



## *ICT and patient empowerment: patient 2.0 status in Italy*

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ITALIA

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## *Agenda*

- A marketing approach?
- Patient 2.0
- CERMES Bocconi research;
- Discussion and 5 remarks;
- Conclusions.

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## A marketing approach?

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## *What do we mean by marketing in healthcare?*

*“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”*

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(American Marketing Association)

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## *Challenges in healthcare marketing:*

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- From the “4 P” of product/service
  - Product;
  - Price;
  - Place;
  - Promotion.
- To the “4 C” of value for citizen
  - Citizens’ needs and wants;
  - Cost to the citizen;
  - Convenience;
  - Communication.

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***Patient 2.0***

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## *Patients' healthcare demand evolution*

- Wider extent of demand: from «healthcare» to «wellbeing»
- Growing expectations (no need for queues, travels, waste of time, less acceptance of medical doctors arbitrary behaviours)
- Patient more aware of his own rights to manage and control his clinical data
- Patient more «informed» and «connected»

## *Patient empowerment*

Patients are nowadays the bearers of new demand, which we may summarise as follows:

- access to authoritative, customized and immediately usable health information (Hesse et al. 2005);
- greater control over their own personal conditions of health, through personal management of pertaining data, and over the various diagnostic and therapeutic options available (Cox et al. 2008, Kevin et al. 2008, Buccoliero and Prenestini 2009) ;
- direct and informal relationships with healthcare structures and professionals, also via non-traditional channels (Leong et al. 2005, Giustini 2006);
- role as 'active player' within the network, also by sharing their own health problems with others (Barak et al. 2008, Frost and Massagli 2008, Van Uden-Kraan et al. 2009) and seeking out information on the experiences of others faced with these same problems; web 2.0 logic (O'Reilly 2007, Eysenbach 2008) has considerably amplified this latter development.



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## *CERMES Bocconi research*

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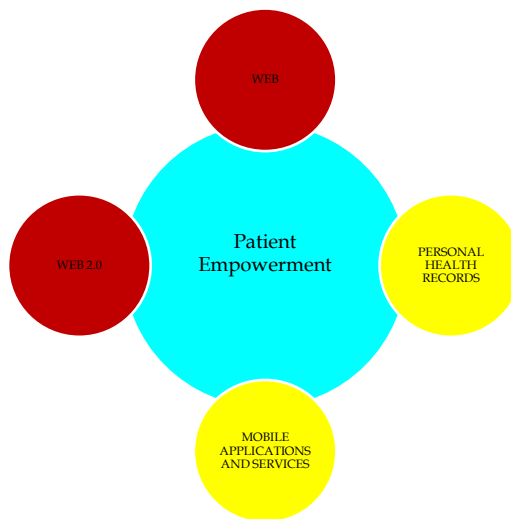
## *CERMES research framework*

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What is the state of the art in Italy in patient empowerment supported by ICT?

What are the main patients' value drivers in Italy?



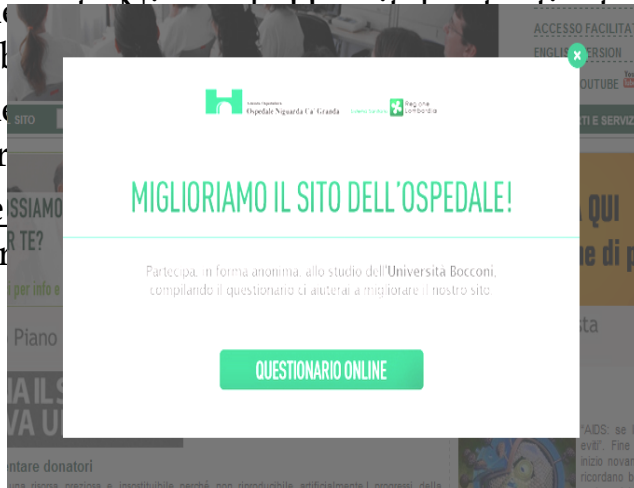
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## 3 surveys

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1. Intervista a Niguarda e Ospedale Maggiore in dicembre
2. Intervista a Niguarda e Ospedale Maggiore in gennaio
3. Online (Gennaio)



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**Discussion and 5 remarks**

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 **Remark #1**CERMES Bocconi - Marketing Department  
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Patients would like to have access to web services through mobile device (smartphones and tablets).

No significant services are offered on mobile platforms

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 **Remark #2**CERMES Bocconi - Marketing Department  
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Inpatients (DEG) and outpatients (AMB) are quite used to the web as a resource for administrative purposes (booking, general information on admission, etc).

Web personalized health information and web tools for improving relationships with medical doctors are less known and used (even e-mail)

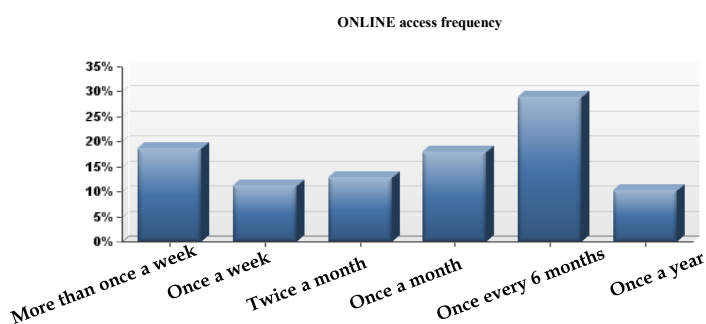
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### Remark #3

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The ONLINE Citizen is looking on the web for health information and direct relationship with clinical professional.



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### Remark #4

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AMB and DEG Patients who are using PHR tools are on average more satisfied of their experience at Niguarda Hospital (higher customer satisfaction for all evaluation items).

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## Remark #5

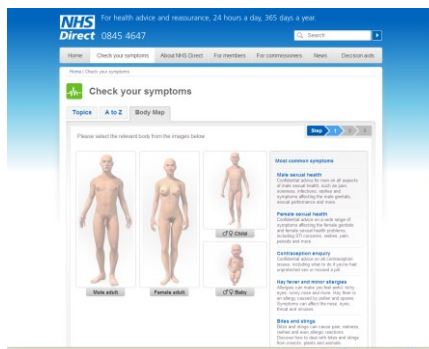
All investigated groups show great interest to the use of ICT based new services.  
Some wishes are quite easy to satisfy.

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## New services



- 51% would like to use self-diagnosis tools (mainly for chronic diseases and oncologic prevention).

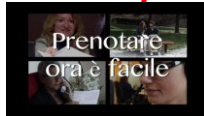


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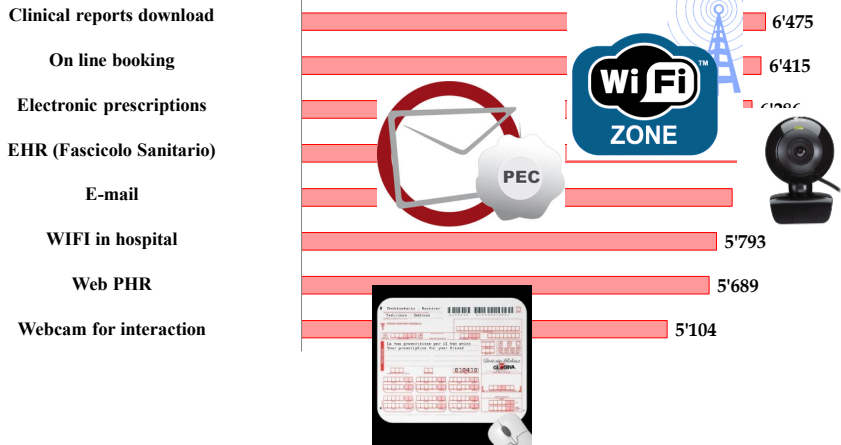
**////** *New services perceived usefulness (min 1, max 7)*

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**Conclusions**

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## *Main conclusions*

- The «empowered» patient is on average more satisfied;
- Mobile strategy is now unavoidable and compulsory;
- Online citizens are bearer of expectations that the system must take into account;
- Some expectations are still quite «easy»: even basic digital needs are still unsatisfied!!!

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## *Recommendation*

- A new approach for citizen participation in service design must be implemented

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