



A research scoping study for the NIHR invention for innovation (i4i) and DH Policy Research programmes with support from Department of Business Enterprise and Regulatory Reform (BERR) to be delivered by HOIP Community Interest Company (HOIP CIC)

The web-based Personal Health Record, its implications for UK patients, consumers, health services and industry and consequent research priorities

Call for contributions and requests to participate

HOIP CIC has been commissioned to undertake a scoping study into the implications of the web-based personal health record (PHR) and the resulting research priorities on behalf of the NIHR invention for innovation (i4i) programme and for the DH Policy Research Programme.

The advent of the individually owned and controlled web-based personal health record (Google Health, Microsoft Health Vault and NHS HealthSpace amongst others) creates new opportunities and challenges for consumers, patients, clinical professionals, public and private sector health providers, insurers, industry and policy makers. Often taking advantage of technologies and services developed in other sectors we expect to see an ecosystem of products, services and networks developed around the PHR that provide the individual with the ability to more effectively personalise and manage their own health experience. For instance individuals are able to have multiple network affiliations that allow them to define themselves not primarily by their condition but by their key business and leisure interests with the condition being a subset within these networks (Divers with diabetes for example).

These developments have the potential to be highly disruptive to traditional models of service delivery, to existing healthcare pathways and to relationships between healthcare professionals and consumers/patients. For example services that allow aggregation of PHR and socio-economic data and profile that data to suggest relevant social networks and advice sources, predict risk and provide advice on staying healthy unconstrained by national boundaries.

The purpose of the study is to define the key challenges and opportunities from the perspectives of the main stakeholders and from this provide an agenda for the specification of further more detailed research by the Department of Health. The intention is that the subsequent more detailed research will ensure that the patients and consumers, the UK healthcare system and its partners in UK industry are better positioned to take advantage of this rapidly developing environment.

The output will be a report that defines the likely topology of this emerging landscape over the next five years. The methodology will be highly participative and will take place as far as is possible within those communities which are actively involved in these developments.

HOIP is a not-for-profit Community Interest Company whose focus is on acting as a catalyst for the application and implications of emerging Web based technologies and services for healthcare. In particular we focus on the promotion and delivery of self-care, the redesign implications for current health pathways and the opportunities for SMEs in the UK

Methodology

The research team will be conducting interviews and scenario building workshops supplemented by a series of on-line interactive discovery workshops. The research programme runs from 1 June 2008 for completion at the end of September 2008,

Interviews will be face-to-face and over the phone or Skype. Workshops are being hosted at the BERR Future Focus facility in London and on-line events will be hosted through the Health Technologies Knowledge Transfer Network conferencing facilities. The BCS Health Interactive Care Group will also be hosting a workshop for BCS Specialist Groups as part of the programme.

Direct contributions are also invited – we would encourage contributors to use a range of different ways to submit evidence, for example direct written submissions, links to blog postings, podcasts and video (YouTube etc), inviting researchers to join current social networks or asking for further workshops to be run for specific communities or groups.

The researchers:

Professor Andy Marsh
Mark Outhwaite
Denis Carroll
Anoop Singh

Contact us:

For more information and to register an interest in participating or contributing please complete the online web form accessible through: www.hoip.eu/web2health. An online streamed introductory briefing is also available [here](#).

or contact the project office (details below)

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acting as an enabler for community generated,
personalised self-care and healthcare
technologies and solutions for Web 3.0