

## What is eHealth and how can it be accepted?

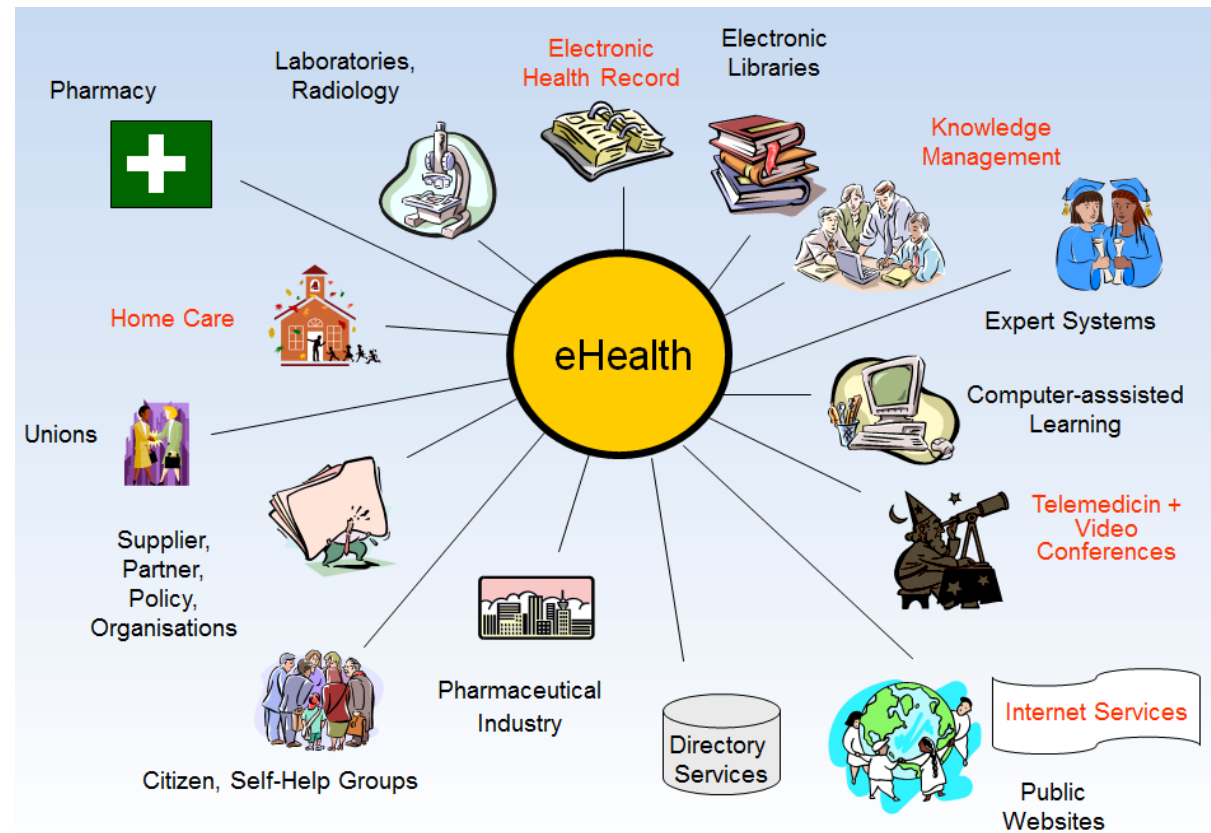
06.11.2012 Brussels

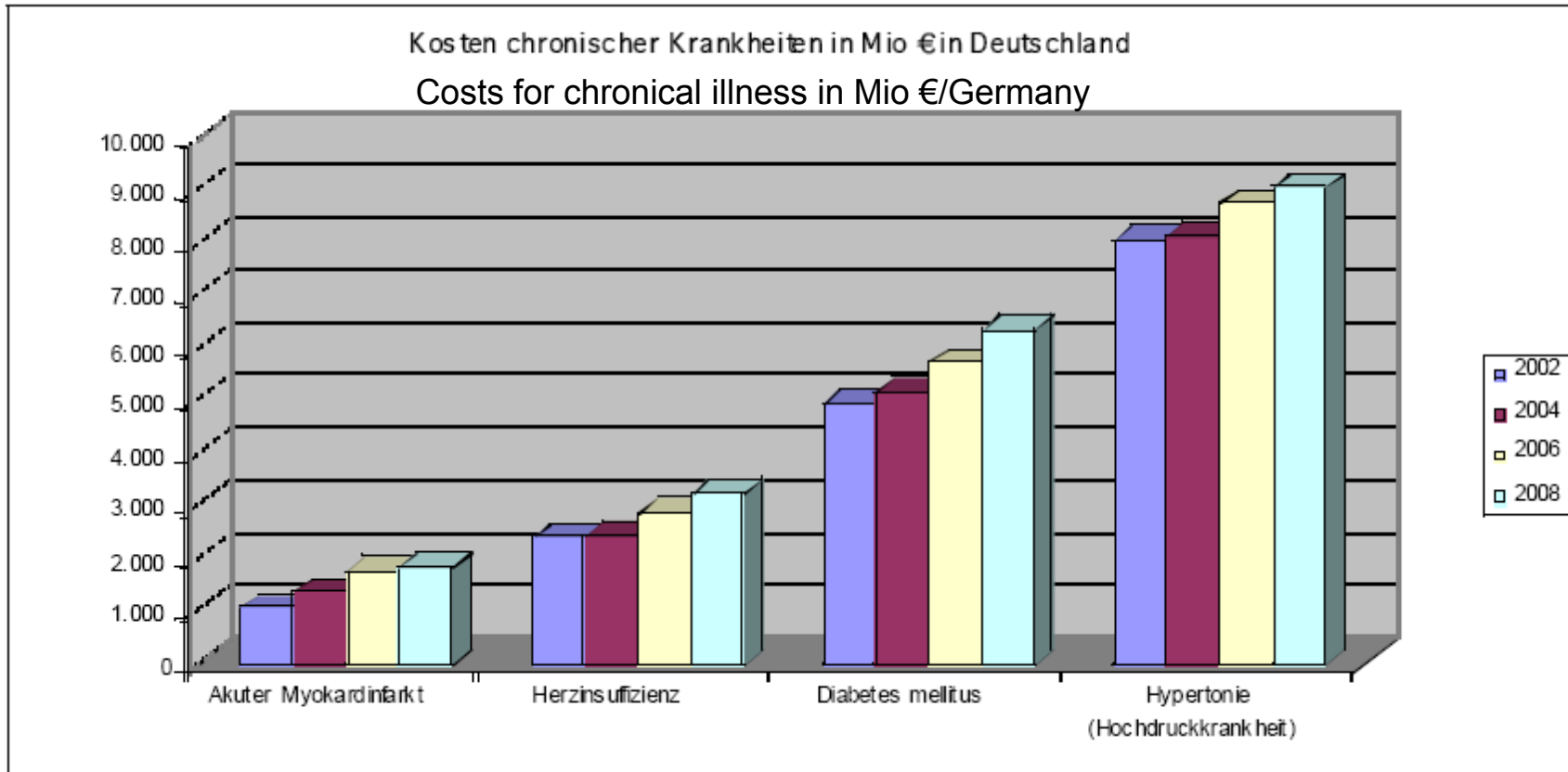
Prof. Dr. Roland Trill, Head of Department „Hospital Management & eHealth“,  
University of Applied Sciences Flensburg

## Agenda

- Understanding of eHealth
- Importance of eHealth for the Health Care Systems in Europe
- eHealth and the ICT for Health Project
- eHealth Acceptance as a Key Working Area and Outlook to the Conference!

## eHealth – a living and coloured landscape!





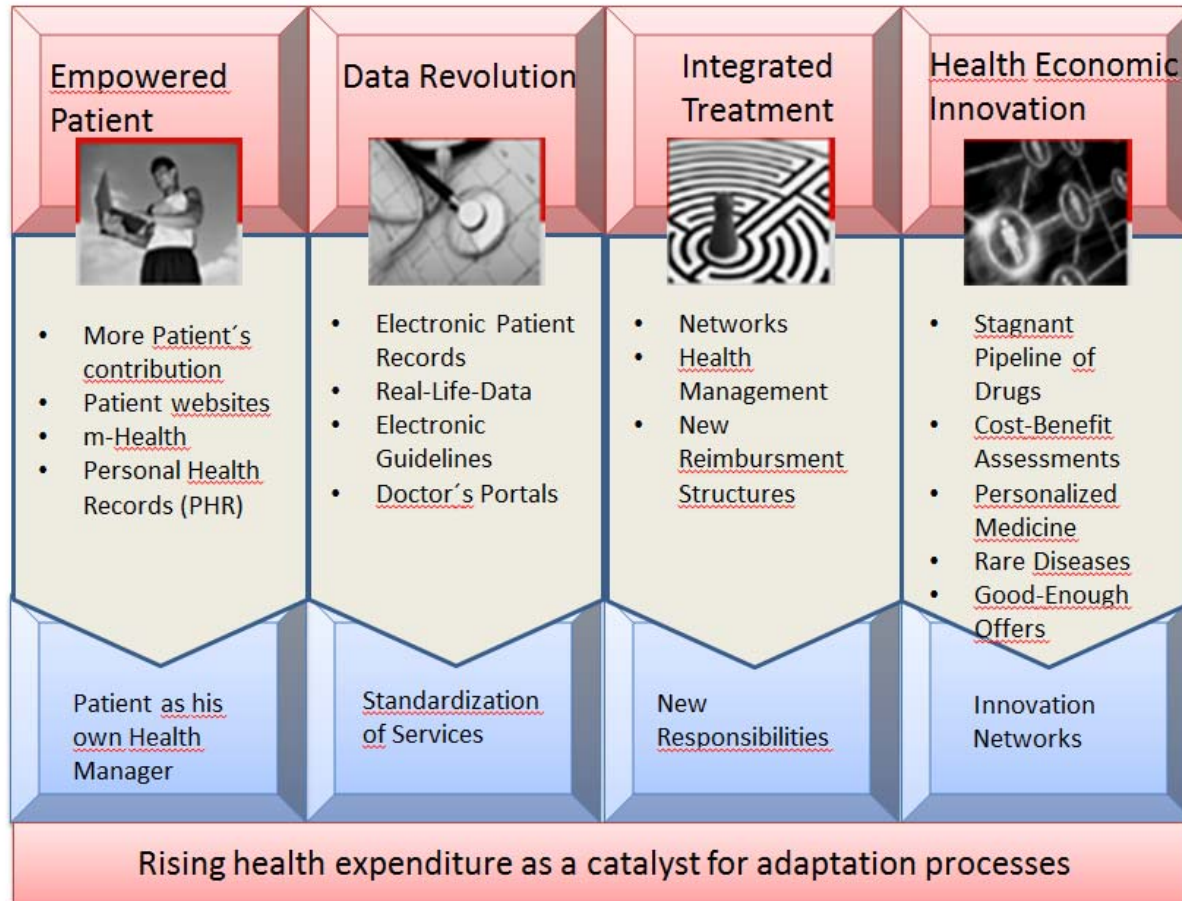
Heart Attack

Heart Failure

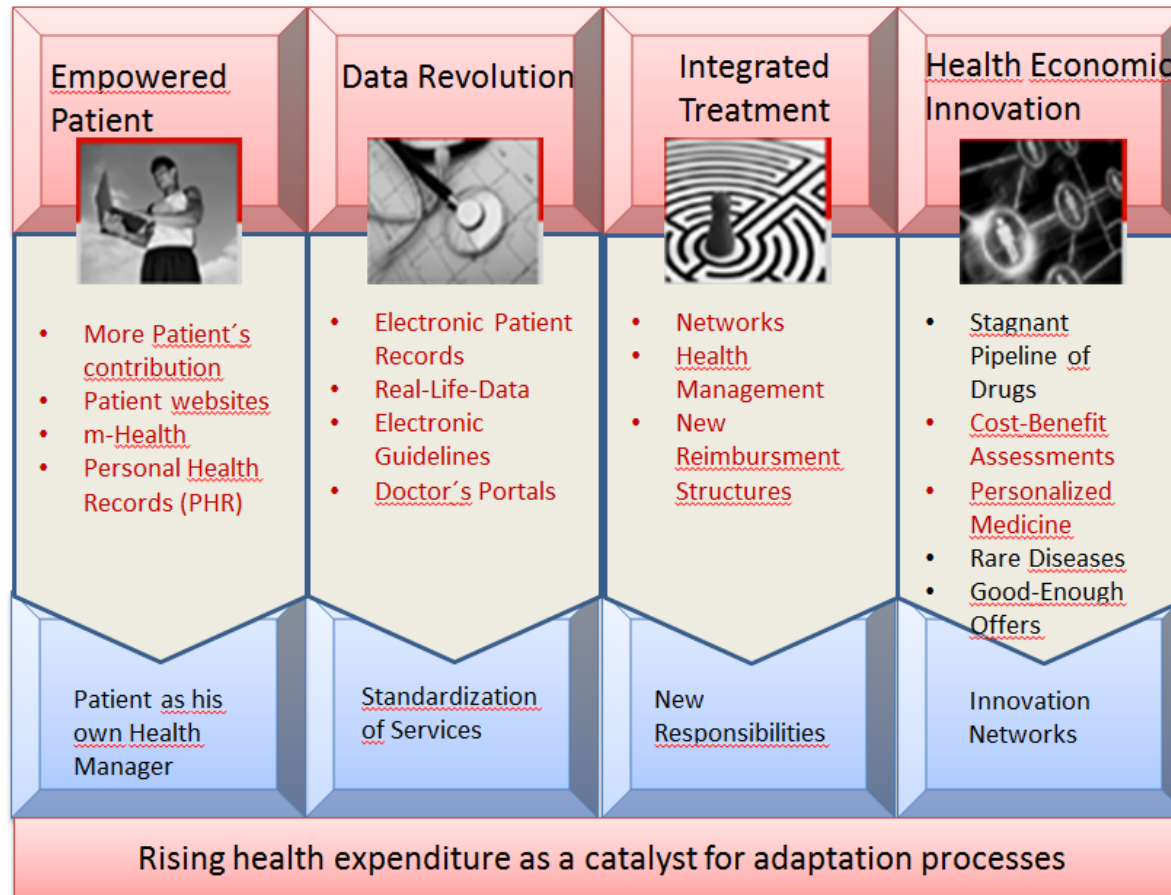
Diabetes

Hypertonia



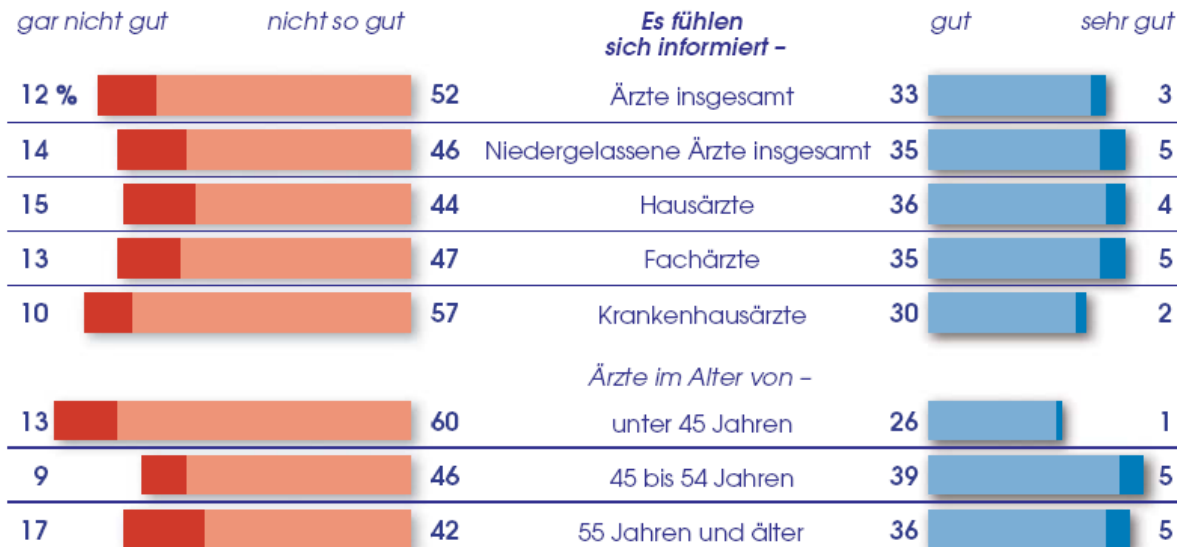


(Bain.de)



## Informationsstand über das Thema 'Telematik im Gesundheitswesen'

Frage: "Wie gut fühlen Sie sich über das Thema Telematik im Gesundheitswesen alles in allem informiert?"



Auf 100 Prozent fehlende Werte = Keine Angabe

Basis: Bundesrepublik Deutschland, Krankenhaus- und niedergelassene Ärzte  
Quelle: IfD-Umfrage 5283, April 2010

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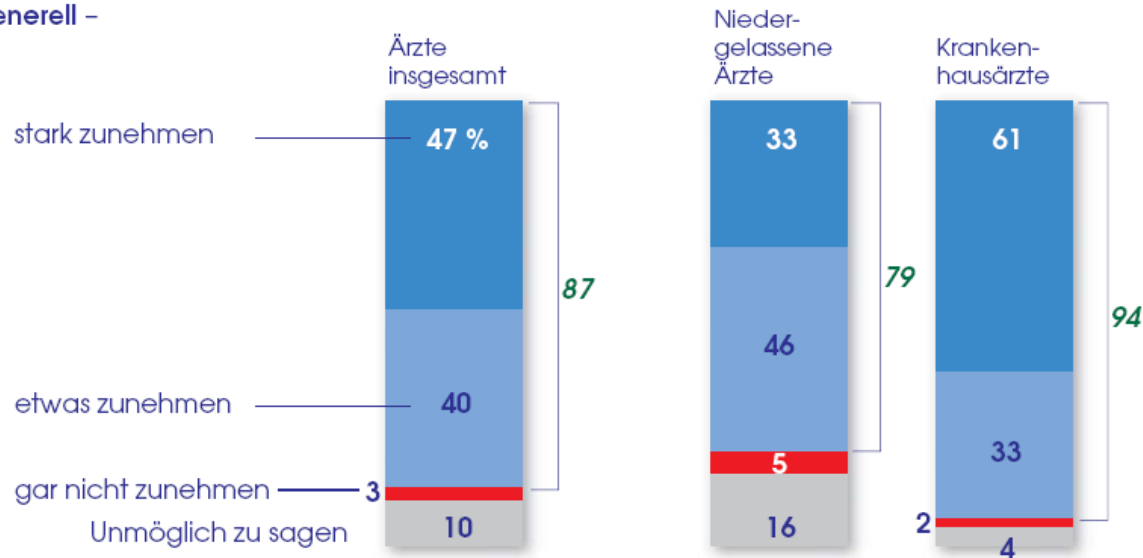
How do you feel informed about eHealth generally?

Only 36% of the Physicians are good or very good informed about eHealth!

Older physicians feel better informed!

## Erwartungen über die generelle Entwicklung der Telemedizin

Die Bedeutung der Telemedizin im Gesundheitswesen wird **generell** -



Basis: Bundesrepublik Deutschland, Krankenhaus- und niedergelassene Ärzte  
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What are your expectations about the development of telemedicine?

87% of all physicians expect more or many more Telemedicine-Applications



Acceptance of eHealth is a key area to progress in Health Care –

Acceptance target - groups:

- Professionals
- Citizen/Patients
- Politicians



Flagship Project:

## ICT for Health

Strengthening social capacities for the utilisation of eHealth technologies in the framework of ageing population

Prof. Dr. Roland Trill, University of Applied Sciences Flensburg



Part-financed by the European Union  
(European Regional Development Fund)

## ICT for Health - Overall objective

Citizens with chronic diseases and medical professionals in the regions of the project partners have the social capacity, knowledge and acceptance to utilise eHealth technologies in prevention and treatment by the year 2012.



## ICT for Health at a glance

<b>Aim</b>	Improving the acceptance and knowledge of people to use eHealth
<b>Project Period</b>	January 2010 to December 2012
<b>Financial volume</b>	3.65 Mio Euro
<b>Participants</b>	19 Partners from eight countries
<b>Part-financing</b>	Part-financed by Baltic Sea Region Program 2007-2013 of the European Union

## 19 Partners from eight countries

### Denmark



Aalborg University  
Region of Southern Denmark  
Region North Denmark

### Germany



University of Applied Sciences  
Flensburg  
European Forum for Telemedicine  
Institute for Cancer Epidemiology at  
Luebeck University  
Diakonissen-Hospital Flensburg  
County Council of Segeberg

### Norway



Diakonhjemmet Hospital Oslo

### Poland



City Hospital Lebork



### Finland



Seinäjoki University of Applied Sciences  
South Ostrobothnia Healthcare District  
Regional Council of South Ostrobothnia

### Sweden



Hässleholm Hospital, Department of  
Internal Medicine

### Lithuania



Lithuanian University of Health Sciences  
Kaunas University of Technology  
Vilnius University Hospital Santariškių  
Klinikos

### Russia



Pavlov State Medical University, St.  
Petersburg

## Work packages

### WP 3

Strategies to improve the social capacity of citizens and medical professionals to utilise eHealth technologies

### WP 4

Empowerment of citizens with chronic heart disease with lifelong learning and self-monitoring

### WP 1

Project Management and Administration

### WP 2

Communication and Information

### WP 5

Education for health care professionals and citizens with chronic diseases to utilise eHealth technology

### WP 6

Enabling mobile citizens with chronic diseases to document health data in a multi-lingual personal health portal

## Objectives Work packages (1/2)

### WP 3

Strategies to improve the social capacity of citizens and medical professionals to utilise eHealth technologies

The partner regions compare and transfer transnational strategies to improve the social capacity of citizens and medical professionals to utilise eHealth technologies for better prevention and treatment in the frame of ageing population.

### WP 4

Empowerment of citizens with chronic heart disease with lifelong learning and self-monitoring

Citizens with chronic heart disease in the pilot regions apply selfmonitoring technologies for secondary prevention and treatment processes in collaboration with medical professionals.



## Objectives Work packages (2/2)

### WP 5

Education for health care professionals and citizens with chronic diseases to utilise eHealth technology

Medical professionals and citizens with chronic diseases in the pilot regions are **better educated and trained to use eHealth technologies in prevention and treatment processes.**

### WP 6

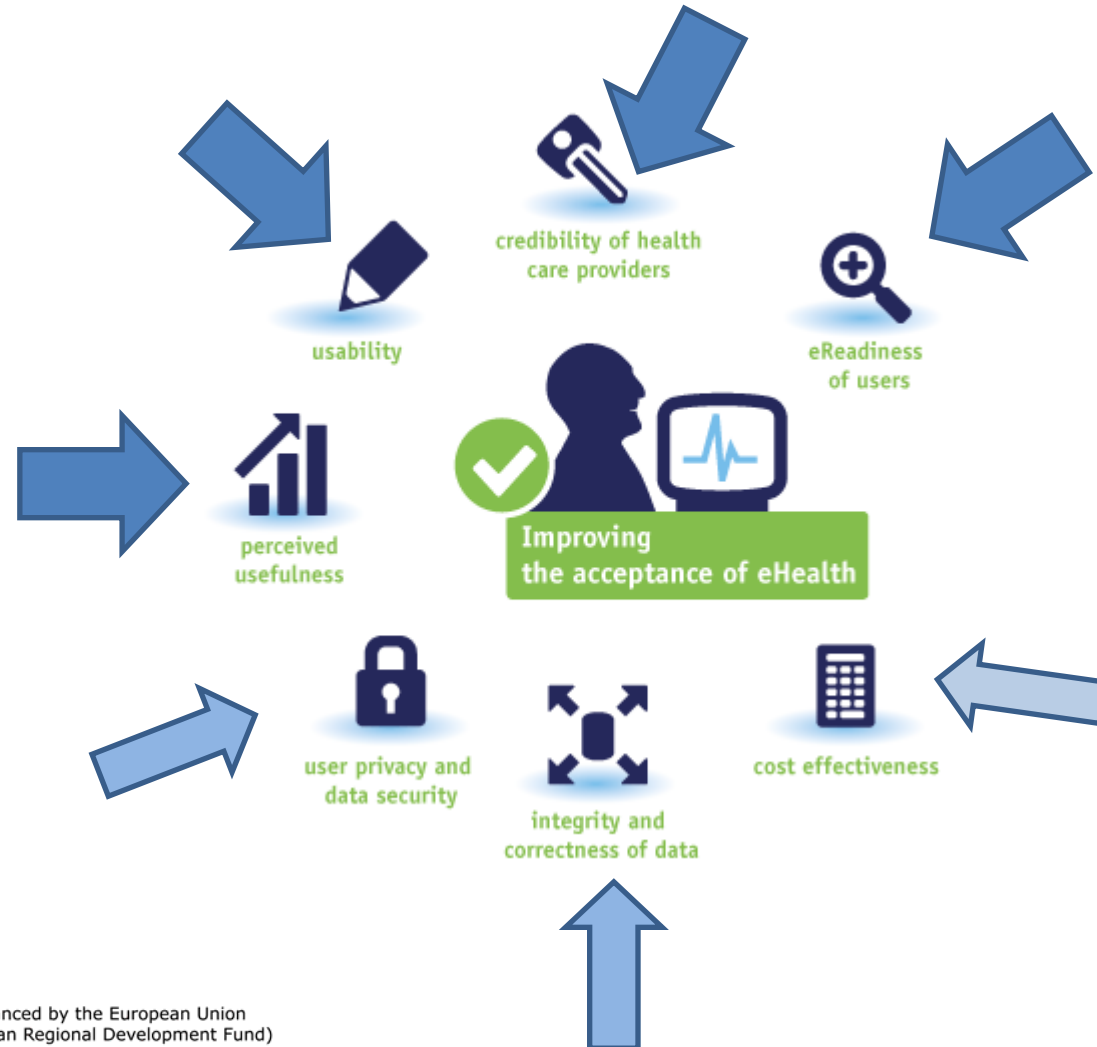
Enabling mobile citizens with chronic diseases to document health data in a multi-lingual personal health portal

Citizens with chronic heart disease in the pilot regions **take responsibility for the electronic documentation of their patient data in a multi-lingual electronic health record supporting mobility of citizens.**



## Dimensions of eHealth Acceptance

What influences the eHealth acceptance of patients, health professionals and policy makers?



## Drivers towards eHealth Spread

- Health Care providers, especially Family Doctors (because of their intensive contact with the patient and his family)
- Citizen/Patients

# eHealth Acceptance Conference 2012



Thank you very  
much for your  
attention!

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