

Emergence of Web Portals for Chronic Care: Opportunities for Psychologists



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Internet Use Today

2,022 U.S. adults surveyed by telephone reporting they are online:

April 2005 – 74%

April 2000 – 57%

April 1995 – 9%

Internet Use Today

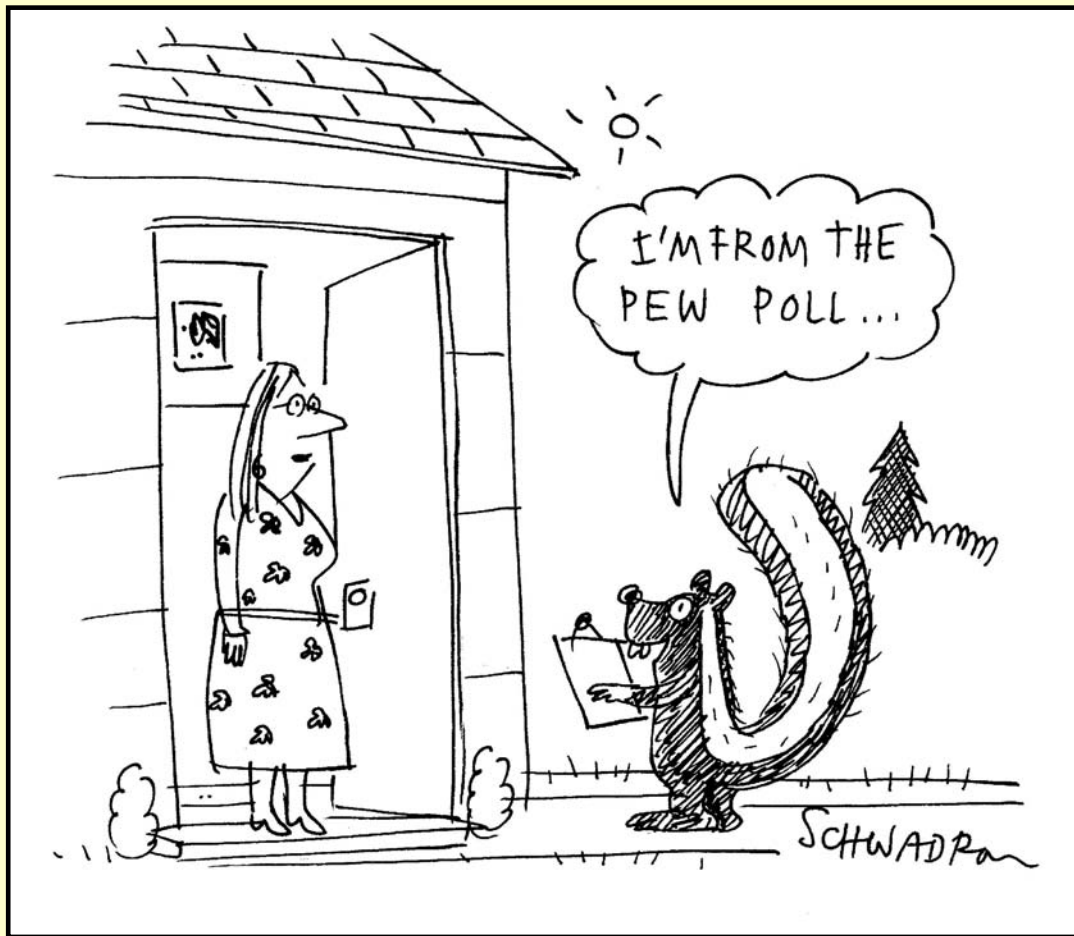
Experienced (6+ years) Internet users who have searched for health information online:

Topic	2002	2004
Diet/Nutrition	49%	60%
Exercise/Fitness	43	51
Health Insurance	29	40
Particular Provider	26	37
Experimental Treatments	20	28

Internet Use Today

- 87% of U.S. teens aged 12-17, use the Internet, up from 73% in 2000
- 51% of teenage Internet users say they go online on a daily basis, up from 42% in 2000
- 45% of teens have cell phones and 33% have used a cell phone to send a text message

Continuous Growth

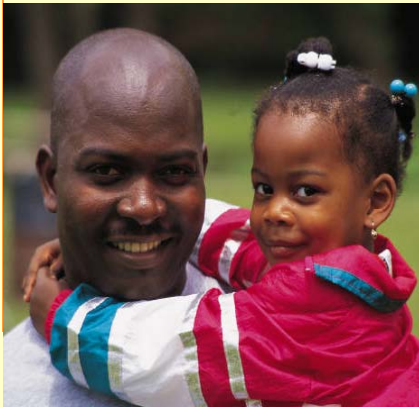


What is eHealth?

- Use of emerging *interactive* technologies to enable health improvement and health care services
- Technologies include the Internet, interactive TV, interactive voice response systems, kiosks, wireless networks, PDAs, CD-ROMs, DVD-ROMs

Potential Benefits Specific to eHealth

- 24/7/365
- Potential to engage traditionally underserved populations
- Cultural relevancy



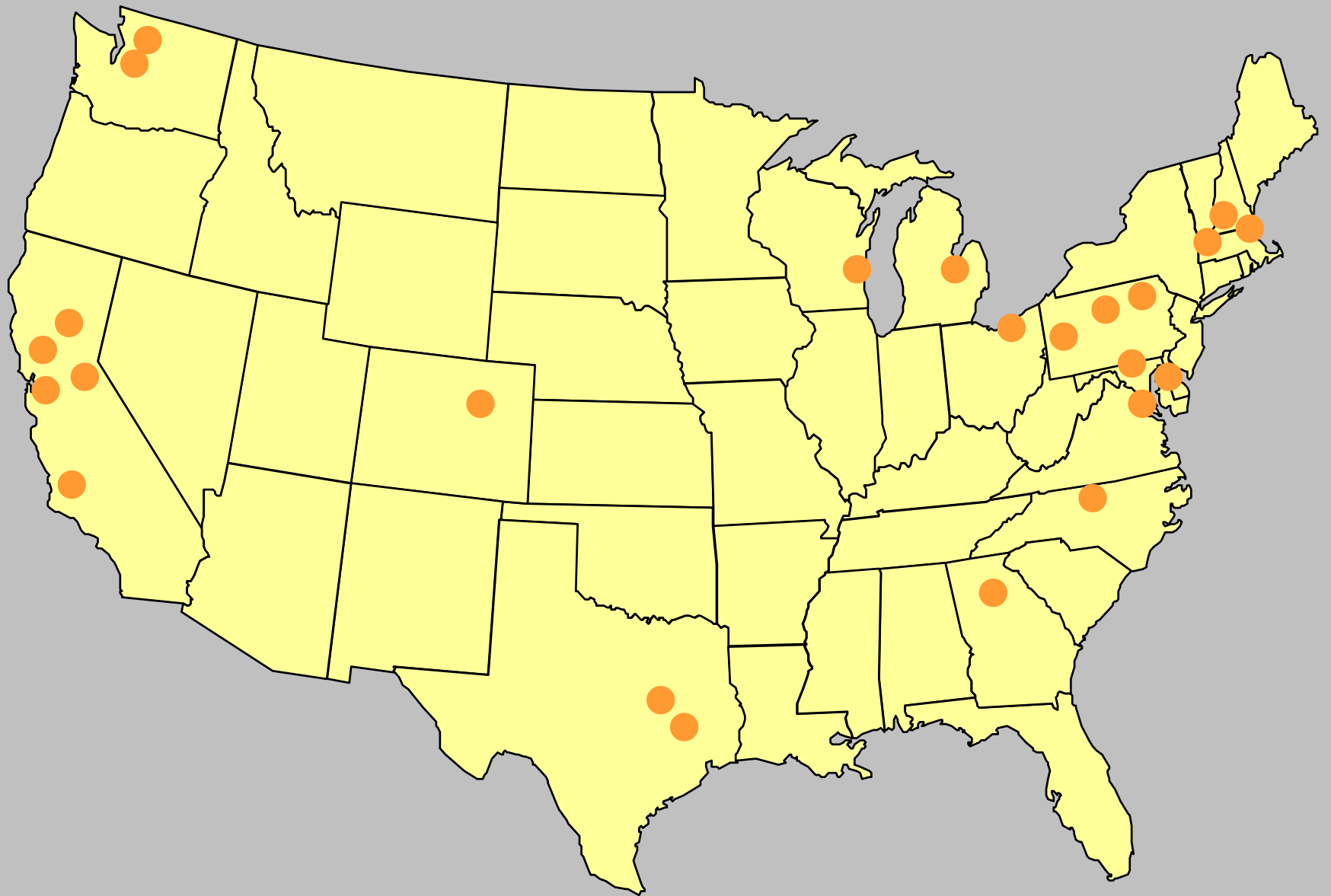
Potential Benefits Specific to eHealth

- Efficacy
- Tailoring
- Reach
- Potential improvement of population health
- Relatively low incremental cost

Building the Science of eHealth



- National Program Office of RWJF
- 24 grantees awarded \$7.5 million



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HETI 2004 Call for Proposals

- Study a robust, currently operating, secure patient-provider portal with a critical mass of key functions and users
- Key functions of interest:
 - Bi-Directional Clinical Communication
 - Administrative Transaction Capability
 - Patient Access to Electronic Records
 - Health Behavior Change and Chronic Disease Management Programs

What are Portals?

Portals are unique, secure Internet-based sites that are accessible by patients and their providers and that contain a range of software tools and functions.

Advantages of Portals

- Improve patient-provider communication
- Contain costs
- Provide reliable health information
- Reduce medical errors
- Enhance efficiency
- Obtain market distinction

Web Portal Grantees

Weight Management for a Defined Employee Population using an Interactive eHealth Portal

Aurora Health Care, Milwaukee, WI ~ Principal Investigator: Dr. Paul Hartlaub

Study Topic

- Internet-based weight management program includes bi-directional communication with healthcare consultants:
 - Is it cost beneficial
 - Is it effective at inducing weight loss beyond that of standard environmental programs in a hospital employee population?

Web Portal Grantees

Improving Chronic Disease Care with PatientSite

Beth Israel Deaconess Medical Center, Boston, MA ~

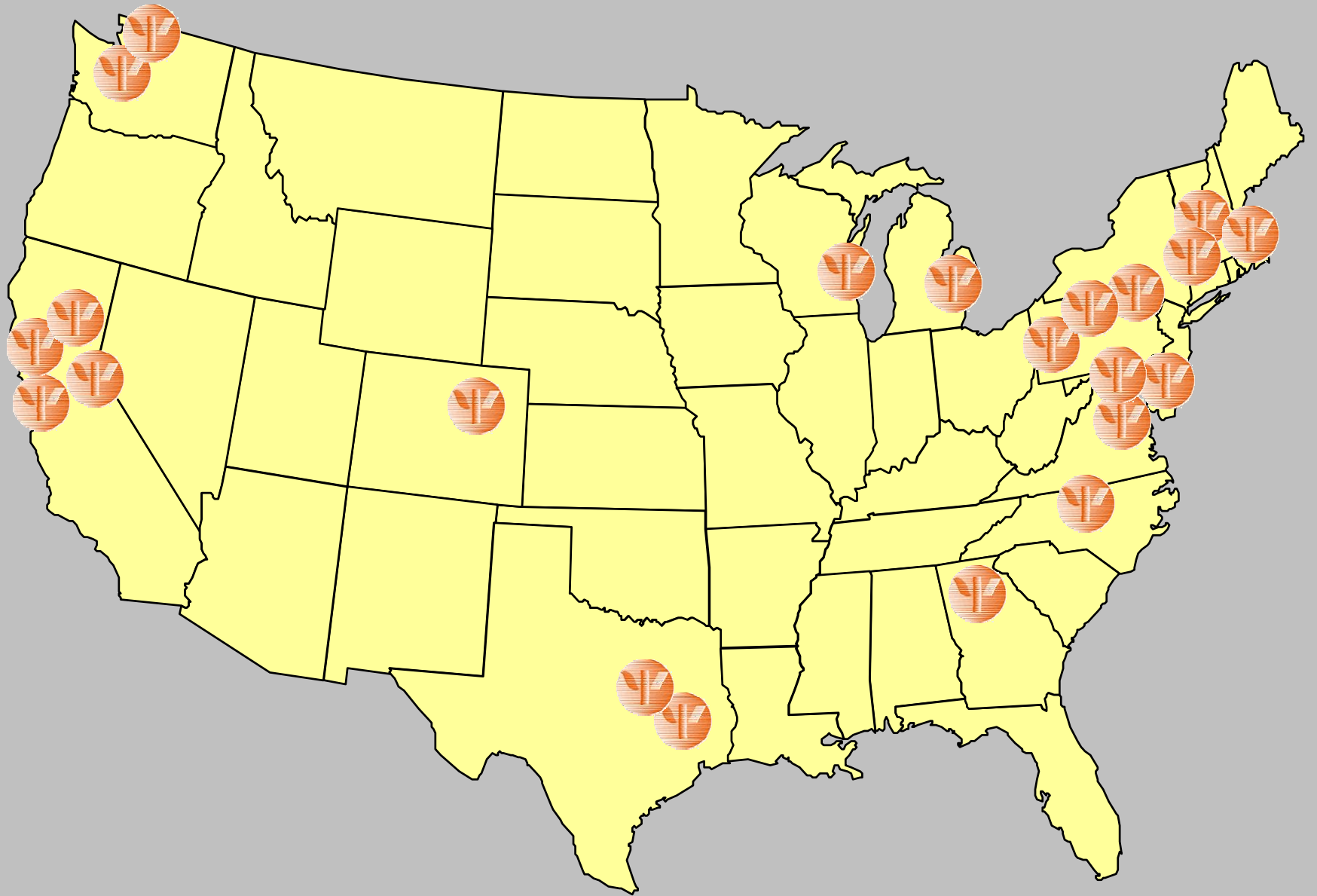
Principal Investigator: Dr. Lisa Iezzoni

Study Topic

- Does a patient Internet portal-based intervention improve the care of adult primary care patients with three chronic conditions:
 - Pain
 - Depression
 - Difficulty walking

Psychologists and Related Professionals in eHealth Research

Among the 24 HETI Grantee projects, 50% of the key personnel earned a graduate degree in psychology or related social science field.



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How Can Psychologists Play a Role?

An Internet-Based Patient-Provider Communication System: Randomized Control Trial conducted at the University of Colorado Hospital in Denver, CO.

Conclusion:

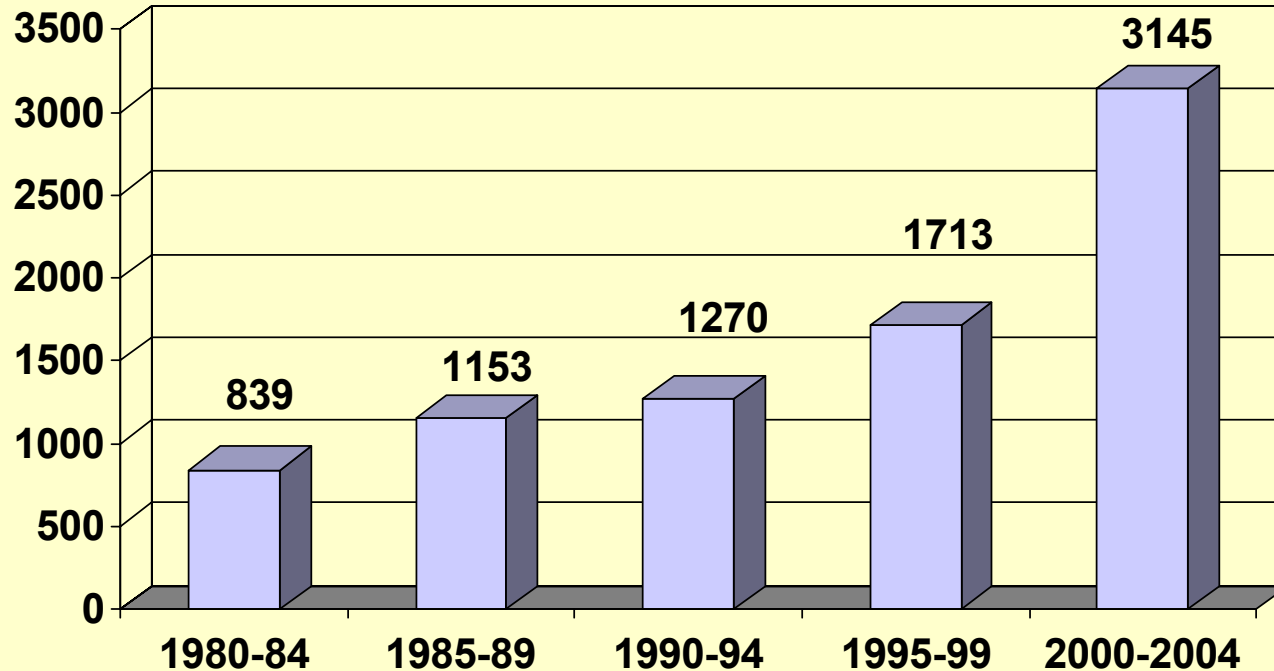
More online messages from patients contained informational and **psychosocial** content, compared to telephone calls, which may enhance the patient-physician relationship.

How Can Psychologists Play a Role?

- Applying overall research skills
 - Example of the field of Behavioral Informatics
 - Opportunities through Small Business Innovation Research (SBIR) program when technology is involved

eHealth Research 2005

Number of “Behavioral Informatics” Articles



Behavioral Informatics: A Perspective From Behavioral Medicine, Beth Bock, Ph.D., SBM Presentation (2005).

How Can Psychologists Play a Role?

- Applying overall research skills
- Applying assessment and evaluation skills

Example

HETI Methodology & Design Grantee:

Two Internet Studies: Reliability of Outcome Data Collected via Internet; Recruiting for Internet Studies from Rural America

Stanford University, Palo Alto, CA

Principal Investigator: Dr. Kate Lorig

How Can Psychologists Play a Role?

- Applying overall research skills
- Applying assessment and evaluation skills
- **Develop concepts/theoretical models**
 - computer generated feedback programs to improve population health
 - Tailoring/trans-theoretical model

Example

HETI Outcome Evaluation Grantee:

Efficacy of a Web-Based Tailored Weight Management Program With and Without Tailored Nutrition and Goal Setting Support

HealthMedia, Inc., Ann Arbor, MI

Principal Investigator: Dr. Kevin Wildenhaus

How Can Psychologists Play a Role?

- Applying overall research skills
- Applying assessment and evaluation skills
- Develop concepts/theoretical models
- **As the field matures, there will be potential to develop advanced services, e.g. ecounseling/ediets, weight management/diet intervention**
 - Aurora Health Care

What are the next steps?

- Establish relationships with informaticists and other professionals interested in technology
- Become more aware of organizations involved in web portal research
- Look at your own organization – is it developing a portal?

What are the next steps?

- Determine your organization's plan for providing services going forward
- Join HETI Collaboration Community
- Pursue funding opportunities through SBIR

Thank you



AMERICAN
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ASSOCIATION

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