

# 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 tailor-made children's upbringing approach for low-income groups

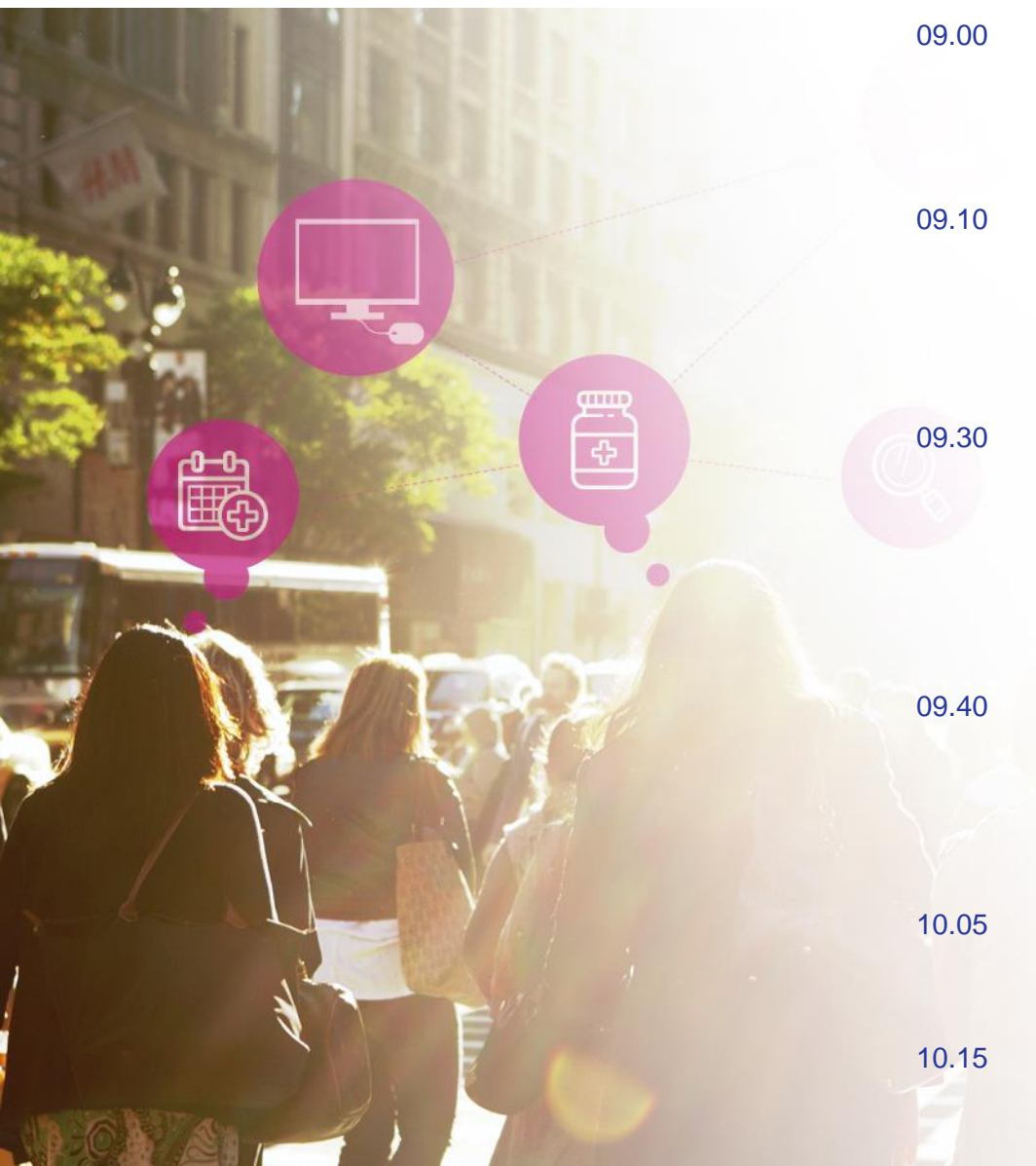
Olivier Blanson Henkemans, applied researcher on e/mHealth for health promotion, TNO, Leiden, The Netherlands

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**



A photograph of the San Francisco Bay Bridge at sunset. The bridge's towers and cables are silhouetted against a vibrant orange and pink sky. The city skyline is visible in the background, with lights reflecting on the water. The text "BRIDGING PUBLIC HEALTH AND TECH" is overlaid in white, bold, sans-serif font.

# BRIDGING PUBLIC HEALTH AND TECH



# Who Am I?

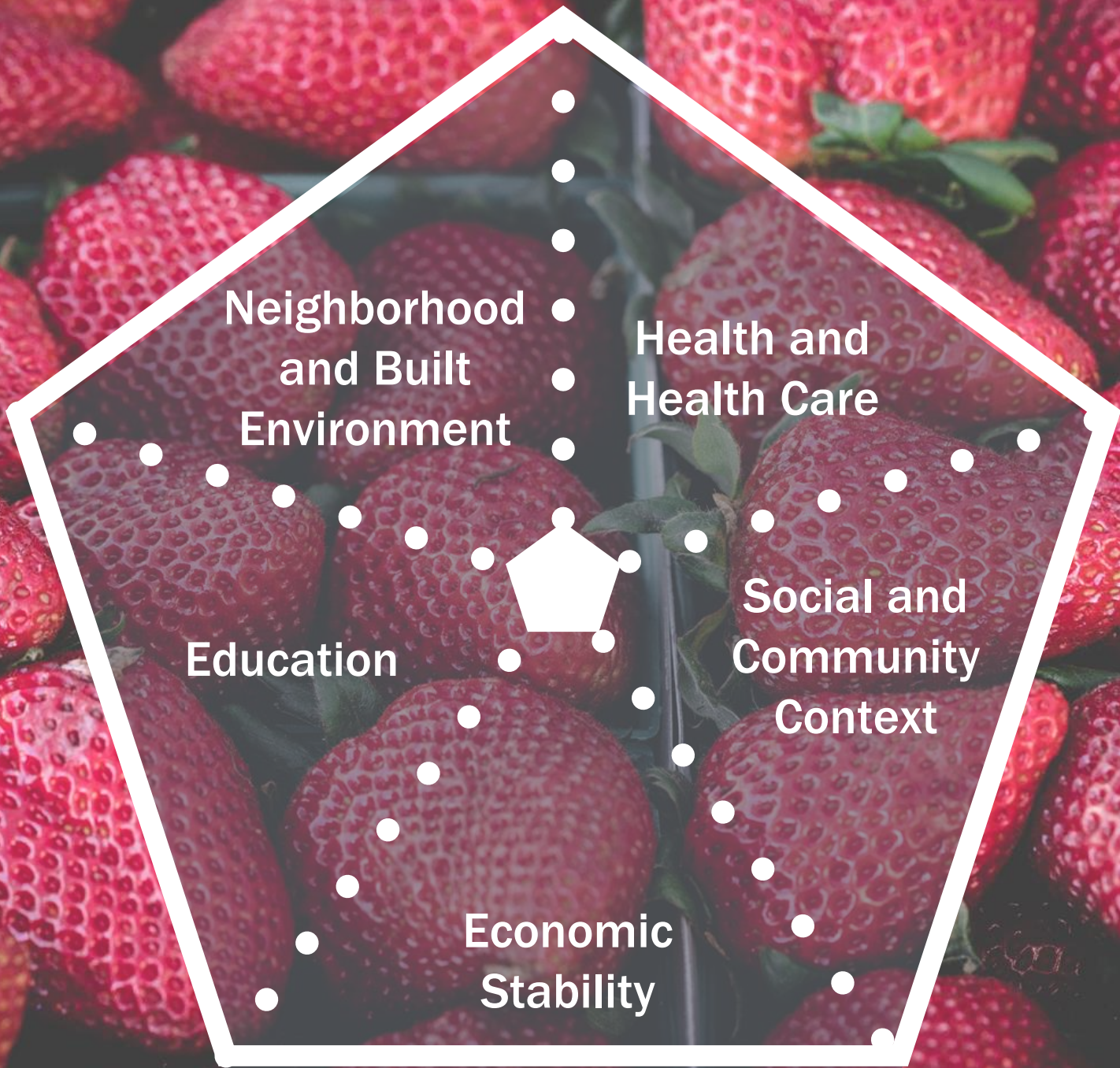
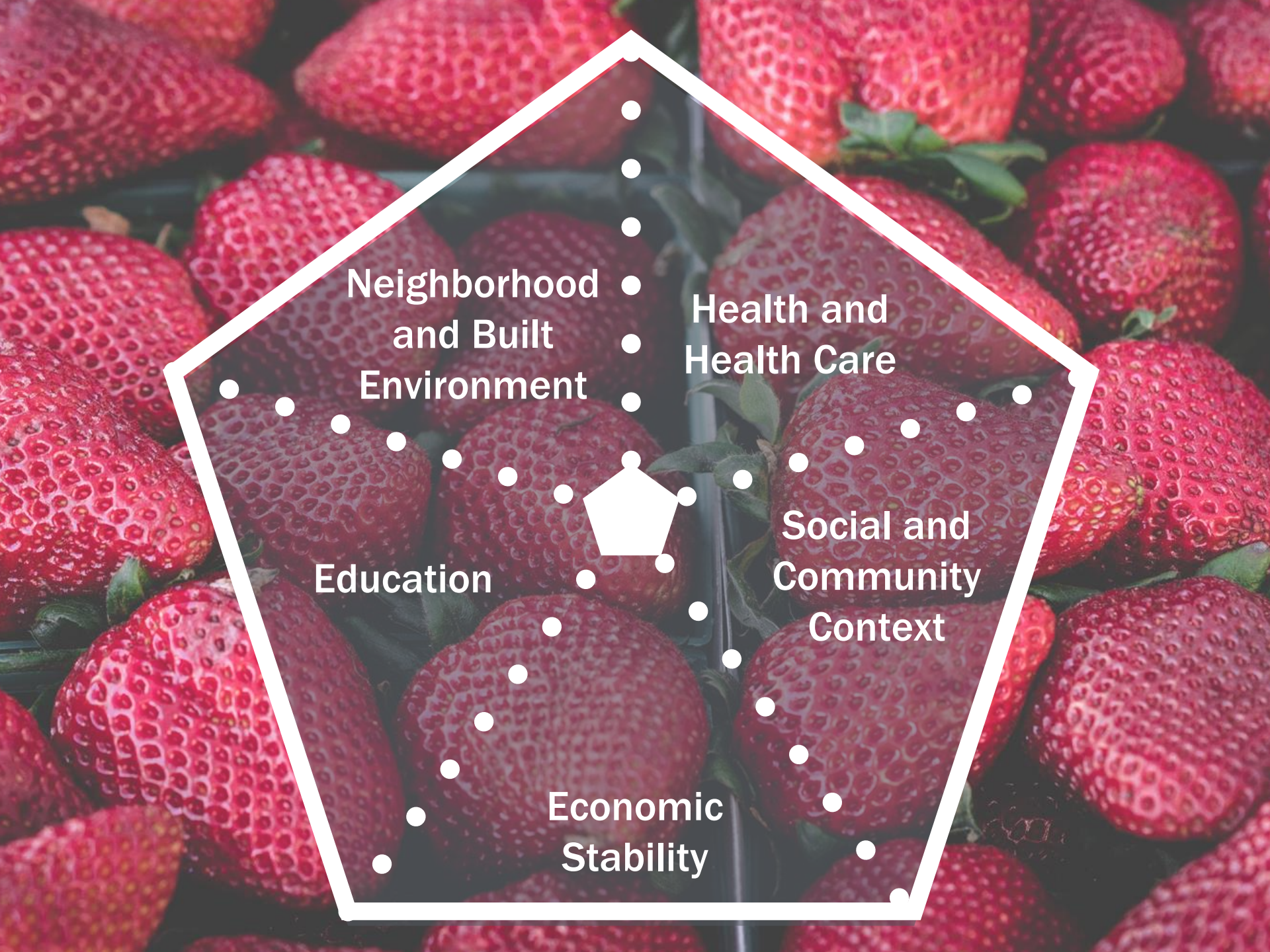


**ROCK  
HEAL+H**



**RIVETED  
PARTNERS**  
**P<sub>2</sub>HEALTH**





Neighborhood  
and Built  
Environment

Health and  
Health Care

Social and  
Community  
Context

Economic  
Stability

Education

## What **Makes** Us Healthy



## What We **Spend** On Being Healthy



**\$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





A high-angle, wide shot of a marathon taking place on a wide, tree-lined city street. Hundreds of runners are visible, spread across the width of the road, moving away from the camera. The runners are wearing various athletic gear in different colors. The street is flanked by tall, mature trees with autumn-colored foliage. On the left side, there are multi-story buildings with shops on the ground floor, and parked cars along the curb. A dark metal barrier runs along the edge of the road on both sides. The sky is overcast and grey. The text "Aim to include rather than exclude people not like you" is overlaid in white, bold, sans-serif font at the bottom of the image.

**Aim to include rather than  
exclude people not like you**

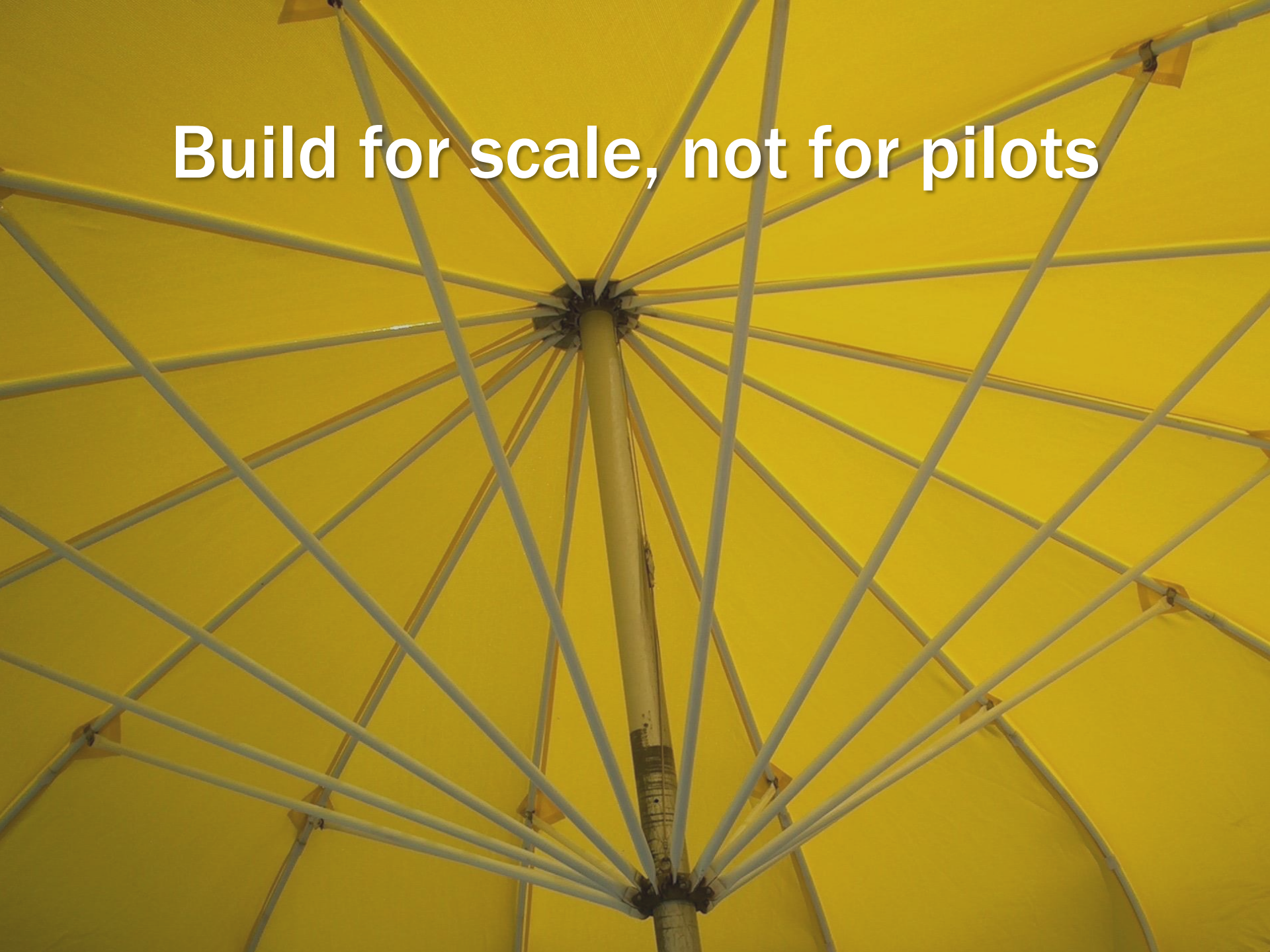


# Test and iterate





**Build for scale, not for pilots**





# Connect with me!



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# Olivier Blanson Henkemans

applied researcher  
eHealth

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# 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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