E-Health Strategy & Public Policy

**Pan American Health Organization
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"E-Health: Reaching Universal Access to Health"
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Population Health Measures Can Address 21st Century Health Problems

- Growing chronic diseases
- Emerging & reemerging infectious disease
- Unaddressed injury epidemics
- Public health emergency preparedness
- Patient safety
- Addressing the social determinates of health
- Eliminating health disparities
- Community based care coordination
- Health education & literacy

Major Systems Change Coming

Some Drivers of Population Health System Change

- Growing capacity to link & analyze large data sets
- Disruptive & fast technology
  ◦ Social media, E-Communication, hand held wireless devices
- Need to document ROI for health interventions
  ◦ Cost, quality & value
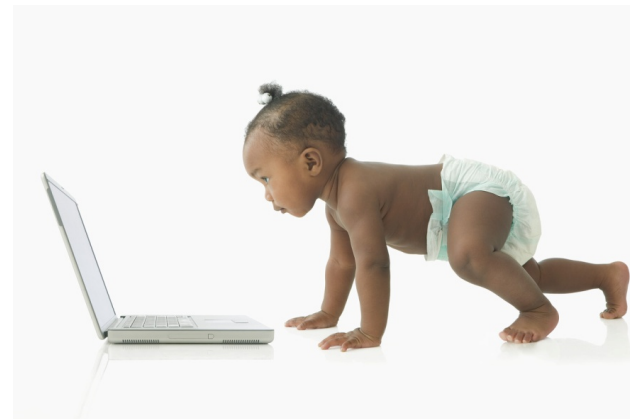- Enhanced use of data to drive public policy to improve health

Some Drivers of Population Health System Change

- Population mobility
- Better integrate primary care & public health
- Globalization
- Access disparities to E-Tech
- Generation Y (Millennials)
- Baby boomers

U.S. Healthy People 2020 Goal

Use health communication strategies and HIT to improve population health outcomes and health care quality, and to achieve health equity

Health People 2020 Policy Objectives

1. Enable quick and informed action to health risks and public health emergencies
2. Increase health literacy skills
3. Provide new opportunities to connect with culturally diverse and hard-to-reach populations
4. Provide sound principles in the design of programs and interventions that result in healthier behaviors
5. Increase Internet and mobile access

Healthy People 2020
E –Technology Objectives

- Support shared decision-making between patients and providers
- Provide personalized self-management tools and resources
- Build social support networks
- Deliver accurate, accessible, and actionable health information that is targeted or tailored
- Facilitate the meaningful use of health IT and exchange of health information among health care and public health professionals

Social Media: Power Health Tools

Twitter
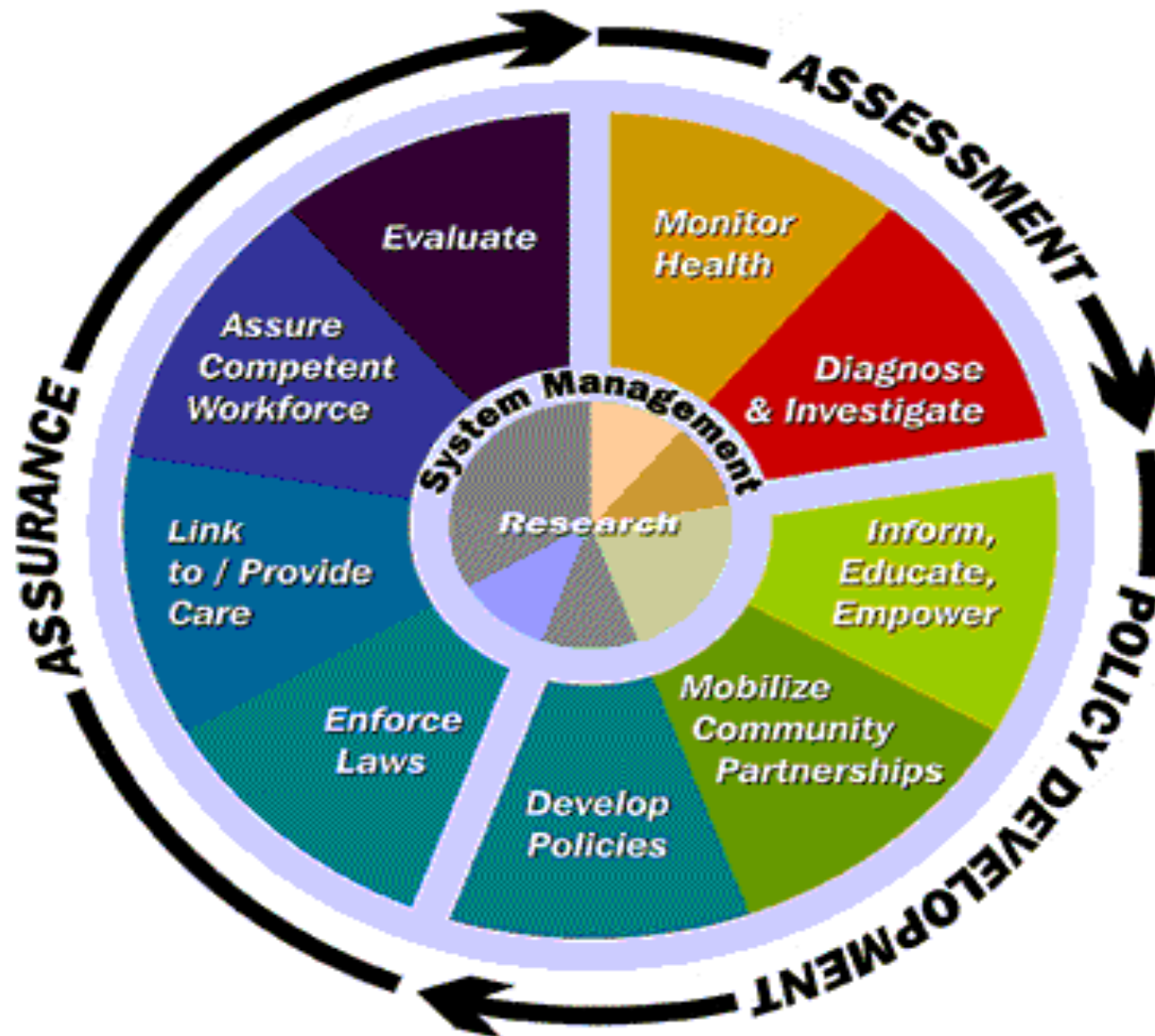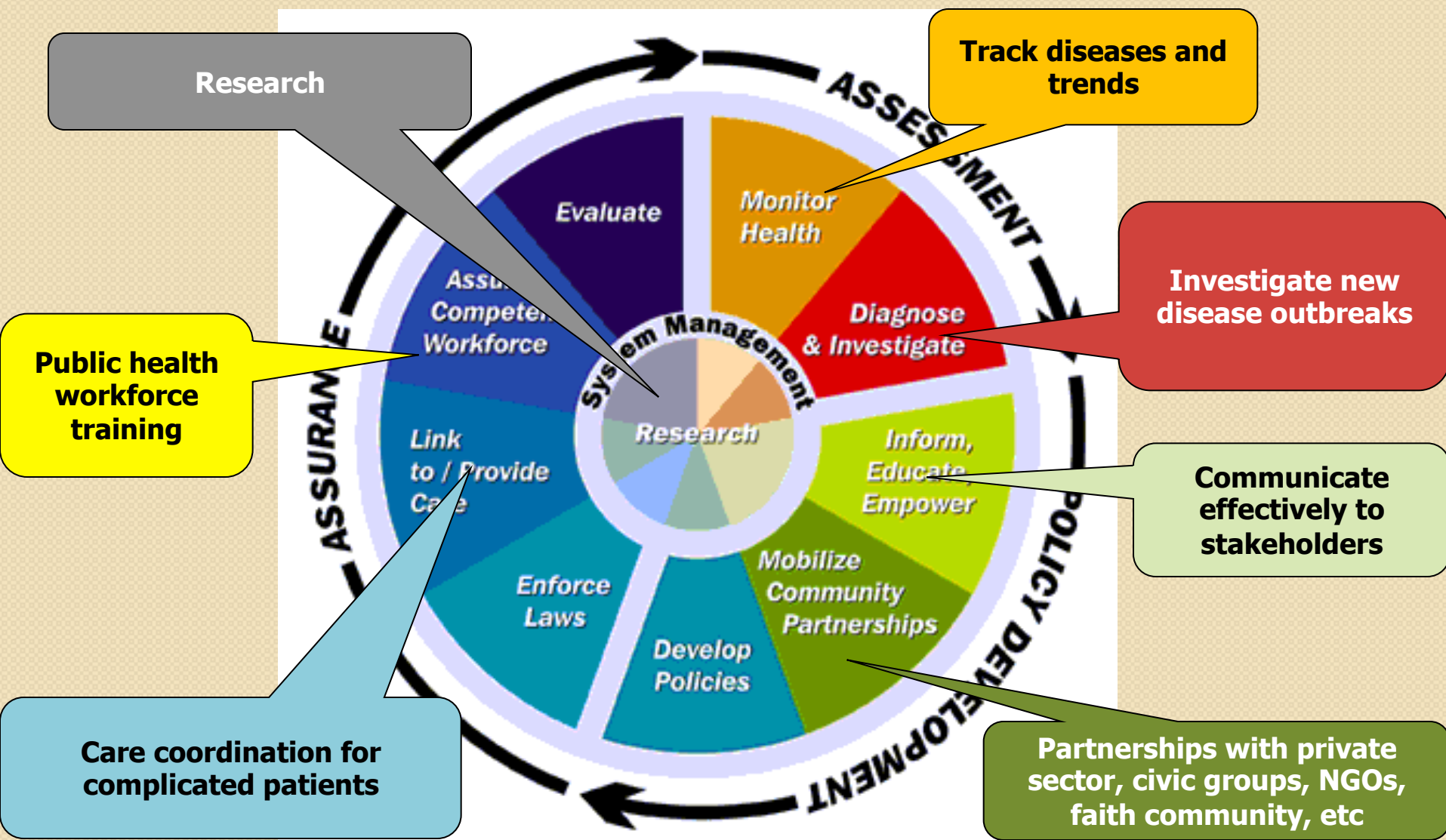
YouTube

Facebook

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Foursquare

Blog

E-mail

Online educational tools: Webinars, Podcasts

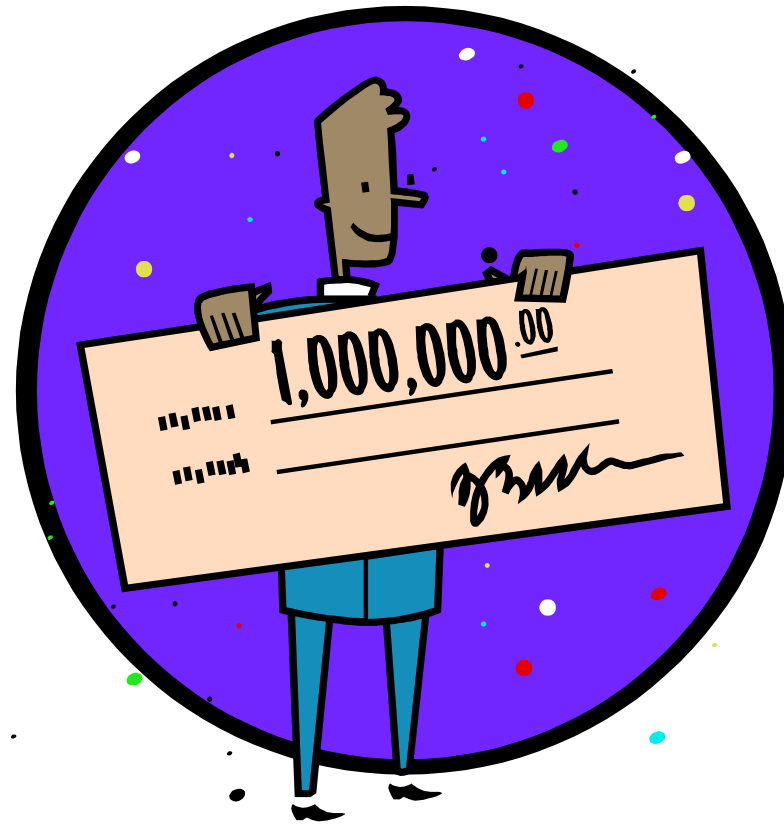# 10 Essential Services Public Health

Telehealth Population Health Issues

Paying For Population E-Health Is Challenging

- Grant based - Not fee based
- Obsolescence is a problem
- Questions about ROI for prevention
- Results become key & data is the driver
- Population health IT systems need planned investments
  - Data linkages to HIT
  - Specialized systems

Recommendations For The Future

- Make strategic investments in population based E-Tech & data systems

- Require appropriate linkages of public health & health care data systems

- Demand accountability for population based outcomes from all

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