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Data Cure
May 18th 2015
Patient Generated Health Data
Medical Photographer to PhD Student

My Story

Digital Disruption          Patient Generated Data             Patient Engagement           Final Comments
Digital Disruption

Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services.
Disruption: Telstra–Medgate Alliance

Dial-up doctors in cyber surgery

Grant McArthur
Jennifer Sexton

Patients would be able to visit a doctor online and get a prescription under a plan to bring medical care into the digital age.

Telstra yesterday announced it would join forces with Swiss healthcare provider Medgate to offer online clinics for those struggling to visit a GP in person, from mid next year.

Their ReadyCare service would provide consultations to patients in isolated areas or who otherwise were unable to attend a physical practice.

Telstra’s head of retail Gordon Balichynski said the ambition was to become Australia’s leading provider of integrated e-health solutions.

“Health care at its core is about connectivity,” Telstra chief David Thodey said.

“It’s about how you can get better information flows between doctor to GP to specialist to pharmacist.”

Telstra says it can cut the number of hospital emergency department visits dramatically — they currently total 2.2 million a year — by reaching people who could be more appropriately treated by a GP.

www.telstra.com/health
enquiries@health.telstra.com

For more information on ReadyCare, call sales@health.telstra.com or call 1300 693 133.

ENQUIRY
Patients call in to ReadyCare 24/7

TELEMEDICINE RECEPTIONIST
A qualified receptionist either qualifies or refers the caller on for a physical consultation.

GP CALL BACK
The caller is assessed by a doctor and either provided with definitive care or referred for a physical consultation.
Disruption: Figure 1 Instagram for Drs

Figure 1

BuzzFeed NEWS

Is This Doctors App A Digital Classroom — Or Medical Porn?

The Figure 1 app allows doctors to share and discuss graphic photos of their patients — and allows the public to gawk at them. Doctors and hospitals should be worried about the app’s legal and ethical risks, experts say. Warning: Graphic images.
Stroke diagnosis made through woman's selfie video

'I thought if I could show somebody what was happening, they would have a better understanding'

Doctors advise people to dial 911 at the first sign of a stroke.

A selfie video that a 49-year-old Toronto-area woman took to show numbness and slurred speech she was experiencing helped doctors to diagnose her as having a mini-stroke, after she had earlier been given a diagnosis of stress.

When Stacey Yepes’s face originally froze and she had trouble speaking in April, she remembered the signs of stroke from public service announcements. After the symptoms subsided, she went to a local emergency room, but the tests were clear and she was given tips on how to manage stress.

The numbing sensation happened again as she left the hospital. When the left side of her body went numb while driving two days later, she pulled over, grabbed her smartphone and hit record.

"The sensation is happening again," the Thornhill, Ont., woman says at the beginning of the video posted on YouTube by Toronto’s University Health Network. "It’s all tingling on left side," as she points to her lower lip, trying to smile.

Yepes remembers that doctors said to breathe in and out and to try to manage stress, and she says she’s trying.
Patient generated health data is suspected to increase Patient Engagement.
Patient Engagement

• **Blockbuster drug of the century** (Taylor, 2013)
  – Better health outcomes (Lorig et al. 1999)
  – Reduced health costs (Hibbard et al 2013)

• **Prosumer Patients** are independently engaging
  – Patients are emerging as co-creators in healthcare
  – 50 million people are using My Fitness Pal
  – Daily usage of health & fitness apps has increased 62%, all other apps increased 33% [http://blogs.plos.org/publichealth/2014/10/13/health-hand/](http://blogs.plos.org/publichealth/2014/10/13/health-hand/)
Linking Patient Data to Engagement

• **Provider**
  
  **Motivators for use**
  
  – Diagnosis & Management (Huba & Zhang, 2012)
  – Personally Controlled Health Record (PCEHR)

  **Barriers to use outside of PCEHR**
  
  – Risk management, legal implications, duplication of data, technical readability, retention, policy development (Archer et al., 2013)
  
  – Data privacy (Huba & Zhang, 2012) **Interoperability** (Taylor, 2013) **data tagging** (Van Doornik, 2013)

• **Patient**
  
  – Quality of life (Frühauf et al., 2012)
  – Disease prevention (Boyce et al., 2012)
My Research

Does Patient Generated Data Engage Patients?

• Who?
• What does engagement look like?
• Which type data?
• Value?
• How does it occur?
• Do you want to be involved in this research?
Thank you for listening

www.karaburns.com

Photo: John Stanmeyer for National Geographic
Winner of The World Press Photo Competition 2014