PHAROS
EXPERTISECENTRUM GEZONDHEIDSVERSCHILLEN

Welcome!

eHealth Equity:
how to meet the needs of people with poor health literacy?

#eHealthWeek, 2016

Program eHealth week June 10, 2016

Moderator:	Chandra Verstappen, programmanager patient participation, Pharos, Utrecht, The Netherlands
09.00	Introduction: eHealth as promising perspective in tackling health inequalities Chandra Verstappen, Pharos, Utrecht, The Netherlands
09.10	Best practices and key-learnings in achieving eHealth equity for low-income and underserved populations Vanessa Mason, CEO Riveted Partners and co-founder WISE Health, San Francisco, USA
09.30	‘Starting Together App’: a tailormade children’s upbringing approach for low-income groups Olivier Blanson Henkemans, applied researcher on e/mHealth for health promotion, TNO, Leiden, The Netherlands
09.40	Inclusive designing: how to make apps work for people with poor health literacy? Mixed groups of ICT experts and health professionals determine a set of criteria.
10.05	The patients’ point of view: concluding remarks and take home messages
10.15	End of session

Chandra Verstappen

Program manager
patient participation

Pharos
Utrecht, The Netherlands

Pharos, the Dutch center of expertise on health disparities

Focus on reducing existing health disparities between different groups of people.

Same standard of prevention and health care for everyone (quality & accessibility).

Specifically important for people with limited health literacy (common among low-educated people, low-literate people and a large proportion of migrants).

On average, these groups have a poorer health status and a shorter life expectancy.

eHealth: a promising perspective in tackling health inequalities

Most eHealth applications disregard the large group of people with limited health literacy. Apps and websites are usually not suitable for them.

As a result these people are unable to make the best use of eHealth applications. Health disparities are therefore likely to increase in the future.

eHealth: a great opportunity for people with poor health literacy

This is why Pharos encourages the development and use of eHealth applications which can be easily used by all.

For the best possible and sustainable use of eHealth, it is necessary to work together on eHealth initiatives with all parties involved from scratch (co-creation).

Keynote speaker

Vanessa Mason

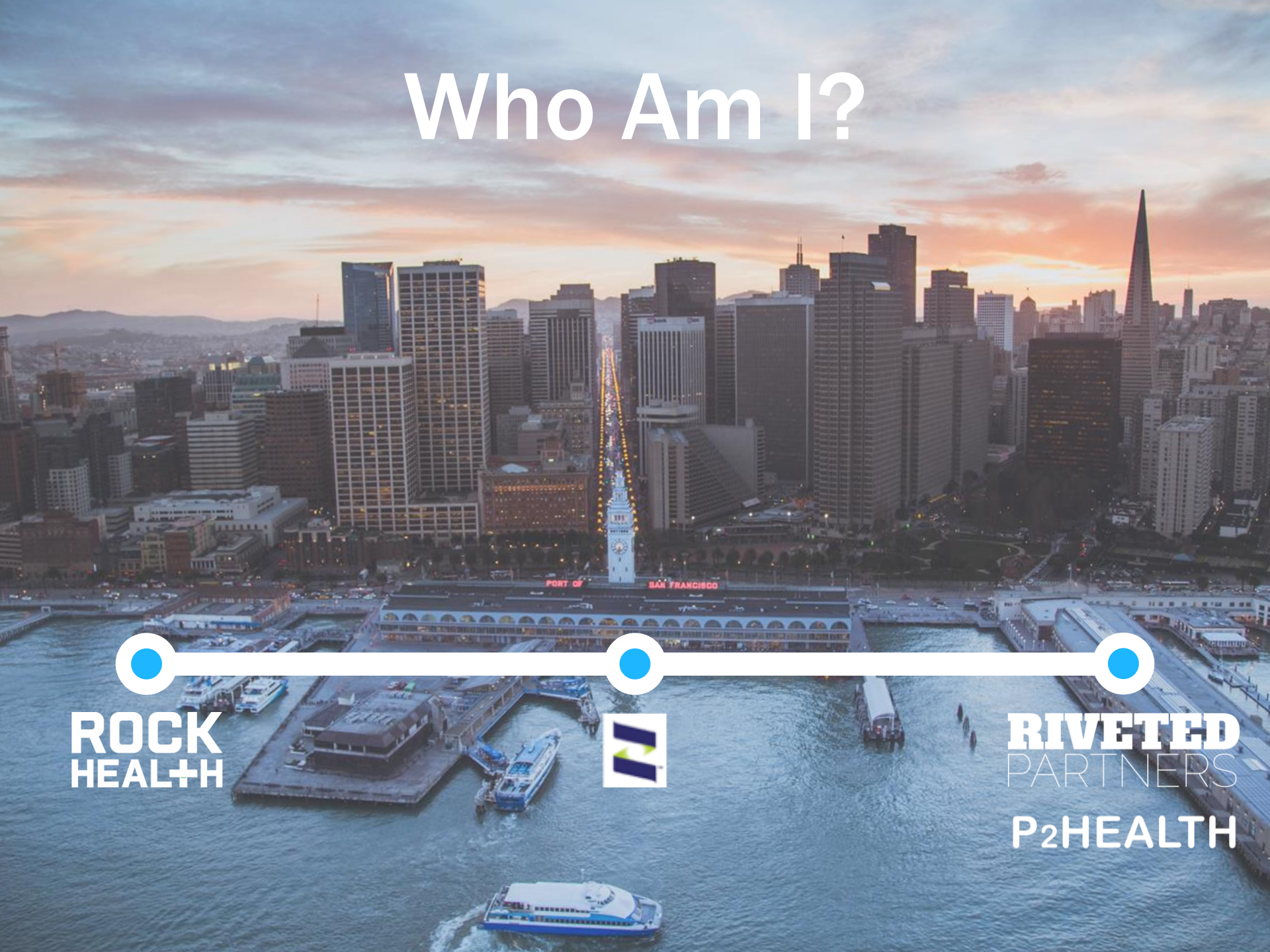
CEO Riveted Partners

Co-founder WISE Health

San Francisco, USA

BRIDGING
PUBLIC HEALTH
AND TECH

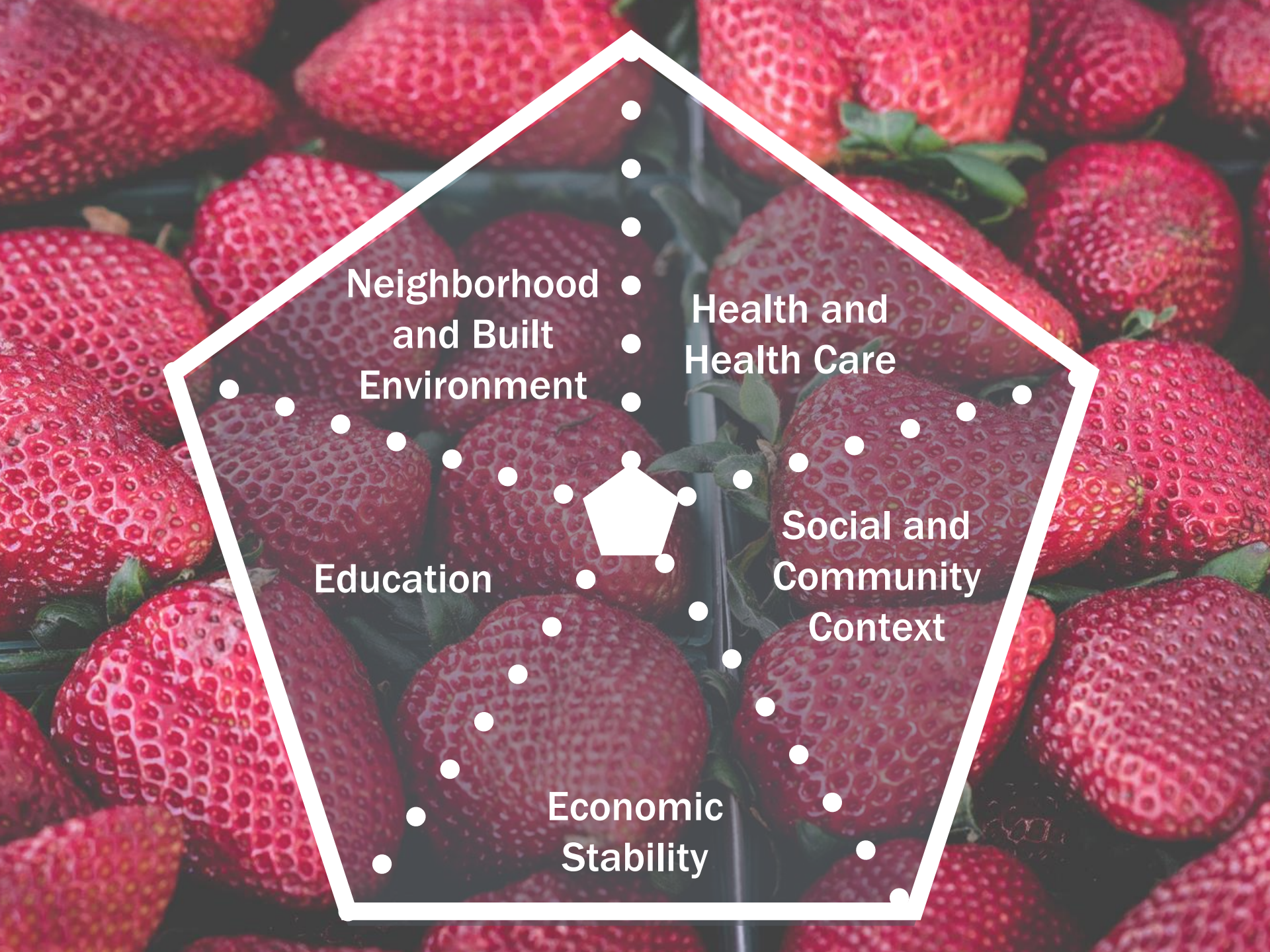
Who Am I?



ROCK HEALTH

RIVETED PARTNERS

P2HEALTH

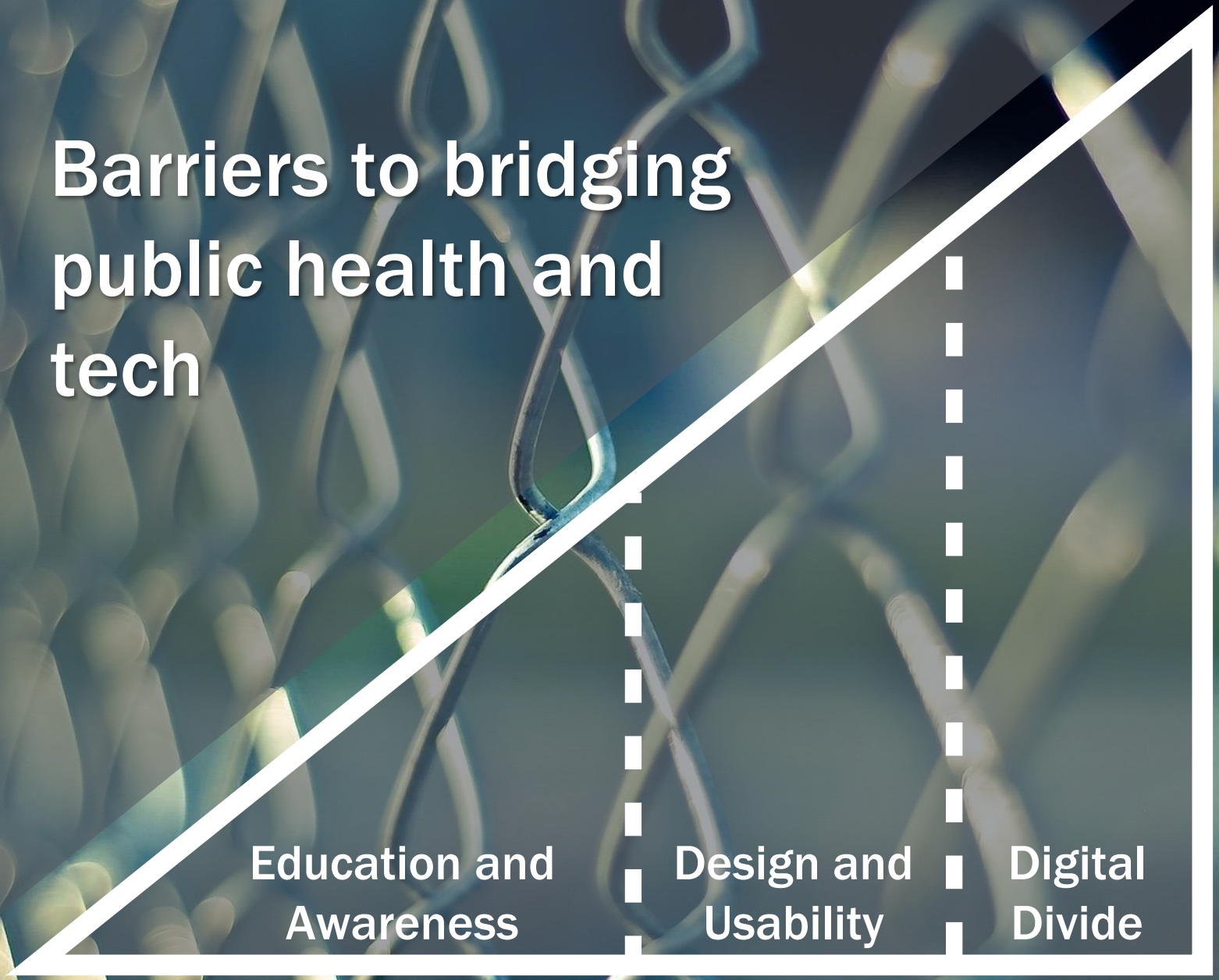

Neighborhood and Built Environment
Health and Health Care
Education
Social and Community Context
Economic Stability

What Makes Us Healthy
GENETICS 20%
ENVIRONMENT 20%
HEALTHY BEHAVIORS
50%

What We Spend On Being Healthy
88%
MEDICAL SERVICES
HEALTHY BEHAVIORS 4%
OTHER 8%

$4.5 BILLION

Barriers to bridging public health and tech

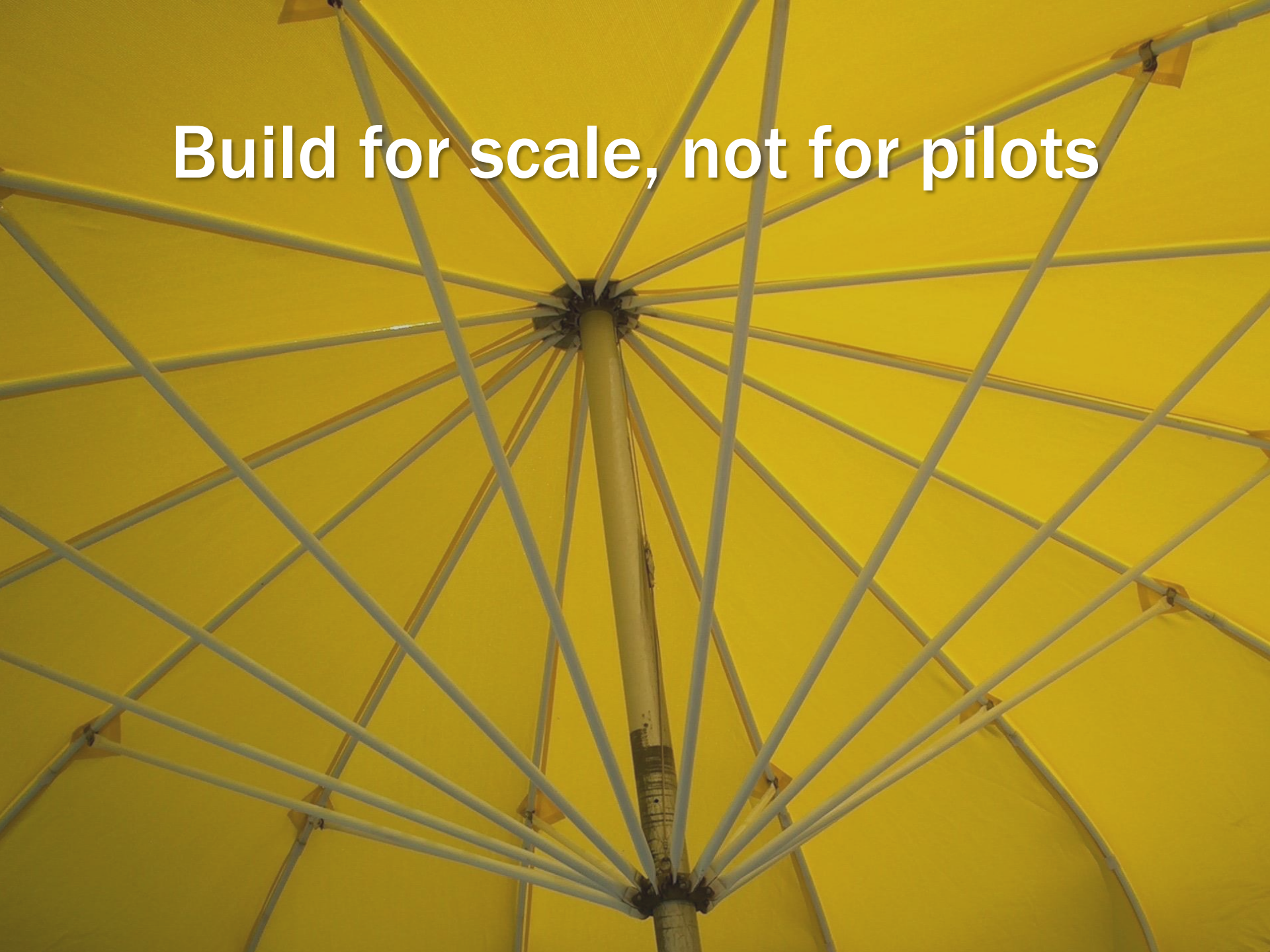


The way forward: Co-design and smart prevention

Solve the right problem

Aim to include rather than
exclude people not like you

Test and iterate
START GAME


Build for scale, not for pilots

Connect with me!

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@P2Health

Starting Together App

Olivier Blanson Henkemans

applied researcher
eHealth

TNO

Leiden, The Netherlands

Workshop

Inclusive designing

How to make apps work for people with poor health literacy?

Assignment interactive session - workshop Friday 10 June

How to make apps work for people with poor health literacy?

Pharos, the Dutch Centre of Expertise on Health Disparities, has launched a competition on 'How to make apps work for people with poor health literacy'. The participant with the best idea will receive advice and support from Pharos to turn their proposal into an app, which is accessible to everybody, including people with poor (health) literacy.

You are part of the jury that will assess the submissions against a set of criteria. Pharos has prepared a longlist with understandability criteria, based on practical experience. We have divided these criteria into sub-criteria for:

1. text
2. image
3. functionality (technology and user-friendliness)

We ask you to narrow the longlist down to 10 top criteria.

Patients' perspective

Robert Boersma

director Zorgbelang
Zuid-Holland
The Netherlands

Concluding remarks
&
Take home messages

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