



# A future perspective: Tailored, Integrated Digital Health Information



*EMA/HMA/EC workshop on electronic  
product information (ePI)*

*28 Nov 2018*

# An opportunity to address the challenges of accessing and applying health information.....

As the digital health environment within Europe matures, there is opportunity to assess more broadly how digital technologies could be applied to health information to enable longer-term transformation of the way in which patients engage with their treatment and understand their health

×**Information sources:** fragmented availability of health/treatment information, and absence of comprehensive overviews of an individual's health-related information (e.g. across multiple medications)

×**Understanding:** – a need to enable user-friendly access to information in a format that is up-to-date, readable and can be tailored to an individual's specific needs

×**Adherence:** lack of adherence impairs patient outcomes, puts strain on healthcare systems (e.g. through wasted medications and acute medical care)

A public-private partnership enables stakeholder collaboration to conduct research on the potential benefits of application of novel digital technologies to health/product information

# Research proposal: Develop and test an integrated patient-centric solution

## My Treatment

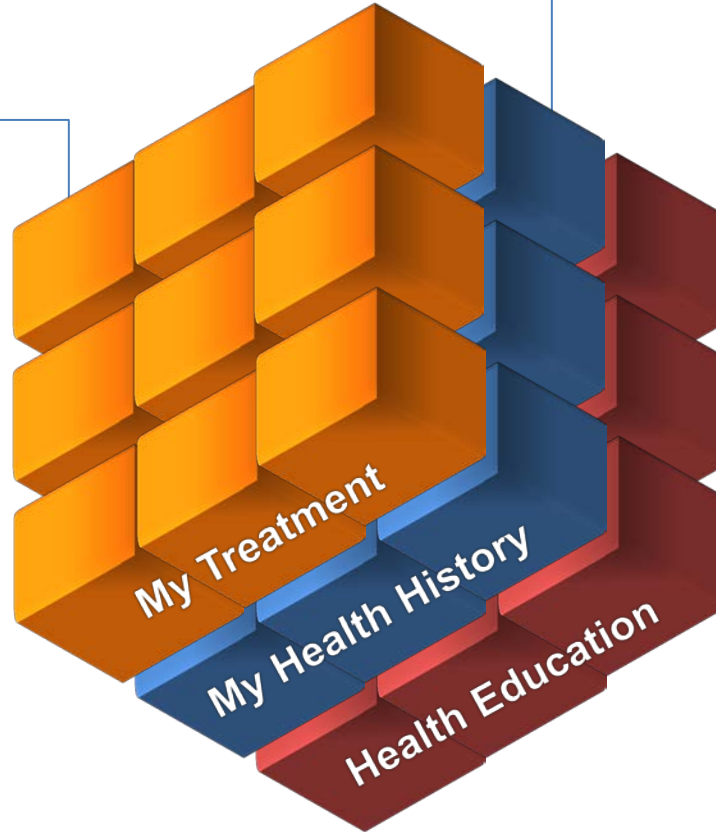
- Product Information loaded from trusted digital source
- Tailoring of information using 'smart technology' to produce optimised single treatment guide
- Options for multi-channel communication
- User feedback constantly monitors effectiveness of the PI in minimising risk with potential for real-time regulator review/update of content

## My Health History

- Direct linkage with Electronic Medical Records, e-Prescriptions and other patient-specific digital information
- Convenient timeline of healthcare system interactions and appointments

## Health Education

- Embed simple, trusted, accurate information on illness, treatment and healthcare access according to a spectrum of patient literacy needs
- Sources of information meet defined standards
- Information may be saved for reference (e.g. to facilitate later discussion with HCPs)



## PROJECT OUTLINE

- Define patient content needs and mapping of different sources of information
- Development of a novel and intuitive digital solution for testing
- Proof of concept studies to test application of this digital approach to measures relevant to healthcare outcomes

# The way in which we consume information is changing..... the shift to digital....

## For the Citizen

Trusted sources  
Convenience  
Tailored to the citizen

Greater  
understanding and  
engagement  
(Health Literacy)

Better adherence  
to treatment  
information

Better Health  
Outcomes and  
trust in Digital

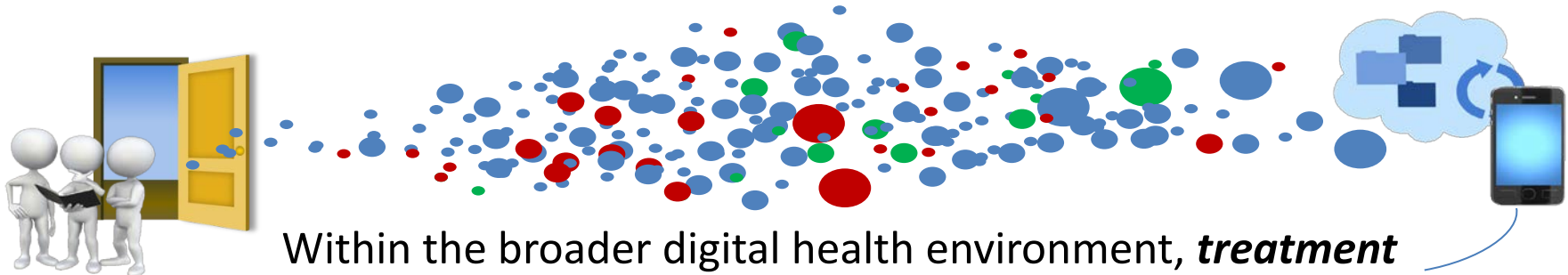
## For Public Bodies

Electronic medical  
records (EMR),  
e-Prescriptions,  
e-Patient Summaries

Better *informed* and  
*earlier* interactions with  
healthcare system

Real-time data  
and real-world  
evidence

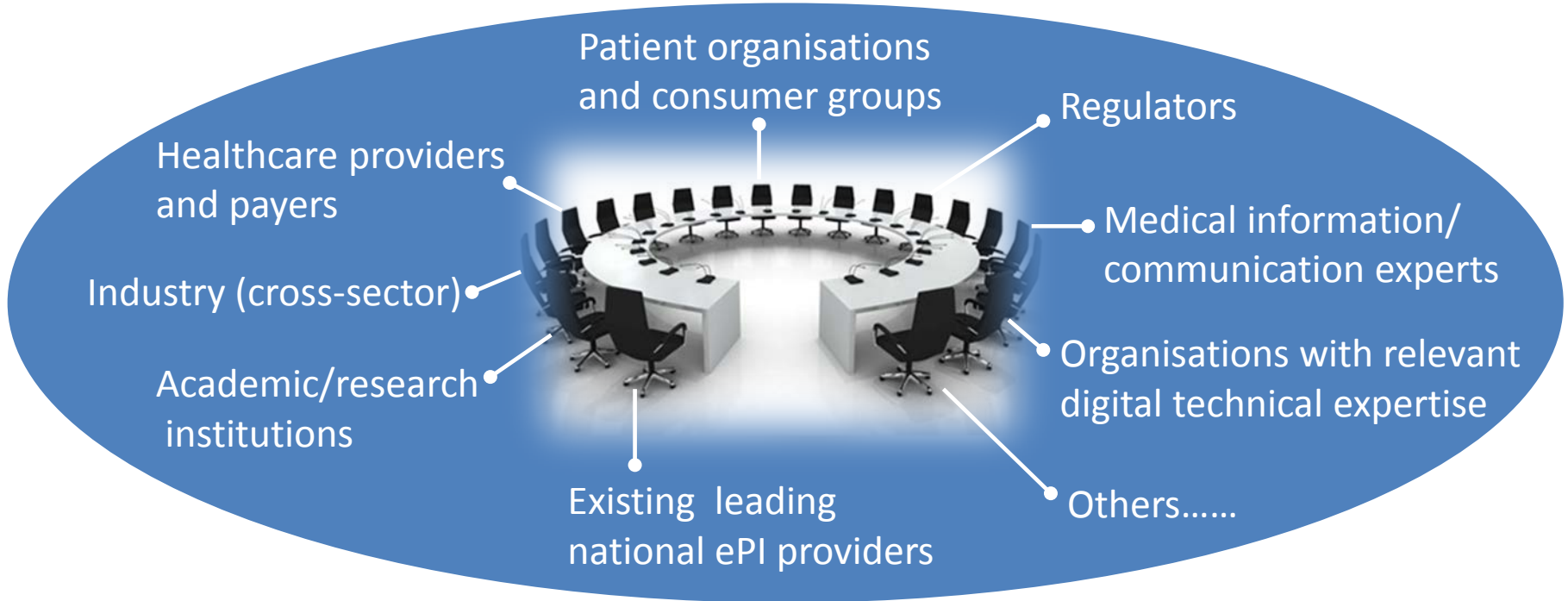
Learning  
Healthcare  
System



Within the broader digital health environment, **treatment** information becomes a key driver of patient empowerment

## Development of project proposal

The proposed public-private partnership will conduct research to understand how the specific application of digital technologies to health/product information can support all patients/citizens in the management of their health and care.



Maximise delivered value by establishment of connections/synergies with other ongoing initiatives/projects with complementary scope