



Rio de Janeiro | Brasil 16 - 19 de Septiembre de 2008



5^a Reunión de
Coordinación Regional
de la Biblioteca Virtual en Salud

Rio de Janeiro | Brasil 14 - 16 de Septiembre de 2008

Innovation, inspiration and focus of public health information portals

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Health information delivery



**Consolidation
Indexing for searching
Interoperability**



Health Professionals: Information and Tools You Can Use



**Portal de eSalud
Australia**



**Portal de eSalud
Inglaterra**



Health information delivery

An eHealth portal reflects the practical, non-political public position regarding healthcare by the respective governments

It is a public good, a public statement



Paradigm shifts & trends

- Rapidly growing wireless coverage, even in Africa (anecdotal and statistical)
- Empowerment – personal technologies
- People are building the Internet – Creating, interacting and sharing
- Search Engines are driving self-service
- Information searching and retrieval skills are helped by self-service and personalization.
- Social networking – friends and like-minded communities are being created



Purpose & Methods

- Five major eHealth portals were surveyed
 - Look at the state of the art and innovation in the implementation and management of an eHealth portal in five, highly developed countries.
 - Look at trends, the different models and approaches, the best practices and the elements for success.
 - Adapt, and provide recommendations, guidelines and principles for typical eHealth portals.



Purpose & Methods

The portals surveyed

- www.nhs.uk (UK)

NHS choices

- www.healthinsite.gov.au (Australia)

h HEALTH Insite

- ec.europa.eu/health-eu/index_en.htm (European Union)

Health-EU

- www.publichealth.gc.ca (Canada)

 Public Health Agency of Canada Agence de la santé publique du Canada

- www.healthfinder.gov (USA)

healthfinder.gov
Your Guide to Reliable
Health Information
www.healthfinder.gov



HealthInsite (Australia)


An Australian Government Initiative
[Skip to Content](#)

Quick Search **GO >>** Your gateway to reliable health information

Advanced Search **About HealthInsite** **A-Z Health Topics** **Conditions and Diseases** Topics such as asthma, diabetes, cancer, arthritis, depression **Health and Wellbeing** Topics such as fitness, nutrition, drugs, preventing suicide, health insurance, women's health, living with a disability **Life Stages and Events** Topics such as menopause, pregnancy, ageing, going into hospital **Health Services** Includes links to State/Territory Health Services and other services **News** **HealthInsite Newsletter** **Help** **Home**

Welcome 
Welcome to HealthInsite.
Through this site you will find a wide range of up-to-date and quality assessed information on important health topics such as diabetes, cancer, mental health and asthma.
We hope you will become a regular visitor to the site and make HealthInsite your first choice for health information.

Latest News 
[Medicare claims records now online](#)
[Fight Flu 2008 campaign](#)
[Australian Immunisation Handbook - 9th edition released](#)
[More News....](#)

HealthInsite Newsletter 
[Subscribe to our Newsletter!](#)
[Previous Editions of our Newsletter...](#)
Updated 08 May 2008

HEALTHInsite 

Login/Create Profile **Other Topics:** Consumer Participation, Current Information Partners, HealthInsite Statistics, How to Assess Health Information Online, International Health Information, Languages Other Than English, Medicines, Personal Stories, Questions to Ask Your Health Professional, Reviews of Evidence for Treatments **Get more from HealthInsite** Make us your homepage **HealthInsite Materials for Health Professionals** We comply with the HONcode standard for trustworthy health information: Verify here 



Began in April 2000; 450,000 visits per month

NHS Choices (UK)

 [Log in](#) or [create an account](#) to access your pages and get site updates

NHS choices Your health, your choices

Full search GPs
 Hospitals Dentists [more options](#)

Enter a search term

About Partners Site map Accessibility Contact

Need medical help now?
Call NHS Direct 0845 4647

RSS 

Home Live Well Health A-Z Find services News Tools Video Links Mobile

Live Well: Find fun ways to get fit



Dance can keep you on your toes

Exercise doesn't have to mean gyms and jogging. Watch this video to see how dancing can help to keep you fit

[Find out about fitness](#) [All Live Well topics](#)

Click to play

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Your all-new Health A-Z

New look, new features:

- The interactive body map
- The heart disease pathway
- The Map of Medicine



Behind the headlines



Beta-blocker surgery risk
Breastfeeding and arthritis
Don't sit still and avoid DVT

[RSS feed](#) [All stories](#)

Compare hospitals

- Find and compare hospitals
- Book an outpatient appointment
- Comment on a hospital

[Find hospitals](#)

"I used my right to choose" [Watch the video](#)



National Breastfeeding Awareness Week, May 11-17

Find out why breastfeeding is best for you and your baby

Assess your own health



Try our interactive tests, symptom checkers and calculators to find out more about your health

[Health tools library](#)

NHS Choices, tailored to you

Set up an account to personalise this website to your preferences and sign up for emails on your chosen topics

[Create an account now](#)



NHS on your mobile

Text us to find local services or use interactive tools

[About our mobile service](#)

Tell us what you think

Your input can help improve NHS Choices

[Feedback](#)

Began in June 2007; up to 2M visits per month

Health EU (EU)

Health-EU
The Public Health Portal of the European Union

European Commission > Health-EU

Important legal notice
English (en) ▾
About this site | FAQ | Language Policy | Logos
Propose news | advertise | subscribe | contact | Sitemap | A-Z

Search
Advanced Search

Links to...

-  eu2008.si
- Health-EU Newsletter**
-  Commissioner A. Vassiliou

Links to...

News

- Commission launches public consultation on medical devices
- Healthier choices in 20

MY HEALTH

- MY LIFESTYLE
- MY ENVIRONMENT
- HEALTH PROBLEMS
- CARE FOR ME
- HEALTH IN THE EU

Links to...

MY HEALTH

The Health and Consumers Directorate-General is pleased to present the Health-EU Portal (the official public health portal of the European Union) and the wide range of information and data on health-related issues and activities at both European and international level...



MY HEALTH

- Babies and Children
- Young People
- Women
- Men
- Elderly

MY LIFESTYLE

- Nutrition
- Tobacco
- Alcohol
- Travel
- Drugs
- Sports and Leisure
- Sex

MY ENVIRONMENT

- At Home
- At Work
- Social Environment
- Environmental Health
- Consumer Safety
- Physical Risks
- Chemical Risks
- Road Safety
- Biological Risks
- Bioterrorism

HEALTH PROBLEMS

- HIV/AIDS
- Influenza
- Other Infectious Diseases
- Mental Health
- Cancer
- Rare Diseases
- Cardiovascular Diseases
- Other Non-Communicable Diseases

CARE FOR ME

- Patient Safety
- Mobility in Europe
- Quality Assurance
- Long-term Care
- Medicines and Treatment
- Vaccinations
- Insurance
- Carers
- eHealth

HEALTH IN THE EU

- Policies
- Programmes
- Research
- Prevention and Promotion
- EC Health Indicators
- Statistics

Links to...

Press releases

- All Press releases

Events

- 16th Conference on Health Promoting Hospitals (14-16 May 2008)
- World Congress on Cardiology (18-21 May 2008)
- Registration for Stakeholders Consultation on Organ Donation and Transplantation in the EU (23 May 2008)

Links to...

EU-Legislation

Portal to European Union law

- All EU-Legislation Links

EU Publications

European Union's publisher

- All EU Publication Links

Began in May 2006; 400,000 visits per month

Public health (CA)

The screenshot shows the homepage of the Public Health Agency of Canada. At the top, there are links for "Home" and "Agence de la santé publique du Canada". The main header features a large red maple leaf and the text "PUBLIC HEALTH AGENCY of CANADA" with the website address "www.publichealth.gc.ca". Below the header, there's a navigation bar with links for "Français", "Home", "Contact Us", "Help", "Search", and "canada.gc.ca".

The left sidebar contains several menu items:

- DISEASES & CONDITIONS
 - Infectious Diseases
 - Chronic Diseases
- HEALTH & SAFETY
 - Travel Health
 - Immunization & Vaccines
 - Emergency Preparedness & Response
 - Health Promotion
 - Injury Prevention
- RESEARCH & STATISTICS
 - Surveillance
- AGENCY INFORMATION
 - About the Agency
 - Regions, Branches & Centres
 - Media Room
 - Reports & Publications
 - A-Z Index
- Proactive Disclosure
- SEARCH BOX

The main content area features a large banner with the text "Get up, Go out! Be SummerActive!" and a cartoon illustration of two children playing in a sandcastle. Below the banner are four buttons: "SUMMERACTIVE", "IMMUNIZATION", "MEASLES", and "HEALTHY PREGNANCY". To the right of the banner is a sidebar titled "YOUR HEALTH" with categories for "Children", "Youth", "Adults", "Seniors", and "Aboriginal Peoples".

The "WHAT'S NEW?" section lists recent news items:

- May 6, 2008 Respiratory Virus Detections/Isolations in Canada
- May 6, 2008 Auditor General's Report 2008
- May 2, 2008 Canada Communicable Disease Report weekly
- April 29, 2008 Proposed legislation to further improve lab safety and biosecurity in Canada

The "ADVISORIES / WARNINGS" section lists:

- April 29, 2008 Yellow Fever in Brazil
- April 28, 2008 Dengue Fever

At the bottom right, there's a "RSS" feed icon.

On the right side of the page, there's a large circular graphic titled "Rotating news items" containing three smaller news item boxes:

- National Immunization Awareness Week 2008: Up-to-date immunization: you and your family's best defense against vaccine-preventable diseases
- Mosquitoes: Know the Risk. Protect Yourself.
- Healthy Pregnancy: The Sensible Guide to a Healthy Pregnancy

Each news item box includes buttons for "SUMMERACTIVE", "IMMUNIZATION", "MEASLES", and "HEALTHY PREGNANCY".

Began in 2004; 800,000 visits per month

Healthfinder (USA)

 U.S. Department of Health & Human Services

healthfinder.gov beta [Back to healthfinder.gov](#) [SEARCH:](#) 

Your Source for Reliable Health Information

>> Home
>> Quick Guide to Healthy Living
>> Personal Health Tools
>> Health A-Z
>> Health News
>> Popular Requests


2008 National Health Observances

 Give Us Feedback


Quick Guide to Healthy Living
What are the top five things you can do to stay healthy?
1 2 3 4 5
PAUSE II
Eat Healthy
Learn how to choose the right foods for your body.
Plus: quick and easy recipes.

my healthfinder

Find health advice for you or someone you care about.
Who are you trying to help today?
 Me Someone Else
Age:
Sex: Male Female
 Get Started

Health A to Z
An encyclopedia of over 1,500 health topics from the most trusted sources.
[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Popular Requests
This month's top questions about health topics, providers, services, organizations, and more.

Health News
Get today's headlines, weekly newsletters, and daily news by e-mail or RSS.

Personal Health Tools
How do you measure up? Free interactive tools to check your health, get personalized advice, and keep track of your progress.

About Us | Accessibility | Privacy Policy | Freedom of Information Act | Disclaimers | Site Map | Contact Us

Began in 1997; 750,000 visits per month



Findings

- Centricity (Constituents vs. Content focus)
 - Health Consumer
 - Health Policy and Administrator
 - Health Professional
- In general, Health Consumer centric portals require larger budgets.
- Years in operation: 1 (UK), 2 (EU), 4 (CA), 8 (AU), 11 (USA)



Findings

- Constituents
- Content & Quality
- Enhancing Web presence
- Branding & Recognition
- Wireless & PDA
- Usage and Usability
- Priority Areas



Findings

- **Constituents**
 - All state Consumer oriented
 - Centricity varies
 - Self-service; personalization
 - Accessibility
 - W3C
 - User generated content
 - Expert Blogs
 - “In my own words”
 - Wiki
 - Multi-media
 - Video (YouTube and imbedded videos); podcasting; images
 - Life stages; focus on Healthy Living
- **Content and Quality**
 - Information Partners
 - Greatly expand content and variety without burdening portal staff.
 - Adapt quickly to constituents' information needs.
 - Languages
 - Validate; quality control
 - HONcode
 - Editorial and ethics controls/policies
 - Information Partner evaluations.

Findings



Generalised Anxiety Disorder Module Preview



Generalised Anxiety Disorder Module Preview



From the Health Insite Information Partner CLIMATE
a not-for-profit initiative of the Clinical Research Unit for
Anxiety and Depression at St. Vincent's Hospital in Sydney



Findings

- **Enhancing Web presence**
 - Being indexed by Search engines
 - 80% to 90%
 - Cross-linking with other sites
 - Partners
 - Sites interested in linking back
 - Syndication of content
 - RSS feeds
 - Blogs
 - YouTube
 - Web services
 - Wikipedia reference
 - “Pay-per-click”
- **Branding & Recognition**
 - Logos and mottos
 - Partners
 - Anyone who links back
 - Simple, easy to remember URL's (Web addresses)



Findings

- **Wireless & PDA**
 - Be everywhere, any time
 - Rapidly gaining ground
 - Privacy
 - Personal, unrestricted access
 - NHS Choices; Philippines
 - No feedback yet – too new
 - Others investigating
- **Usage & surveys**
 - Brief, on-line feedback forms
 - Three questions
 - On main page
 - Direct, consumer comments
 - News items
 - Hospitals
 - Patients' stories “In my own words”
 - Monitor usage statistics, perform regular surveys and focus groups
 - HitWise
 - WebTrends
 - TEP
 - Monitoring of ranking on Google



Findings

- **Priority areas**

- Continue to improve portal visibility on the Web – syndication, RSS feeds
- Increase user produced content
- Personalization
- Improve visibility of Newsletters
- More multimedia

NHS choices Your health, your choices

The screenshot shows the NHS Choices homepage with search filters for 'Full search', 'GPs', 'Hospitals', and 'Dentists'. Below the search bar is a YouTube video player. The video title is 'Anorexia real story' and it has a green banner indicating 'YouTube will be undergoing scheduled maintenance'. The video frame shows a woman sitting on a red couch. A red oval highlights the 'NHS choices' logo in the top left corner of the video frame.

Uploaded on August 28, 2007 by mikebaird

<http://flickr.com/photos/mikebaird/1263014383/>





Conclusions & Recommendations

General

- Continue study with selected portals from other regions
- Prepare a prototype for a typical eHealth portal.
 - Facilitate visualization of recommendations
 - Sensitize stakeholders and funders to the concept and the benefits
- An eHealth portal should be an integral part of a country's health strategy.
 - the case of the five eHealth portals surveyed.
- Promote interoperability amongst portals
 - To create a common eHealth portal index which would enhance each individual portal's visibility on the Web and also be a one point of search for health seekers.



Conclusions & Recommendations

Portals

- Have a unique centricity
- Be viewed as the source for syndication (not just a Web site)
- Design should be based on the concept of self-service
- Accessibility for people with disabilities
 - W3C seal or other access quality seal
 - *Browsealoud* (NHS Choices)
- Produce and disseminate a news vehicle directed to constituency and centricity
- Main portal page should fit on one screen (avoid scrolling)

Conclusions & Recommendations

Content & Editorial Control

- For **all portals**
 - Editorial control for evaluation of content, Information Partners and links.
 - HONcode; advertise it on main portal page.



Conclusions & Recommendations

Content & Editorial Control

- For ***Consumer Centric Portals***
 - Editorial Board to oversee policy and ethics issues.
 - Select and contract with Information Partners
 - Experts in their area of work and provide information in the local context.
 - A network of health professionals at research centers, national charities with recognized expertise, expert databases and librarians to facilitate review.



Conclusions & Recommendations

Content & Editorial Control

- For ***Consumer Centric Portals***
 - Create programs to solicit personal stories (mediated) from the health consumer or from information Partners
 - Local context; high acceptance and impact.
 - Blogs
 - generate RSS, increase visibility
 - Indexed by search engines



Conclusions & Recommendations

Content & Editorial Control

- For **Policy and Administration Centric**, and **Health Professional Centric Portals**
 - An internal working group to select information from the various ministries and authoritative sites
 - A network of subject matter experts in government and educational institutions to review content produced by the portal

Conclusions & Recommendations

Content & Editorial Control

- For **all portals**
 - State the editorial and linking policies clearly on the portal
 - State the policy on use of the contents of the portal
 - Creative Commons licenses
 - Permission and copyright statements.
 - Indicate clearly when the user is leaving the portal site to go to an external site
 - Use visual tools to promote content (bandwidth)
 - YouTube, Flickr —————> RSS



Conclusions & Recommendations

Indexing

- Formal taxonomies with folksonomies (alternate terms from common language)



Conclusions & Recommendations

Positioning on the Web

- Interoperability - (OAI, metadata) for a common index
 - Increased visibility
 - Integrated searching
 - Global health resource
- Interoperability - Web services
 - Supports public policy of access to information
 - Creates environment for discovery
- Require cross-linking
 - Provide a standardized logo and text
 - Information Partner sites; other sites.
- Use RSS feeds on the portal, and blogs for news items or health consumers' personal stories.



Conclusions & Recommendations

Positioning on the Web

- Interface with mobile phone technology and wireless technology.
 - Access and privacy
 - Wireless billboards (public places)
- Create an entry in Wikipedia
- Simple, easy to remember Web address



Conclusions & Recommendations

Usage and Usability Studies

- Brief, three question survey on main page of portal.
 - Immediate feedback
- Yearly focus groups and wider surveys
- Monitor usage statistics produced by the servers
- Check the ranking of the portal on Google monthly.

Acknowledgements

- HealthInsite (Australia)
 - **Prue Deacon** and **Jill Smith** of the HealthInsite Editorial Team.
- NHS Choices (UK)
 - **Bob Gann**, Head of Strategy & Engagement.
 - **Gary Ashby**, Programme Manager.
- Health EU (European Union)
 - **Donata Meroni**, Head of Sector "Programme Management and Communication", SANCO, European Commission.
 - **Vincent Draguet**, SANCO, European Commission.
- PublicHealth
 - **Mark Hudson**, Senior Communications Executive, Public Health Agency of Canada.
- Healthfinder
 - **Christy Choi**, Internet Health Information Advisor, U.S. Department of Health and Human Services.



/making:the eHealth> connection*

Bellagio, Italy
July 13-August 8, 2008

eHealth Portals: Access to Health Information in the Context of Government Health Portals

Nicholas Cop Consulting, L.L.C.

Introduction

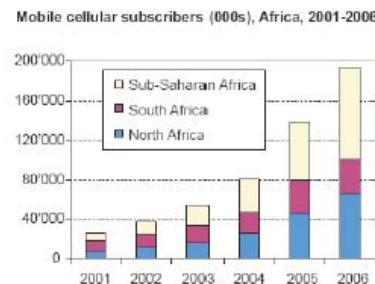
The purpose of this paper is to focus on and review existing government eHealth portals, extract best practices and elements for success, and provide recommendations, guidelines and principles for eHealth portals of the Global South.

An eHealth portal is a particular kind of information entity and is very different from the science-driven portals such as BIREME and PubMed Central. It is also very different from a Ministry of Health portal, which is more of a politically oriented one and which is more focused on the various administrators' and politicians' activities within the field.

An eHealth portal reflects the public position and needs regarding health care.

The motivation for this meeting comes from the desire to raise the visibility of eHealth and enable it to support better health systems and improve health outcomes for poor and vulnerable people in the Global South. The Global South is at a tipping point in terms of technical infrastructure for eHealth available through the spread of wireless networks and mobile phones, along with fewer legacy systems.

Indeed, statistics show that mobile and wireless technologies are spreading quickly in the Global South, even in the poorer regions. Below are some statistics on mobile cellular coverage in Africa taken from a recent ITU study.¹



Telecommunication penetration in villages (cumulative percentage), selected countries, 2006

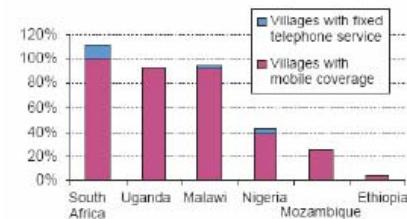


Figure 1 Telecommunication Penetration is Per 100 Population.

<http://ehealth-connection.org/>



Innovation, inspiration and focus of public health information portals

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