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, program manager 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 tailor-made 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
Who Am I?
Neighborhood and Built Environment
Health and Health Care
Social and Community Context
Economic Stability
Education
What Makes Us Healthy

- Genetics: 20%
- Environment: 20%
- Healthy Behaviors: 50%
- Access to Care: 10%

What We Spend On Being Healthy

- Medical Services: 88%

Other 8%

$4.5 Billion
Barriers to bridging public health and tech

- Education and Awareness
- Design and Usability
- Digital Divide
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
Build for scale, not for pilots
Connect with me!

rivetedpartners.com
vanessa@rivetedpartners.com
@vanessamason

p2health.co
vanessa@p2health.co
@P2Health
Olivier Blanson Henkemans
applied researcher
eHealth
TNO
Leiden, The Netherlands
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

Contact: Chandra Verstappen
c.verstappen@pharos.nl
www.pharos.nl