

Group N°5: Educating patients through digital means

Break-out sessions

ESC Education Conference – 31 Jan - 1 Feb 2018

Current use, challenges and limitations

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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

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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, uptodate, targeted to patients and easy to understand for everyone)
- Too much information: selecting the correct information is challenging

- **Expert patients**
 - know more on their condition (at least partially) than Doctors do – perceived as a threat
 - is something that needs to be embraced as they come prepared
 - 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

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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