



# Life Science Forum Basel

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## eHealth Quo Vadis – How Soon Can Internet Knowledge Replace My Physician?

### An Outline of eHealth Knowledge Management

Dr. Pavel Kraus

AHT intermediation GmbH  
Churerstrasse 35  
8808 Pfäffikon  
+41 79 396 55 35  
pavel.kraus@aht.ch

[www.aht.ch](http://www.aht.ch)

Douglas Connect GmbH  
Technologiepark Basel  
4057 Basel

[pavel.kraus@douglasconnect.com](mailto:pavel.kraus@douglasconnect.com)

[douglasconnect.com](http://douglasconnect.com)

Swiss Knowledge Management Forum  
Lettenstrasse 95  
8134 Adliswil

[www.skmf.net](http://www.skmf.net)

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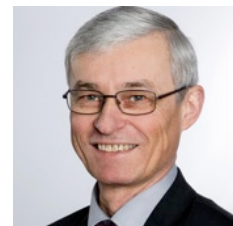
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## Short profile

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### Dr. Pavel Kraus

- More than 30 years of experience in projects for health care and government
- Founding partner of AHT Management Consulting
- Since 2015 business development for Douglas Connect in predictive toxicology
- Lecturer for Innovation and Knowledge Management at BFH Bern, FHNW MuttENZ, HSLU Luzern, HTW Chur and ZHAW
- 1995 – 2001 Member of the Geneva Knowledge Group
- 1998 – 2000 Knowledge Networking Officer, Roche Diagnostics
- 10 years experience in customer requirements research (Roche Pharma, Roche Diagnostics)
- President of the Swiss Knowledge Management Forum (SKMF)
- Board member of Process Management Akademie (PMA)
- Education: ETH Zürich and University of Chicago



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- To live healthy (wellbeing, sports, etc.)
- To stay healthy (prevention, health promotion)
- To get healthy (acute illness or accident)
- To live with the disease as best as possible (chronic patients)
  
- We need knowledge, experience and information

## Outline

- Context and EU projects
- SKMF Roundtable eHealth KM
- Collaboration with IKF
  
- 3 Stories
  - ePatient Dave
  - COPD
  - Hashimoto
  
- Questions
  
- How do we get there?
  
- First steps





**Knowledge sharing & infrastructure for eHealth experts and health professionals**

- **CAMEI**
  - [www.camei-project.eu](http://www.camei-project.eu)
- **ENS4Care**
  - [www.ens4care.eu](http://www.ens4care.eu)
- **EPP-eHealth**
  - [innovationhospitals.com](http://innovationhospitals.com)
- **HAIVISIO**
  - [www.haivisio.eu](http://www.haivisio.eu)
- **VPH-Share**
  - [www.vph-share.eu](http://www.vph-share.eu)

<https://ec.europa.eu/digital-single-market/en/research-and-innovation-ehealth>

- E-Health law - Legal perspective
  - user's consent,
  - privacy by design and by default,
  - data subjects rights and information requirements,
  - principles on advertising in mHealth apps,
  - use of personal data for secondary purposes,
  - disclosing data to third parties for processing operations,
  - purpose limitation and data minimisation,
- Technical IT aspects
  - data transfers,
  - data retention,
  - security measures,
  - personal data breach, and
  - data gathered from children

1 single blog entry regarding eHealth KM topic

**Priority A**

- Context creation
- Semantics / Taxonomies
- Definition of content
- Capture information and make it interpretable
- Increasing the capabilities and empowerment of the patients
- Cultural change: Relationship between the physician and his patient
- Health literacy / eHealth literacy

**Priority B**

- E-Health law
- Data ownership
- Technical IT aspects
- Data security
- Electronic patient dossier
- Tools / Systems / Vendors

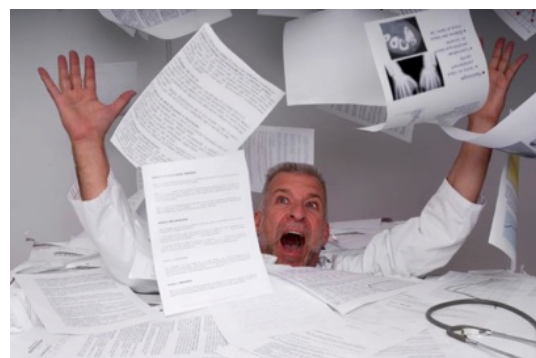
It's not about the car –  
it's about the drive



In collaboration with IKF  
CAS eHealth professors

**Stories**

- ePatient Dave
  - empowered
  - engaged
  - equipped
  - enabled



Through information overload – the physicians are losing their core competence

- COPD
  - It is so simple, my cleaning lady could tread the patients
- Hashimoto Thyroiditis
  - Physician smiles at the idea – patient acts

- How much previous knowledge do I need?
- How do I ask questions correctly?
- How can I interpret the information about my health status?



- How can I evaluate plausibility and reliability of a website in regards to my own problem?
- What is the source and quality of this information?
- Are there contradictions among the sources? How do I know? How serious are they?

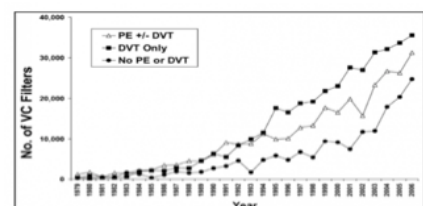


- Why should I get into contact to other patients with my disease?
- If I do – what should we discuss? (Diagnosis, therapy, prognosis, medication etc.)

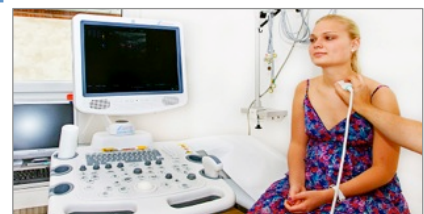


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- What treatment alternatives are there? How do I know I got all? What is their prognosis?
- How do I make a decision?



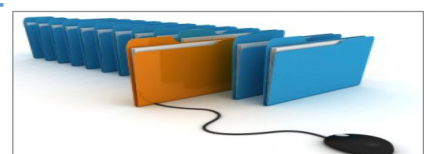
- Are there independent, unbiased physicians?
- How do I find relevant clinical studies?
- What is the «standard» treatment?



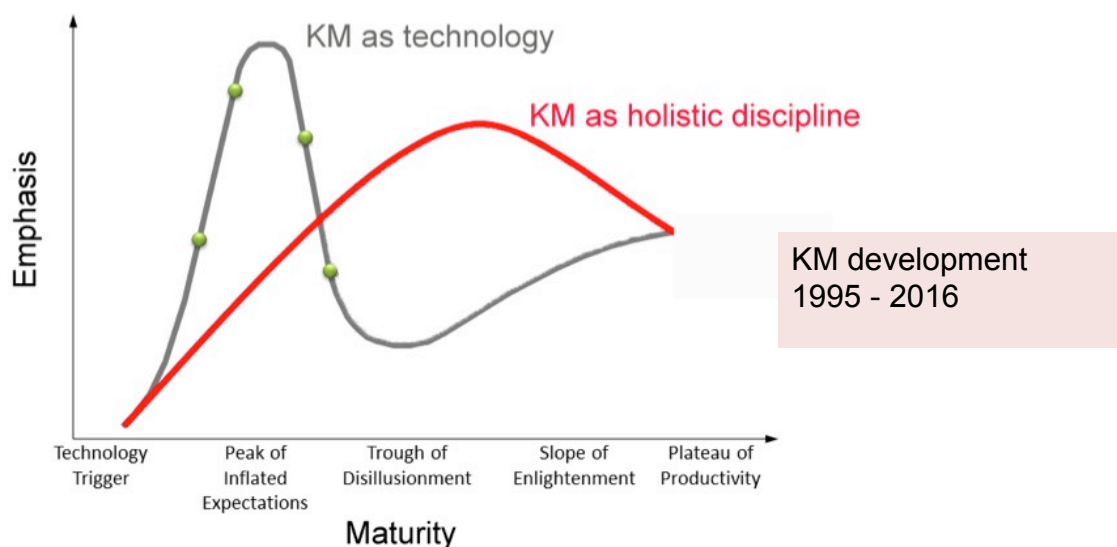
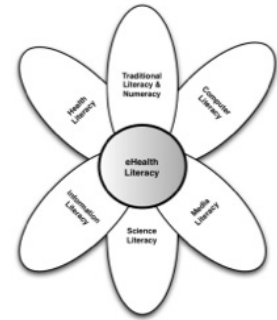
- How secure is my hospital? What is the quality of the treatment at my hospital?



- How do I know if my dossier is complete?
- What does complete mean?

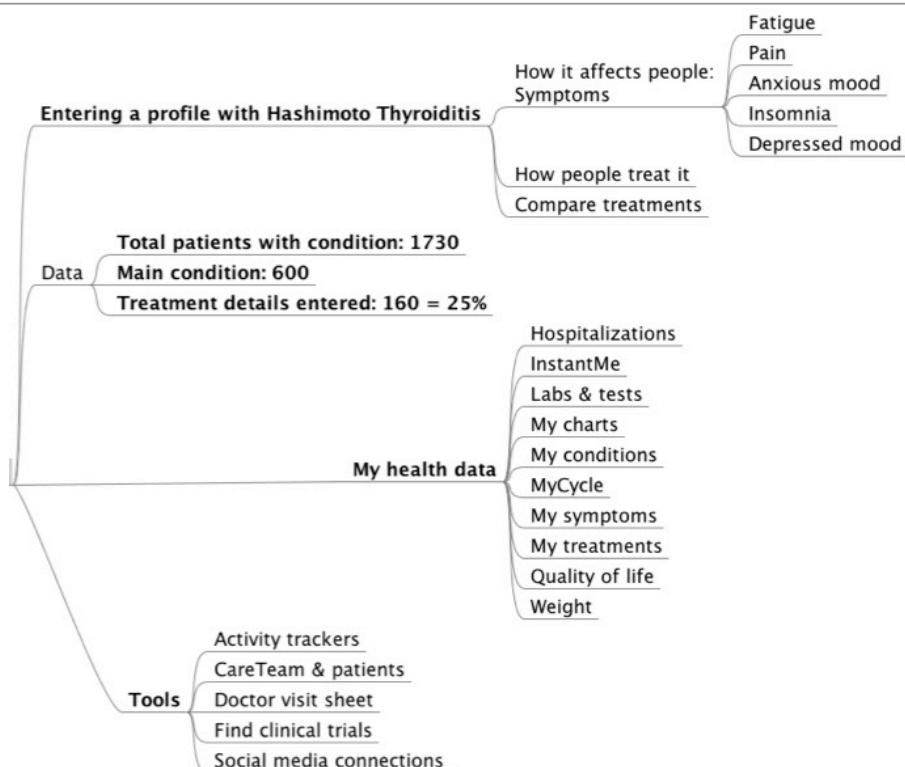


- Improving eHealth Literacy - One step beyond the Lilly
  - Answers to the questions of the ePatients
  - Who will provide the answers?
- Conditions to increase eHealth KM maturity
  - What do we have?
  - What is still needed?
- Cultural challenge
  - Maturity of the patients is rising
  - Away from the physician's magic
  - Change in dialogue and relationship to physicians
  - Work towards a new physician – ePatient partnership



- eHealth programs beyond the technical and legal:
  - Follow the key points from «eHealth strategy for Switzerland»
    - **Technology is not the primary concern**
    - Patients are actively involved in decisions concerning their health behavior and problems
    - This increases their ability to manage their health appropriately
  
- Clarify what are the real key success factors
  
- Patients like me
  - 400'000+ members
  - 2'500+ conditions
  - 70+ published research studies
  - 31 million data points about disease
  
- Healthgrades – How America finds a doctor
- Rate MD's

## Example for Hashimoto Thyroiditis on patientslikeme.com



- Maturity of patients in eHealth literacy is very mixed
- Today's techie focus in eHealth currently resembles the pitfalls of knowledge management in the 90's
- While the techies are well underway the key success factor for broad acceptance of eHealth - Knowledge management - has only just started



KM development  
1995 - 2016

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## Questions

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