



# Consumer Education on the Internet

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# The Internet as a Communications Tool

52 million American adults, or 55% of those with Internet access, have used the Web to get health or medical information.<sup>1</sup>

Patients and families are using the Internet to communicate:

- Email/Instant Messages
- Homegrown Websites
- MySpace/Social Networks
- Blogs/Chat Rooms/Discussion Boards



<sup>1</sup> Pew Internet & American Life Project: Online life report, "The online health care revolution: How the Web helps Americans take better care of themselves", November 2005.

# The Internet as an Educational Tool

- 8 in 10 Internet users have looked online for health information.<sup>1</sup>
- Consumers access online health information in three main ways:<sup>2</sup>
  - Searching directly for health information
  - Participating in support groups
  - Consulting with physicians via email
- From the patient's perspective, the Internet provides:
  - Information<sup>3</sup>
  - A connection to healthcare<sup>3</sup>
  - Access to virtual support groups<sup>3</sup>
  - Anonymity



1 Pew Internet & American Life Project, "Health Information Online"; May 2005; 2 Health Education Research, volume 16, number 6, pages 671-692. "Consumer health information seeking on the Internet: the state of the art; 3 "The Internet as a Resource for Consumer Healthcare", Disease Management and Health Outcomes, Lewis D.; Behana K.; 2001.

## Consumer Education on the Internet

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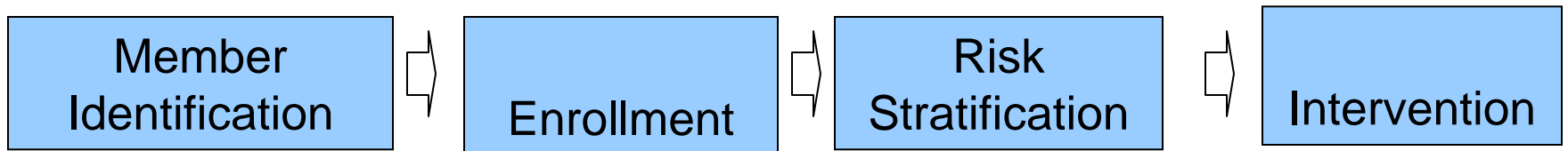
- Disease Management empowers patients to self-manage their care
- To succeed, communication between patients and providers is essential<sup>1</sup>
- Interactive approaches teach self-awareness and responsible treatment
- Communication from providers must be seen as reliable and helpful – not as advertising
- Internet affords scalable communication to patient, caregiver and extended family and friends



<sup>1</sup> Pooley CG, Gerrard C, Hollis S, Morton S, Astbury J. 'Oh it's a wonderful practice...you can talk to them': a qualitative study of patients' and health professionals' view on the management of type 2 diabetes. *Health and Social Care in the community*. 2001; 9(5): 318-326.

# Consumers and Online Disease Management

Online communication offers efficiency and scale



- Health Risk Assessment Forms
- Predictive Modeling
- Referrals
- Claims Analysis

- Phone Call
- Mail
- Personal Website
- Combination

- Severity of Disease
- Level of Intervention required

- Assessment
- Establishment of Care Plan
- Adherence to Care Plan
  - Education
  - Communication

# Case Study: CarePages

- Branded, Personalized Web Page
- Builds Relationships and Trust Between Patient, Caregiver and Network of Support
- Award Winning Customer Care<sup>1</sup>
  - More than a million and a half people
  - Secure, branded on-line communities
    - www.carepages.com/hospital
  - Over 550 healthcare providers and 140,000 notes of thanks in past year
- Comprehensive Risk Management
  - Protecting organizations
  - Protecting families

<sup>1</sup>eHealthcare Strategy & Trends  
Leadership Award winner 2004, 2005, 2006

The screenshot shows a personalized CarePage for Jane Smith. At the top, the Morton Plant Mease Health Care logo is displayed. Below the logo is a navigation bar with links for 'CarePages Home', 'About CarePages', 'Contact CarePages', and 'Help'. A 'Welcome Name' section follows, with a 'Sign Out' link and a 'My Account' link. The main content area is titled 'Jane Smith's CarePage' and includes a 'CarePage Tools' sidebar with options like 'Update', 'Message Board', and 'Photo Gallery'. The 'Latest Update' section features a post from January 8, 2007, at 10:00 AM CST, accompanied by a photo of Jane and her family. Below this is a 'Message Board' with three messages: 'Glad to hear Jane's OK!' from Kelly and John, 'Way to go!' from Michael Brown, and 'You're in our thoughts and prayers' from Cathy Smith. A disclaimer at the bottom states that all information on the page belongs to the author and is not provided by or endorsed in any way by Morton Plant Mease Health Care.

## Security Is Essential

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### **The most complete online protection and security of any web-based healthcare communication service**

- Mandatory registration that identifies all users
- Strict privacy policies and detailed terms of service
- TrustE and VeriSign certification
- SSL encryption
- Weekly audits of bugmenot.com and other user account sharing web sites
- Computerized content screening methodology
- Email and telephone customer support and real time feedback



# Help Families and Patients Connect: Build trusted form of communication

**Patient Update**  
provides latest  
information on the  
patient status

**CareCompliment**  
Enable patients to  
recognize hospital  
staff for providing  
excellent care

The screenshot displays the Memorial Health System's CarePage interface. At the top, the Memorial Health System logo is visible. Below the logo, there are navigation tabs: CarePages Home, About CarePages, Contact CarePages, and Help. A welcome message for 'Name' is shown, along with links for Memorial Medical Center Home Page, Visitor Info, Maps & Directions, Send a Greeting Card, Memorial Career Center, and How you can make a donation. The user is logged in as 'Jane Smith's CarePage' (CarePage name: test\_janesmith). The page features a 'CarePage Tools' sidebar with options like CarePage, Update, Message Board, Contact Info, Photo Gallery, Invite a Visitor, and Manager Tools. The main content area includes a 'Latest Update' section with a date and time, a 'Photo Gallery' with a photo of three people, and a 'Message Board' with several messages. A 'Member Stories' section is also present. At the bottom, there is a 'Say Thank You' section and a footer with various links.

**Photo Gallery** has  
captioned pictures

**Message Board**  
empowers friends to  
post messages of  
support



# Key Engagement Points for Education: Offer multiple opportunities for information

## Customized Links Direct Patients and Visitors to Key Information:

- Patient Safety
- Disease –  
Management  
Resources

The screenshot displays the SickKids Foundation website interface. At the top, the logo and a row of photos are visible. Below this is a navigation bar with links: 'CarePages Home', 'About CarePages', 'Contact CarePages', and 'Help'. A secondary navigation bar contains links: 'The Hospital for Sick Children Homepage', 'For Families', 'About SickKids', 'Maps & Directions', and 'Donate Now'. The main content area is titled 'Jane Smith's CarePage' (CarePage name: test\_janesmith). On the left, a 'CarePage Tools' sidebar lists options like 'Update', 'Message Board', and 'Photo Gallery'. The main content features a 'Latest Update' section dated January 1, 2007, with a photo gallery and a 'Message Board' containing posts from users like Kelly and John, Michael Brown, and Cathy Smith. A footer contains various site navigation links.

## Opt-In Personal Information

Patients and families  
opt-in to share  
disease state  
information

## Manager Tools

Designated area for  
patient and caregiver  
affords targeted  
education

# Community Functions Encourage Interaction

Health literacy through Resource Centers

Stories of Inspiration  
Personal stories of members facing healthcare events



Features and Articles  
Professionally-written content

Spanish Language available

## Send a Personalized Message: Invite for “offline” education



Welcome to Children's Memorial Hospital's CarePage service!

Because we believe that caring for you means supporting your family while sustaining your connection to your extended community, we have provided this CarePage service at no cost to you. And the service is just one aspect of our family-centered care, which offers leading pediatric specialists, the latest in kid-focused technology and valued pediatric experience.



I'm especially proud of our nurses. In December 2001, Children's Memorial was awarded the designation as the first ANCC Magnet hospital in Illinois and the first freestanding children's hospital in the nation to receive the [Magnet Award for Nursing Excellence](#). The award is now the most sought after nation-wide award known in the field of hospital nursing.

We hope that you will continue to use your CarePage even after you are discharged, and that it will be a valuable source of information and support for years to come.

While you are online, please visit our Web site to [find out more about us](#). Check out what's new, or drop us a line and let us know how we're doing.

Wishing you good health,

Michelle Stephenson,  
Chief Nurse Executive  
Children's Memorial Hospital

**...for the patient and family  
Increases Education Opportunities**



Welcome to CarePages, a service from the University of Pennsylvania Health System. I am pleased you have decided to use this service, which will help you and your family stay in touch with your loved ones and friends before, during, and after your hospitalization. The University of Pennsylvania Health System is a leader in patient service and patient education. This CarePages program is just one part of our commitment to health care excellence.



We hope that your CarePage will be a valuable source of information and support for years to come. Be assured that CarePages is fully secure, password protected and complies with all patient privacy regulations.

While you are online, visit [pennhealth.com](#) to learn more about our physicians and services. You'll also find a [comprehensive health encyclopedia](#) and features like our [Pregnancy Guide](#) and [Interactive Drug Guide](#). Finally, I invite you to [subscribe to our e-newsletters](#), which are filled with information about staying healthy, new services offered at UPHS and upcoming events.

Wishing you good health,

Garry Scheib  
Executive Director, Hospital of the University of Pennsylvania  
Chief Operating Officer, University of Pennsylvania Health System

**...for visitors to the CarePage  
Builds Awareness**

# CareTalk Blogs: Interactive Approach

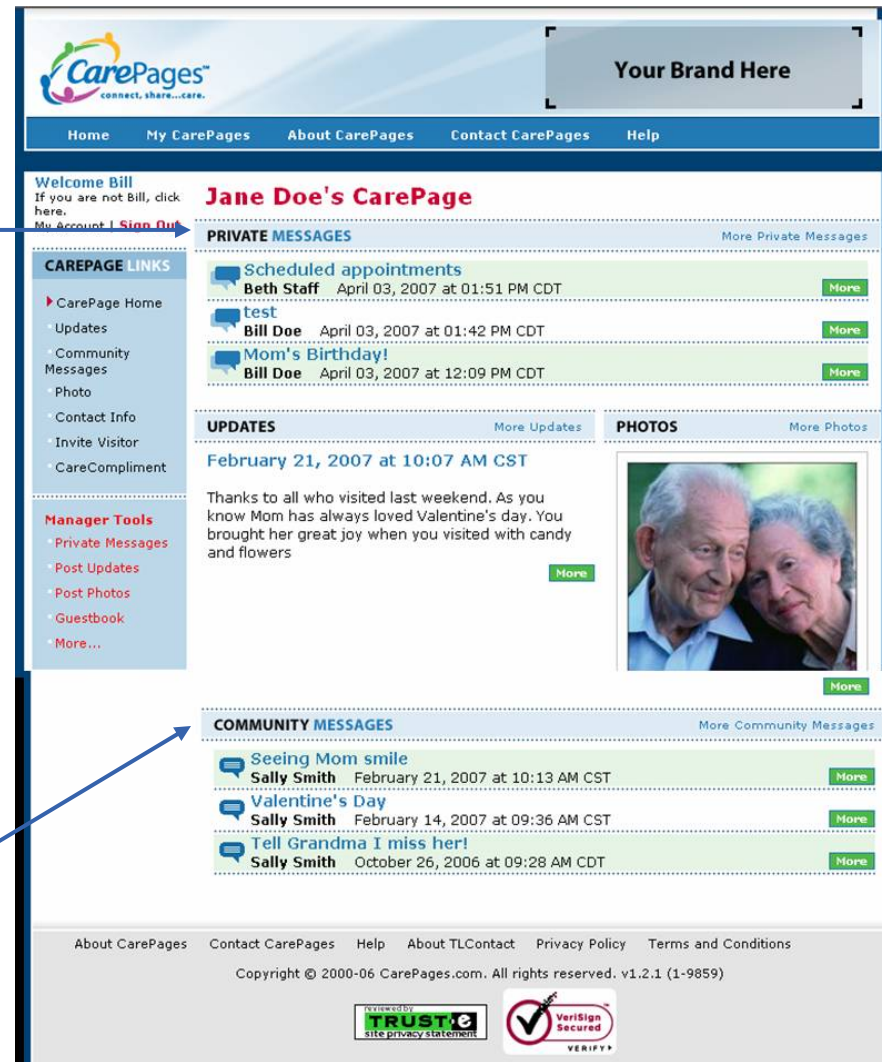
- All members affected by situation
- Offers moderated conversation along with peer support and suggestion
- Can be led by healthcare professional
- Benefits:
  - Trusted source
  - Meet patients and caregivers where they are
  - Large reach
    - Nearly 2 million members
    - 1.5 million update emails/ month

The screenshot displays the CarePages website interface. At the top, the CarePages logo is on the left, and the text "brought to you by tlcontact" is on the right. A navigation bar includes links for Home, CarePages, Resource Centers, Departments, Community, Tools, and About us. Below the navigation bar, a user is logged in as Erin, with options to "Sign Out", "CarePages Honor Roll", "Support CarePages", and "Tell a Friend About Us!". The main content area is titled "Transplant Management's CarePage" and features a "Latest Update" section with a post dated "April 09, 2007 at 03:52 PM EDT". The post text discusses the need for immunosuppressants after organ transplantation. To the right of the text is a photo of a smiling woman in a blue medical uniform. Below the post is a "Message Board" section with two entries: "This information was very useful!" by Sarah Silverman and "Thanks for the information" by Erin McDaniel. A sidebar on the left contains "CarePage Tools" (Update, Message Board, Photo Gallery, Contact Info, Flowers & Gifts, Invite a Visitor, Useful Links, Manager Tools), "Member Stories", and "Get Tips for Using CarePages". At the bottom, there is a footer with contact information, a copyright notice for 2000-07, and security logos for TRUSTe and VeriSign.

# Disease Management Opportunity

A robust communications platform for disease management companies to communicate with patients.

- Nurses create patient CarePage upon enrollment
- Push (and verify receipt of) educational information to patients
- Provide a private mechanism for nurses to communicate and coach patients
- Use family and friends as support groups in care



## Scalable Communication: Involve Patient, Caregiver and Friends and Family



### CarePage At A Glance

**Patient Name:**

Pat

**Diagnosis:**

Caregiver for Husband, Gary

**Hospital:**

Provena Mercy Medical Center

**CarePage Creation Date:**

August 17, 2006

[Join this CarePage](#) ▶

### Case Study: Pat

- Husband, Gary, has suffered from diabetes for over 30 years and is legally blind.
- Gary suffered a heart attack and Pat turned to CarePages to help her communicate with friends and family.
- Became source of support and encouragement for Pat as well as Gary.
- Pat required to help Gary manage diabetes as well as heart attack recovery – has to play the “bad guy”.
- Support for Pat and Gary on the CarePage gave them internal strength to continue to manage treatments.

# Over 550 Leading Providers...and Growing Fast

## Academic Medical Centers

50 US News Best Hospitals – including “Top 5” Honor Roll Hospitals



## Children’s Hospitals

18 of 26 Top US News Ranked Pediatric Institutions



## Specialty, Hospice & Long Term Care

11 of Top US News Ranked Rehabilitation Hospitals



## Healthcare Partners



## Community Hospitals

40 Magnet Hospitals



## Healthcare Systems



## Contact Information

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