Group N°5: Educating patients through digital means

Break-out sessions

ESC Education Conference – 31 Jan - 1 Feb 2018
Current use, challenges and limitations
Group 5: Educating patients through digital means

Current status:

Very large spectrum:
Limited occasional use ----------> Fully integrated patient education and care

- For rare disease and syndromes
- Internet website recommended to patients – as complementary information
- Symptoms, Knowledge, Healthcare
- Latest development: using an avatar (health buddy)
- Use of tele-monitoring
- Patient initiated V doctor initiated use of the internet

Examples

- Clinical research with patient representatives on clinical research studies: trials- study design, focus group, steering committees etc.,

- Communication with patients via sms, via facebook, twitter, TV broadcast or U-tube, group on social media

➔ The educated patient – how do we handle this?
Current use, challenges and limitations
Group 5: Educating patients through digital means

Limitations
• Age – is it a myth? or a real limitation?
• Education: patients and DOCTORS need to be educated on digital means
• Money and access - to device like tablets, mobile phones
• Quality & reliability of content (validity, patient-friendly, up to date, targeted to patients and easy to understand for everyone)
• Too much information: selecting the correct information is challenging

• Expert patients
  o know more on their condition (at least partially) then Doctors do – perceived as a threat
  o is something that needs to be embraced as they come prepared
  o Time: consultation with educated patients take longer

⇒ Information vs Education: digital means can be used for both
Opportunities for the future & role of the ESC
Group 5: Educating patients through digital means

Opportunities

- **Limited content available from ESC for patients**: Heart Failure & AFib matters (ESC websites dedicated to patients) in multi-languages

- **Lack of awareness** of what is existing at ESC for patients => communication & dissemination to improve

- **Opportunities to involve and educate patients might include**
  - Hot line presentations
  - Guidelines
  - Expectations for patients eg what to ask at your annual heart failure review
  - And more widely eg Congress committee.........

- **Scope?**
  Should ESC compete in the market in providing information **directly to and for patients**
  OR
  Should ESC focus on **educating doctors** in working with educated patients and digitally educating patients