Understanding the Era of “Digital Patient”
Are we ready to Achieve Better Healthcare Outcomes?

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Flow of the Talk

• Digital patient: What and How?
• What impact will the Digital patient have on Healthcare outcomes?
• Digital patient in India, and Way ahead
Patients = Resource

• Patients are sources of information:
  • Epidemiology of disease
  • Natural history of disease
  • How to treat the disease
  • Effect of treatment on the patient

Patients may be the most underutilized resource in the healthcare system, because many of traditional approaches for interacting with patients were born in an unwired century
Traditional Approach for Providing Information to Patient
Patients have become knowledgeable

- Increased access to internet
- Patients have become curious about their own health
- Patients constantly search for health information even before they consult their physicians
- Health information enhances their dialogue with physician
Patients have become more inquisitive
Increased Involvement of Media to Improve Patient Awareness

Patients became more knowledgeable → demand more information
The Era of the Digital Patient
The search for health care information is the third most common activity taking place online.

Nearly 6 in 10 patients (59%) turn to the internet first when researching a health concern — before talking to their friends, parents, spouse, or even their doctor.

65% of internet users experiencing a medical crisis go online for health information.
Patient = Knowledgeable Client

Trust Me, I’m a Doctor
Health Information Types

*Health-related information to the patient can be of two types:*

- **General information** on health topics
  - On a regular basis
  - Covering all topics of public health importance

- **Specific/ on-demand Information**
  - Information is centered to certain specific health areas
  - Provided on-demand by the patient/ relative who is suffering from a particular type of ailment
Why ‘Harness’ the Power of Digital Patient?

- Accelerate product adoption and adherence → streamline product development
- Demonstrate product value and safety
- Provide better support to market access (QoL, work productivity)
- Provide better understanding of patient attitudes, behaviors, and treatment patterns

“Digital patient communities” are now actively engaging millions of patients providing direct, longitudinal data about their personal reported outcomes, medical records, lab samples, and device data across a number of studies!
Patient Awareness Affects Health Outcomes

• Knowledge of condition and long-term complication ➔ realistic expectations
• Self-care knowledge, especially in chronic conditions
• Knowledge of treatment options and their outcomes, including adverse effects
• Improved patient safety
Impact on Health Outcomes

Impact of health literacy on outcomes and effectiveness of an educational intervention in patients with chronic diseases.


**PRACTICE IMPLICATIONS:** Patients with lower health literacy may also benefit from educational, shared decision-making interventions.

People who take an active role in their health make better-informed decisions on self-treatment, engage in healthier lifestyles and are more likely to be satisfied with their care and health outcomes. Nurses and other health professionals can play a key role in this process by helping patients navigate the healthcare system and understand their treatment options.

**What The Evidence Shows About Patient Activation: Better Health Outcomes And Care Experiences; Fewer Data On Costs**

Judith H. Hibbard and Jessica Greene

Policymakers increasingly believe that encouraging patients to play a more active role in their health care could improve quality, efficiency, and health outcomes.
Digital Patient in India

- The concept of digital patient in India is gradually picking up
- Knowledgeable patients in cities
- Still long way to go
- Promising future
Future Impact of Digital Patients

• Harnessing the digital universe can:
  • Help save money from the health care system
  • Improve patient outcomes

• Online patient communities can:
  • Improve patient awareness about available treatments
  • Help in emotional management of diseases

• Network building
Conclusion

The key to success in the age of the “digital patient” is to think about the patient as being at the center of the health care and communication network and establish relationships to make it easier for them to participate in their own health care.

Pharmaceutical Industries that embrace the idea of “digital patients” and learn to successfully engage with them will distinguish themselves.
WARNING !!!
Patient will be charged Extra for annoying the doctor with self-diagnosis gotten off the internet.
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