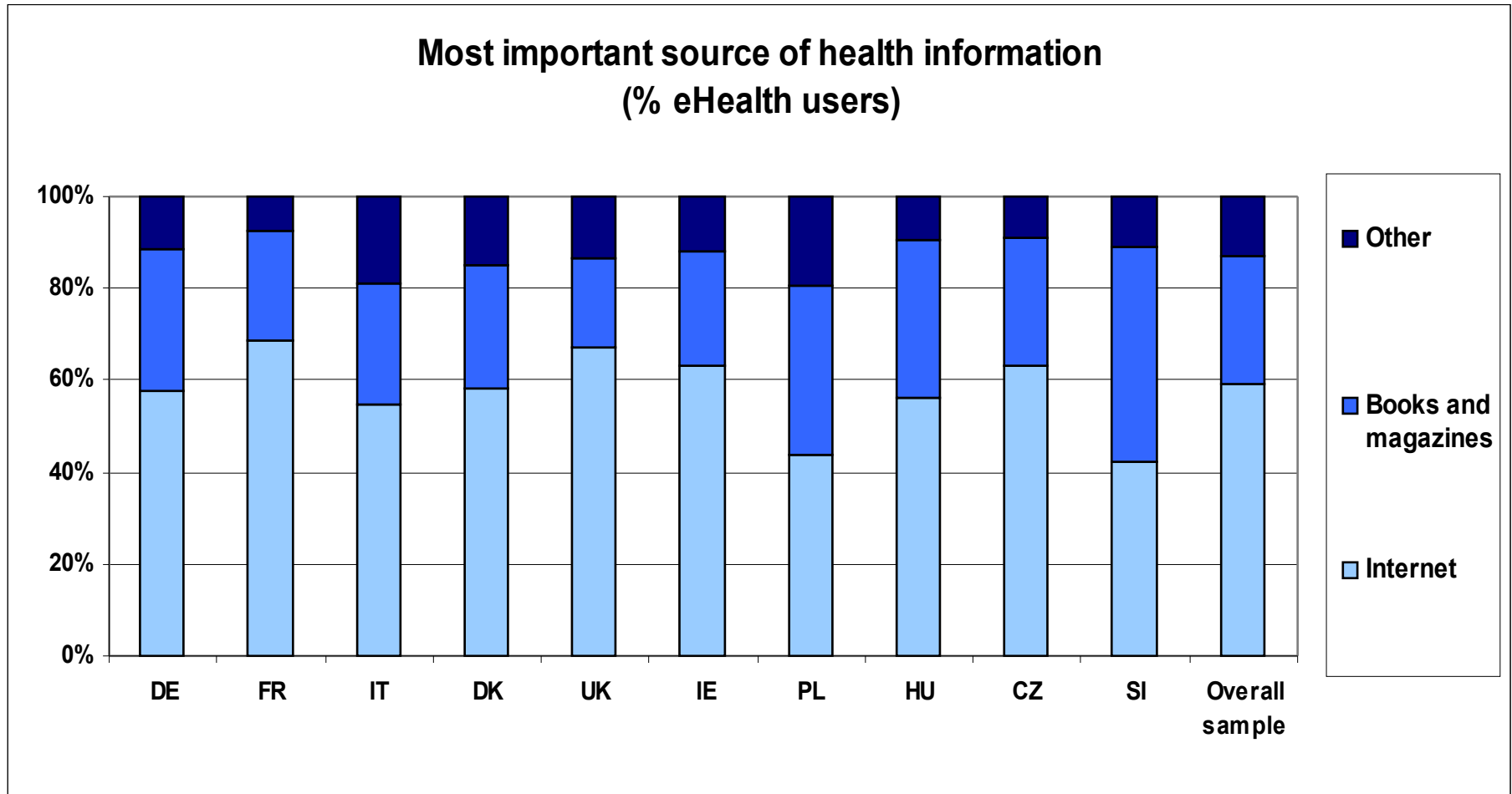
➢ **The approach**

- eHealth related interests, needs and activity patterns

- user characteristics and requirements, health service access mode, and contextual factors => users' experience

- impact - eHealth resources enabling patient empowerment (informed choice, greater patient autonomy, proactive interaction with health professionals, etc.)

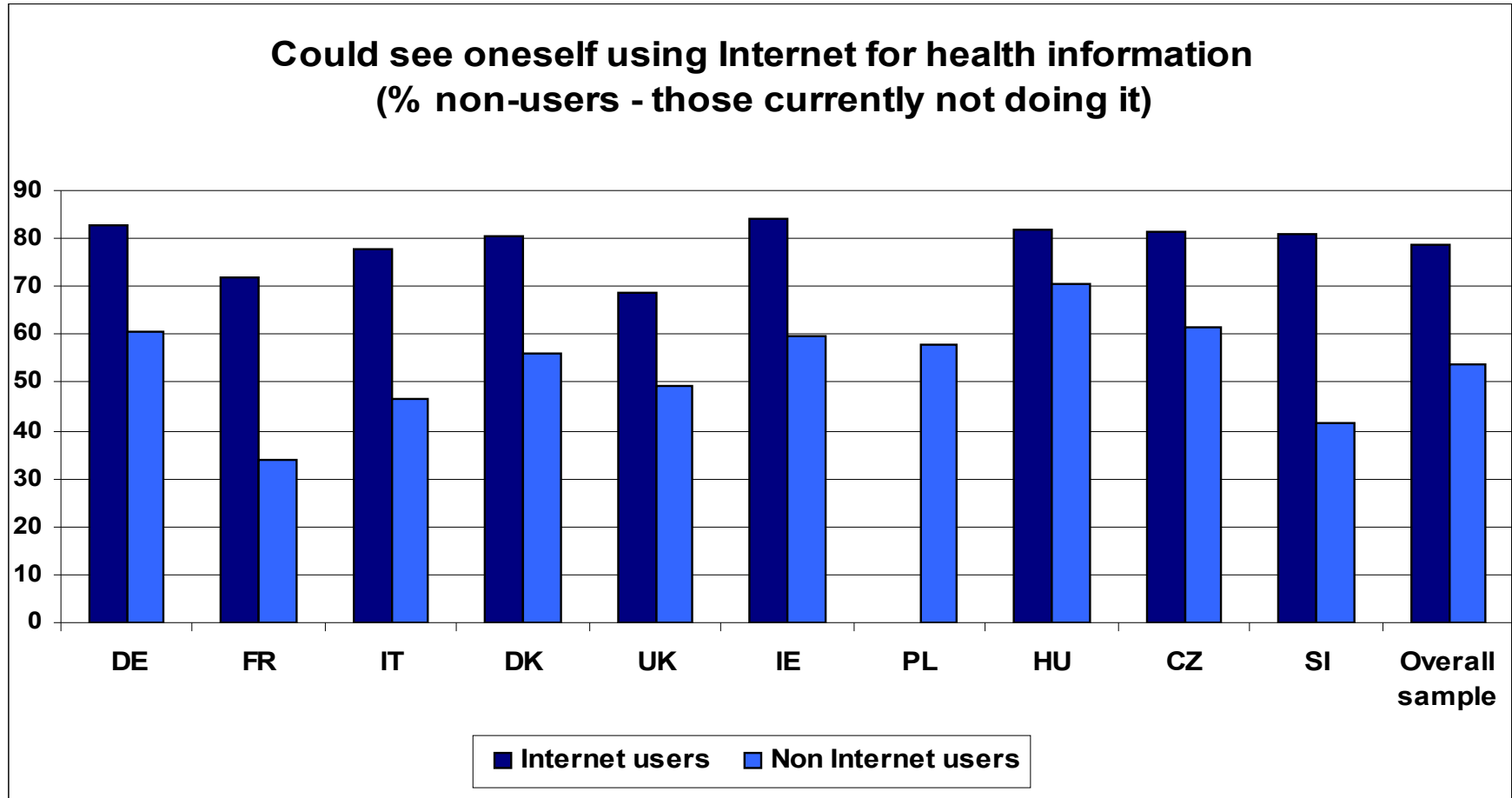- issues (for health professionals, policy makers, eHealth service providers)

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Increasing prevalence of "doing" eHealth

Searching for health information on Internet (% population)

Source: eUSER, GPS 2005

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Relative importance of the Internet

Most important source of health information
(% eHealth users)

Source: eUSER, GPS 2005

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eHealth - potential for further growth

**Could see oneself using Internet for health information
(% non-users - those currently not doing it)**

Legend: ■ Internet users ■ Non Internet users

Categories: DE, FR, IT, DK, UK, IE, PL, HU, CZ, SI, Overall sample

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Preferences and barriers to eHealth

**Reasons for not using Internet to search for health information
(% Internet users who did seek health information but not online)**

Legend:
- Had no reason to look for it
- Find the internet difficult for this
- Did not know it could be done
- Prefer other ways

Categories: DE, FR, IT, DK, UK, IE, PL, HU, CZ, SI, Overall sample

Source: eUSER, GPS 2005

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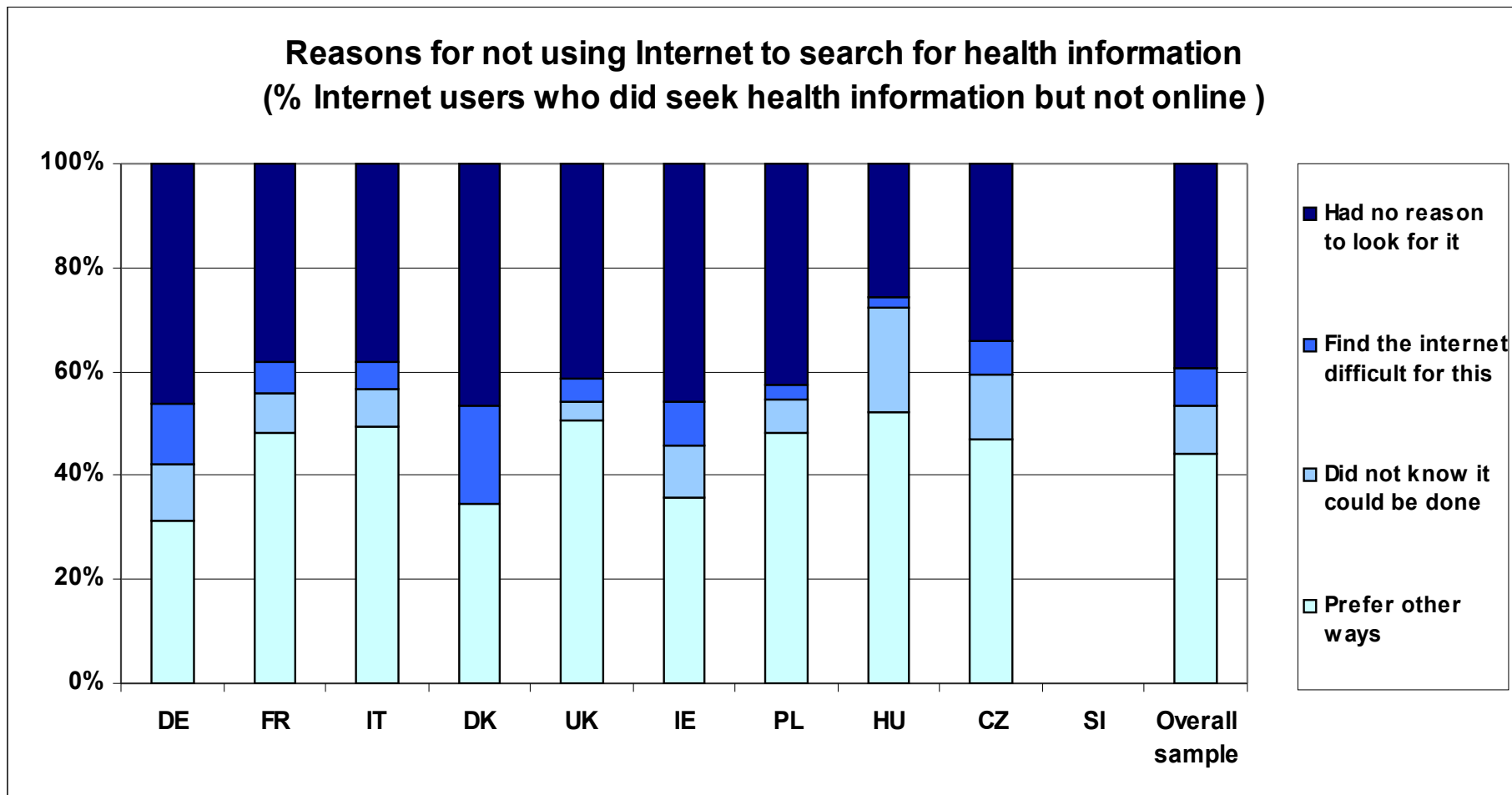
Some eHealth use patterns - purpose of use

Types of information searched for online
(% population)

Source: eUSER, GPS 2005

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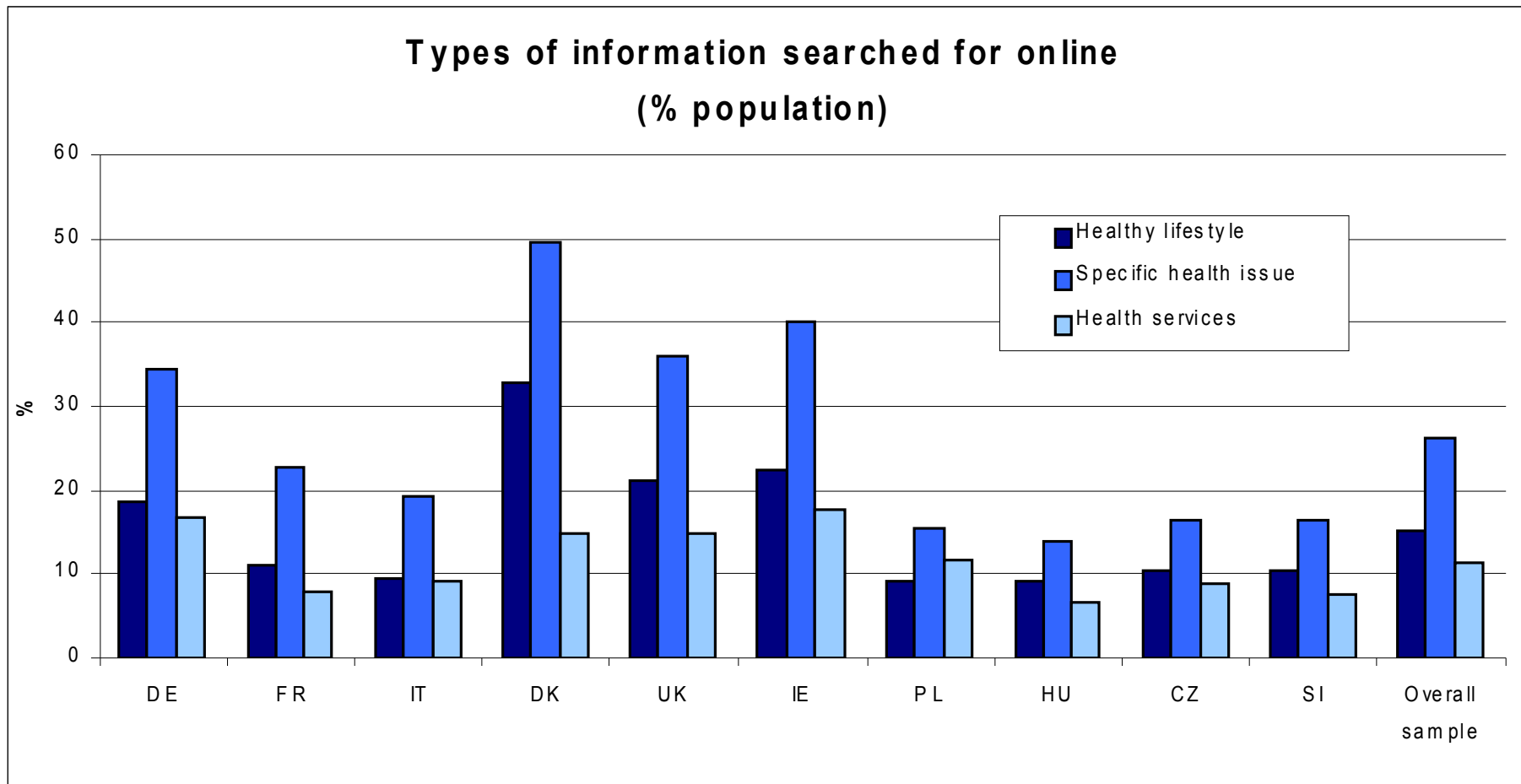
Empowerment potential - perceived usefulness of the Net

Usefulness of Internet for getting health information needed (% eHealth users)

Legend: not at all useful, a little / somewhat, quite / very useful

Countries: DE, FR, IT, DK, UK, IE, PL, HU, CZ, SI, Overall sample

Source: eUSER, GPS 2005

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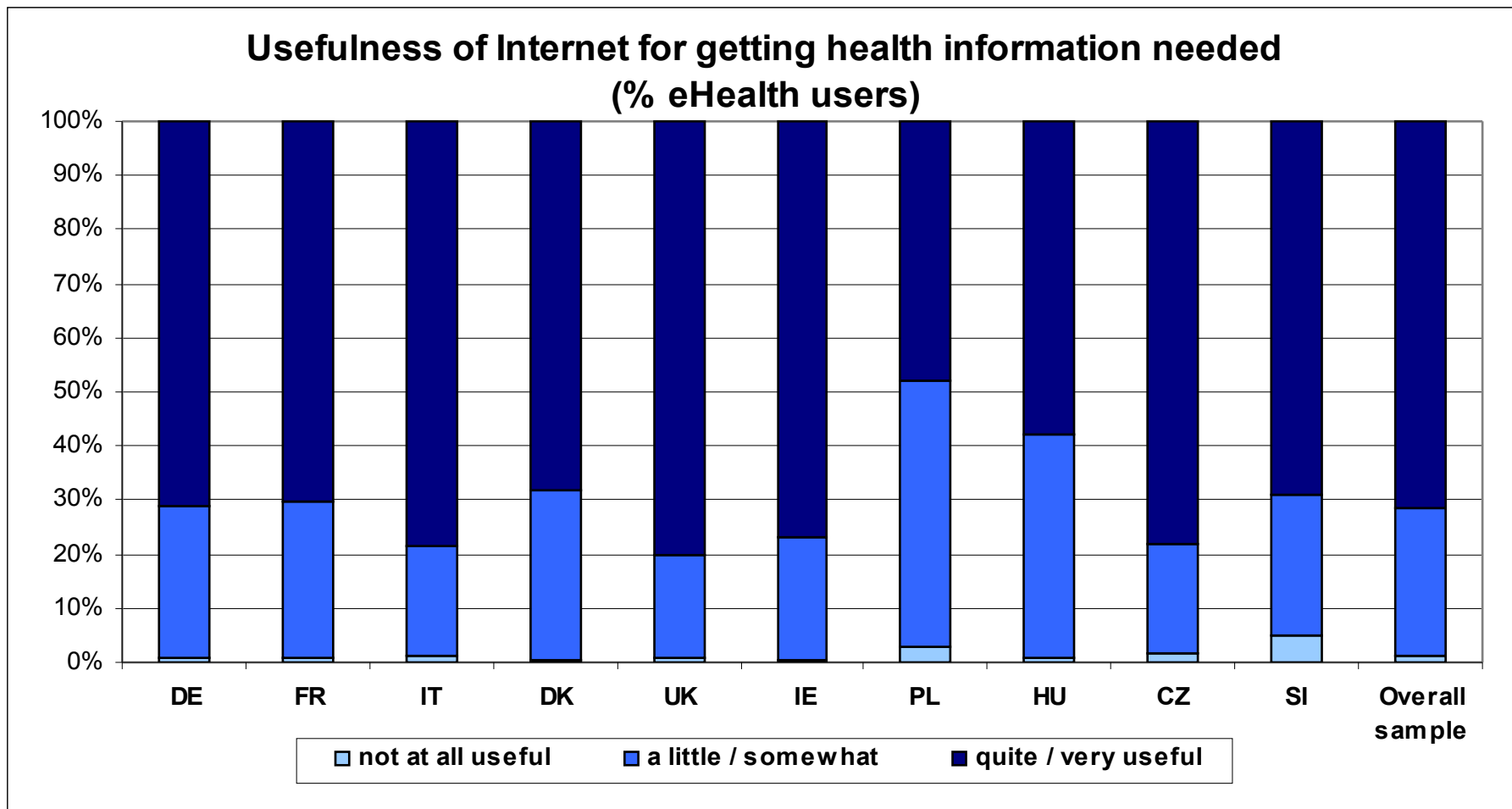
Empowerment potential - informed patient?

Net-based empowerment ?
(base =ehealth users)

Legend:
- ■ Prepare before a visit
- ■ Follow-up after a visit
- □ Both prepare and follow up

Categories: DE, FR, IT, DK, UK, IE, PL, HU, CZ, SI, Overall sample

Source: eUSER, GPS 2005

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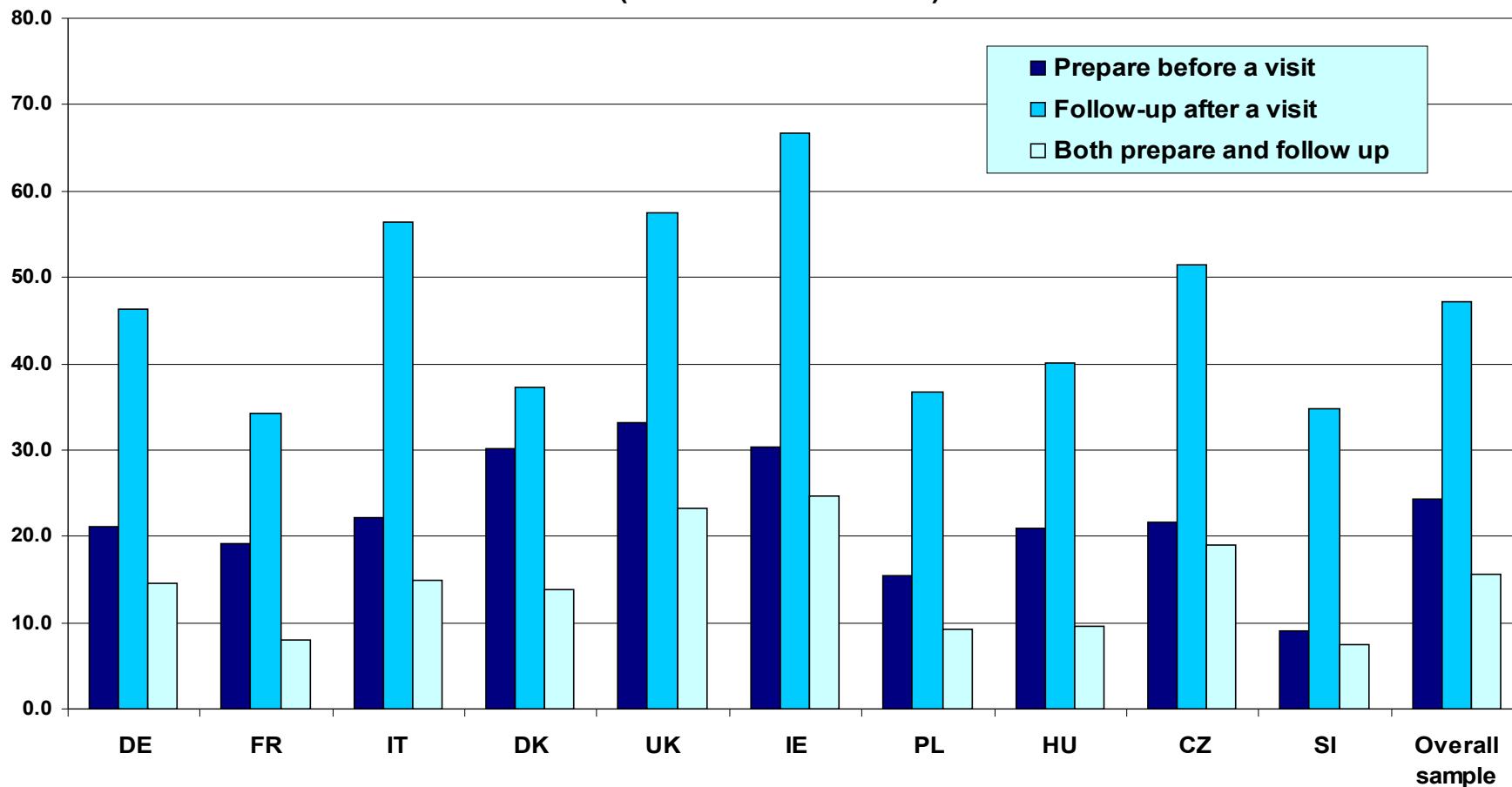
eHealth use impact - empowered for decision making?

Made own decision as a result of information found on Internet (%those who searched online for health information)

Legend:
- ■ decided not to follow doctor's advice
- ■ decided could treat self instead of going to doctor
- □ changed lifestyle significantly
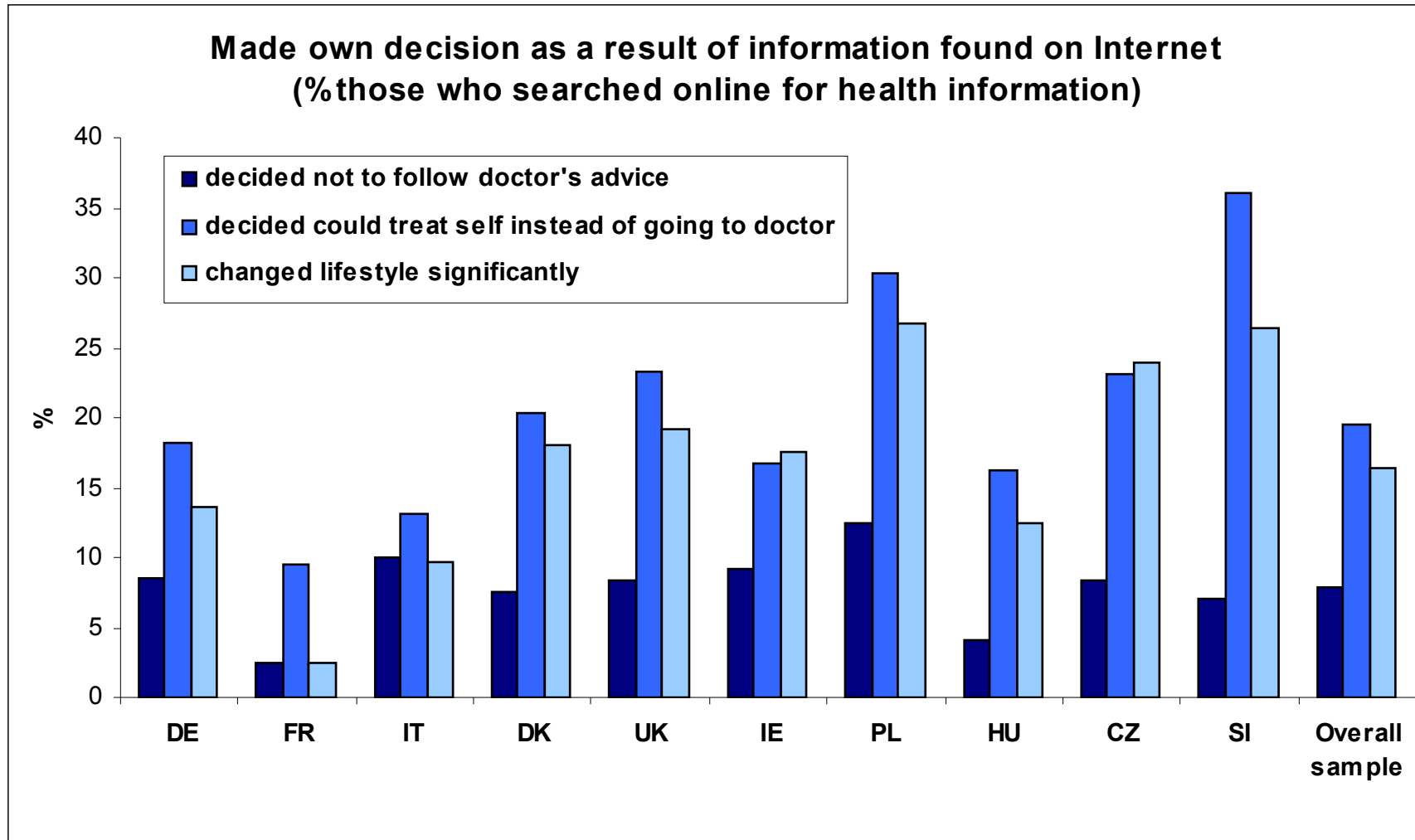
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But User Beware!

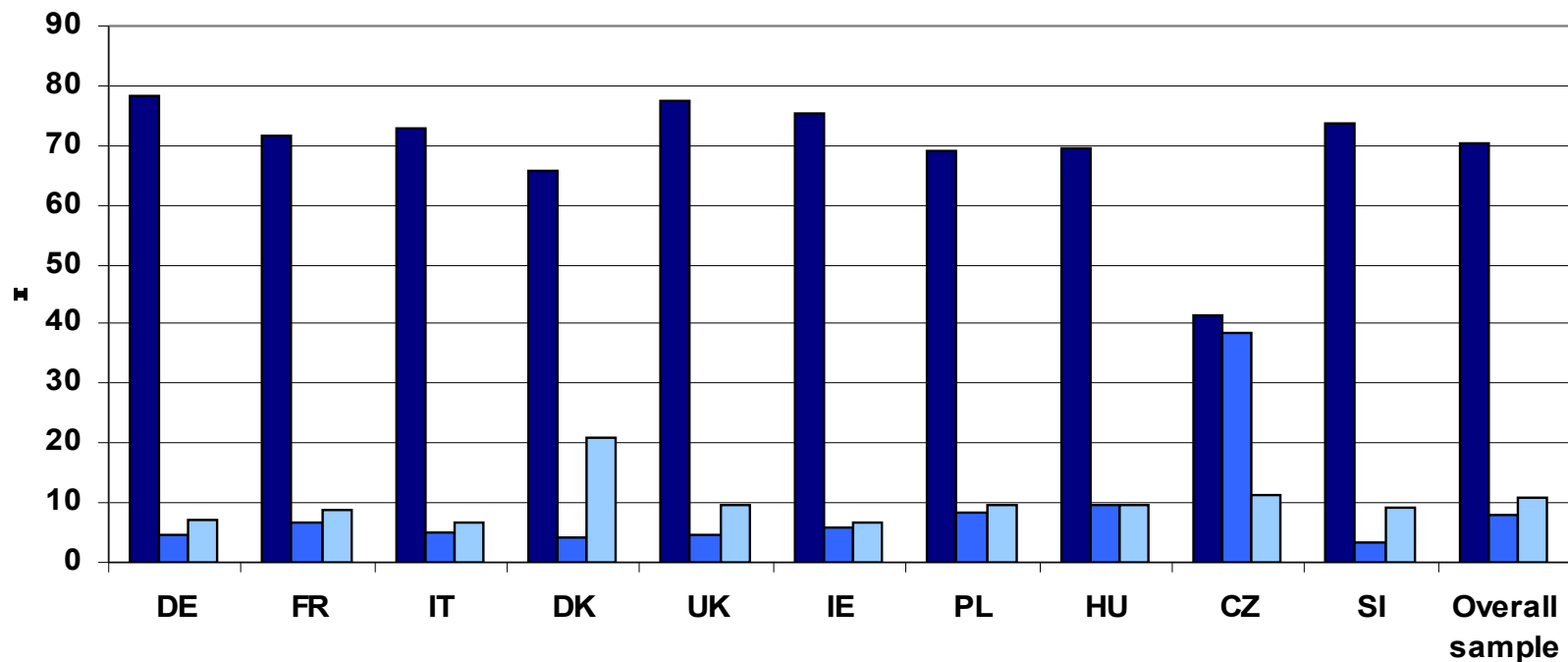**Have come across health information or advice that was obviously wrong**
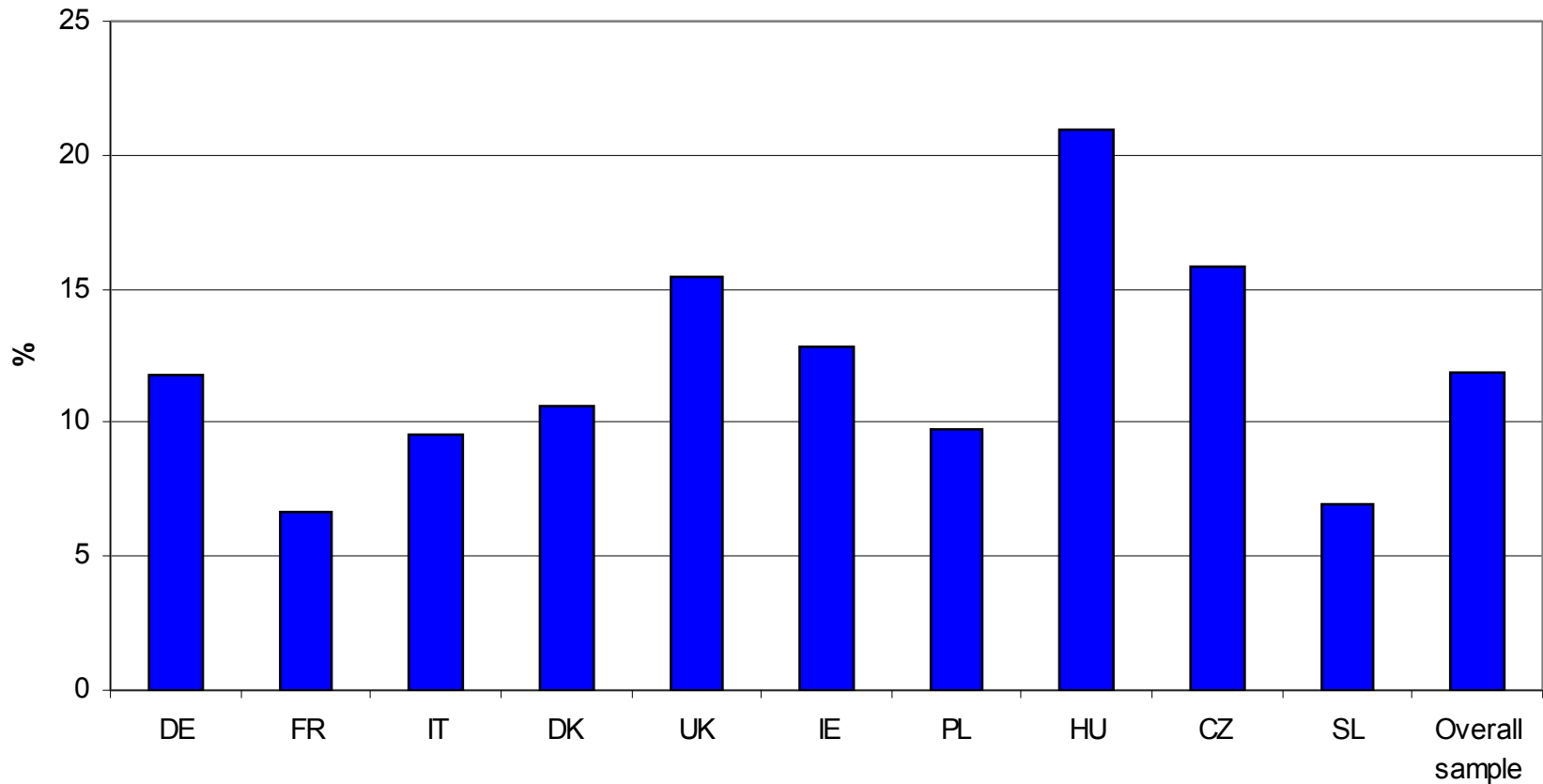
Base: eHealth users

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How are eHealth resources found?
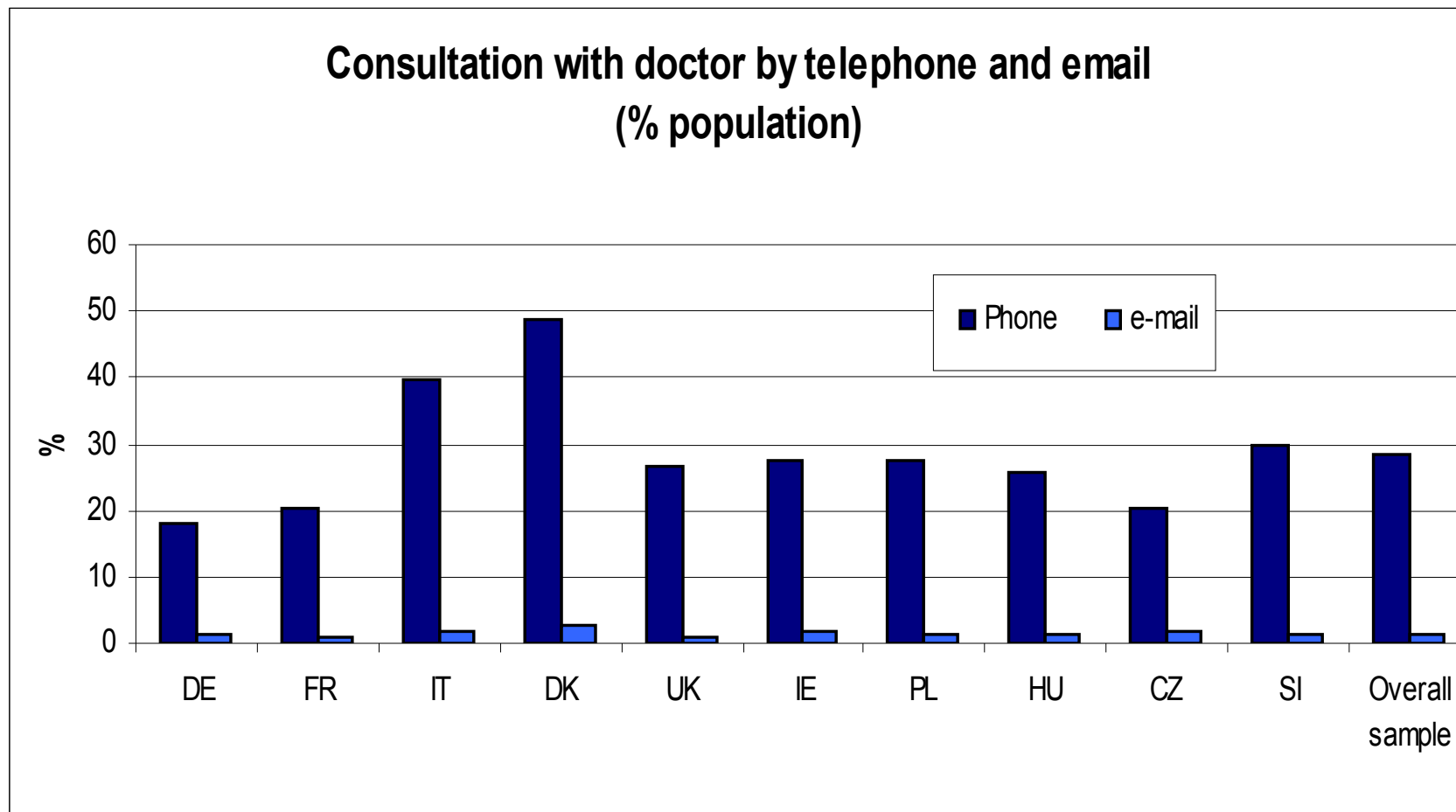
eHealth seeking patterns
(% of ehealth seekers)

Usage of, and interest in, ICT mediated consultations with doctors

Consultation with doctor by telephone and email (% population)

Source: eUSER, GPS 2005

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Information seeking - media channel used

**Information seeking modes / media used
(base = population)**

Legend: ■ Using the Internet, self-directed ■ Using telephone services □ Using interactive online health resources

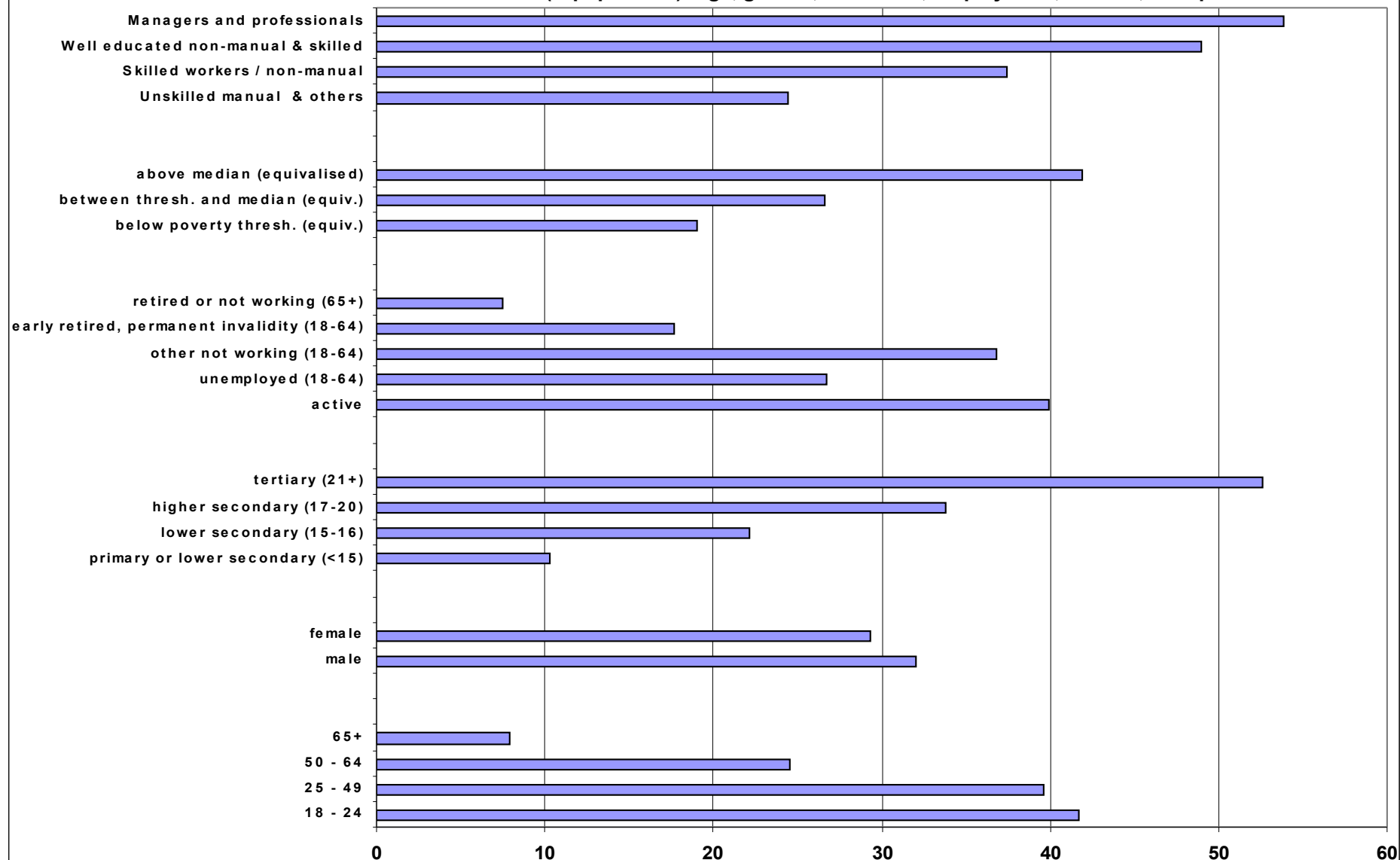Categories: DE, FR, IT, DK, UK, IE, PL, HU, CZ, SI, Overall sample
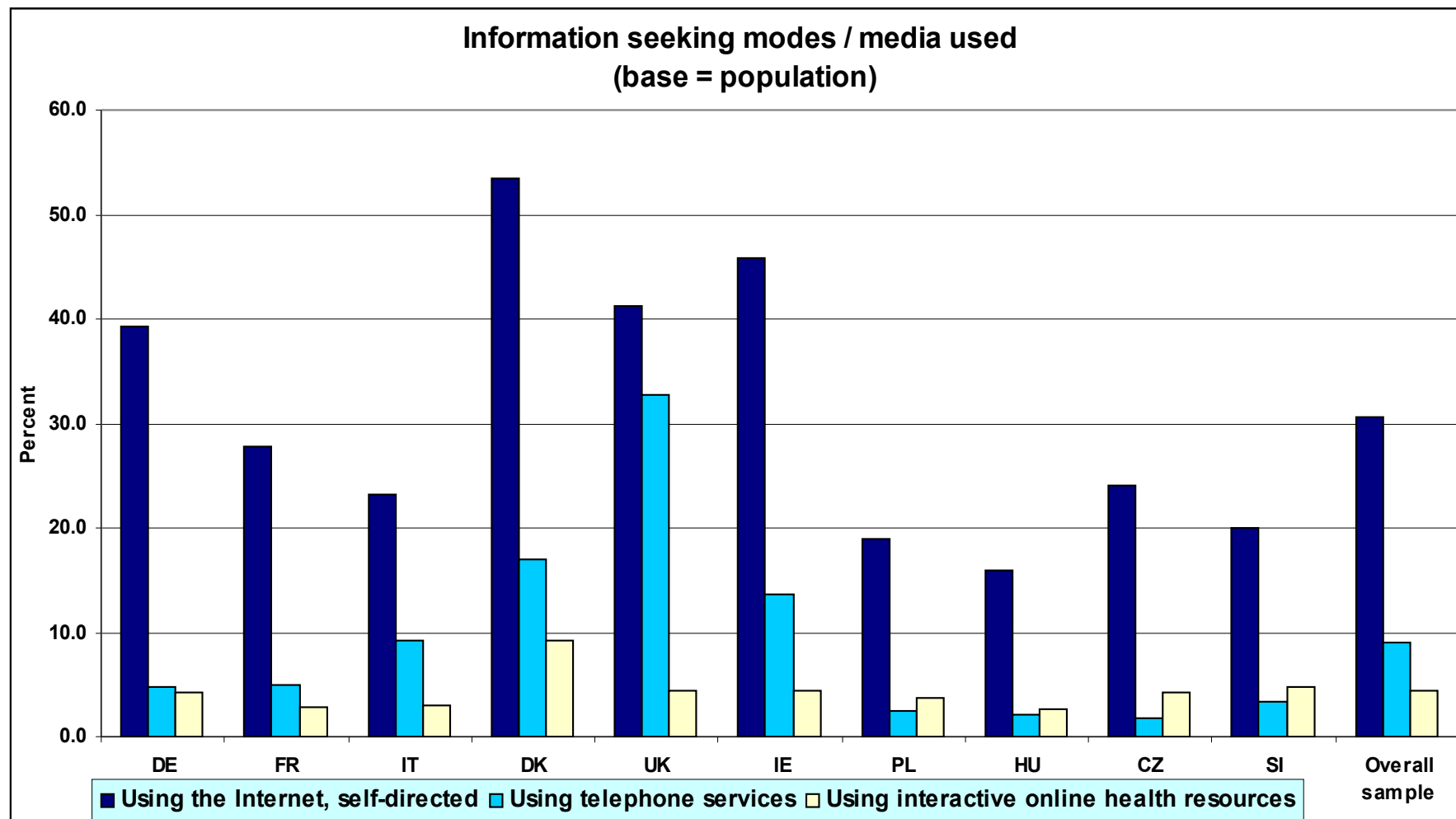
Source: eUSER, GPS 2005

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eHealth divides - overall...

Profile of eHealth users (%population) -age, gender, education, employment, income, occupation

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Profile of users: eHealth - an equalising potential?

Profile of eHealth users (% Internet users)
(age, gender, education, employment, income, occupation)
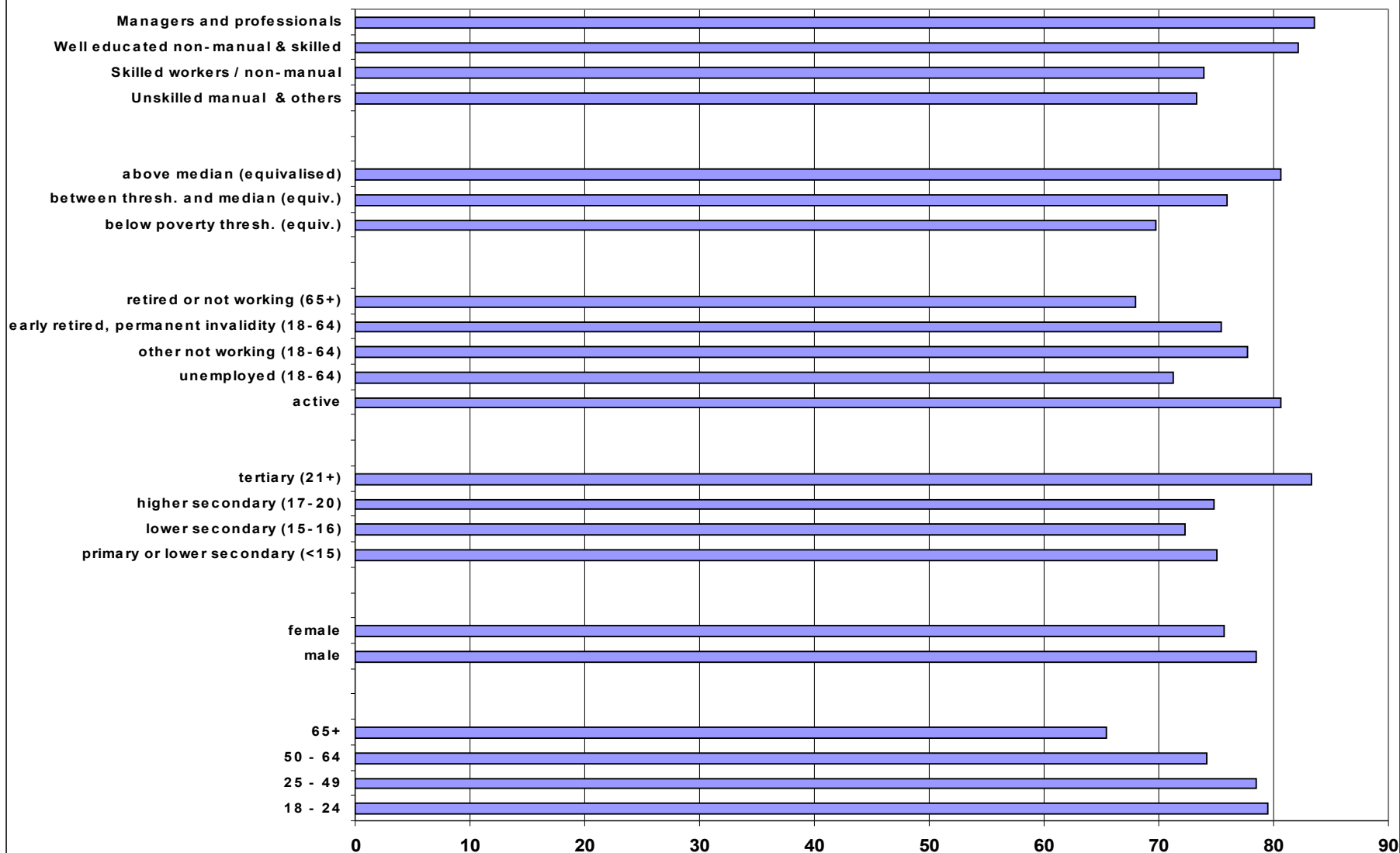
Conclusions

➢ Across Europe, the prevalence of utilising online health resources is quite high, having increased substantially

➢ there is a further potential for wider use - interest of citizens / patients in using online eHealth services is apparently high

➢ a mixed picture with regard to user support / guidance

➢ a potential for empowerment and some evidence of actual empowerment

➢ issues for public health policy, health professionals and service providers

➢ a potential for "equalisation" - eHealth resources assisting policy making?

    ➢ for those relatively more at risk in general (social exclusion perspective)

    ➢ barriers and user support

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Thank you for your attention!

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