



Promoting the meaningful use of health information for New Zealand consumers

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New Zealand

- ◆ 3 main islands
- ◆ Small long country
- ◆ Capital is Wellington
- ◆ Largest city is Auckland
- ◆ 4.4 million population
- ◆ Diversity of ethnicities
- ◆ Monetary unit is NZ\$
- ◆ Languages-English, Maori, sign



Rationale

- Long term condition self-management is a significant factor for the future of healthcare delivery (WHO, 2002).
- Self-management is based on:
 - consumer having knowledge of their condition
 - being informed enough to share in decision-making
 - being able to monitor and manage symptoms
 - and adopting lifestyles that promote their health (Flinders Human Behaviour & Health Research Unit, 2006).
- In NZ found in Code of Health & Disability Services Consumers' Rights - right to receive effective communication, to be fully informed and to make informed choices.



The study team...

- Michelle Honey – nurse from University of Auckland
- Dianne Roy – nurse from Unitec Institute of Technology
- Janine Bycroft – doctor
- Mary-Anne Boyd – occupational therapist and
- Deborah Raphael – research assistant
- Advisory Group
- Focus group participants
- 4 student data collectors
- Consumers who completed 1800 questionnaires

Aims

- To determine the health information needs of consumers

Objectives

- 1. Identify what health information topics, resources and decision aids consumers want.
- 2. Identify the modes of delivery and format that consumers prefer
- 3. Identify factors that may impede accessibility and/or use of health information.



Three Phase Study

- Phase 1: Development of survey
 - **4 focus group interviews and Advisory Group**
- Phase 2: Pilot testing the survey instrument
 - **Literacy check**
- Phase 3: Administering the survey
 - **Distributed in 12 GP practices across Auckland**

Phase 2: Pilot testing

- Checked by Workbase for literacy
- The Advisory Group and participants from focus groups invited to pilot the survey.
- Tested for clarity, flow, length and overall comprehension of the questions.
- Mostly tick boxes
- 5 point Likert scale ie.

Not at all-A little bit-Some -Quite a lot -Very much

- Took 5-10 minutes to complete

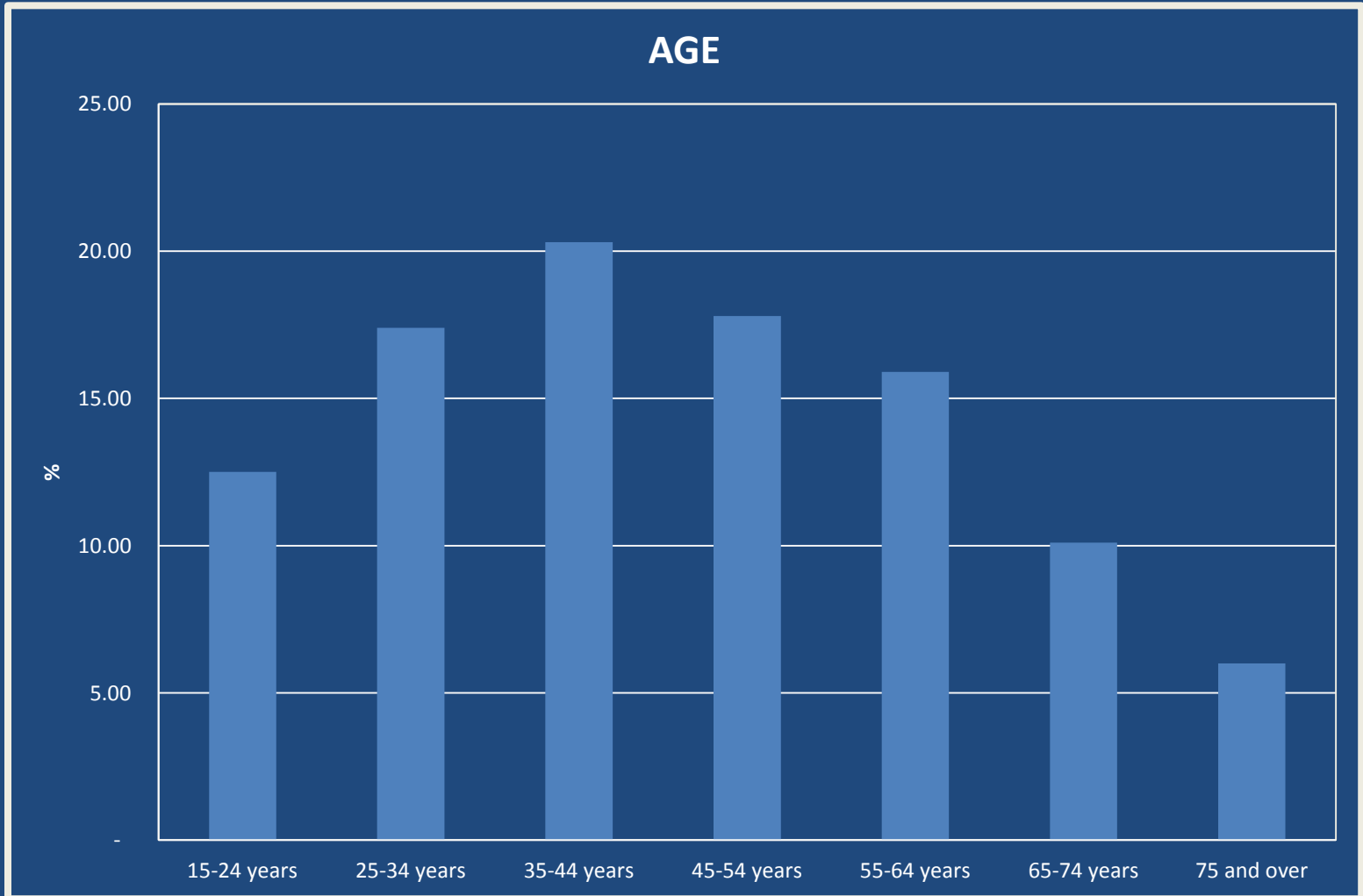


Phase 3: Administering survey

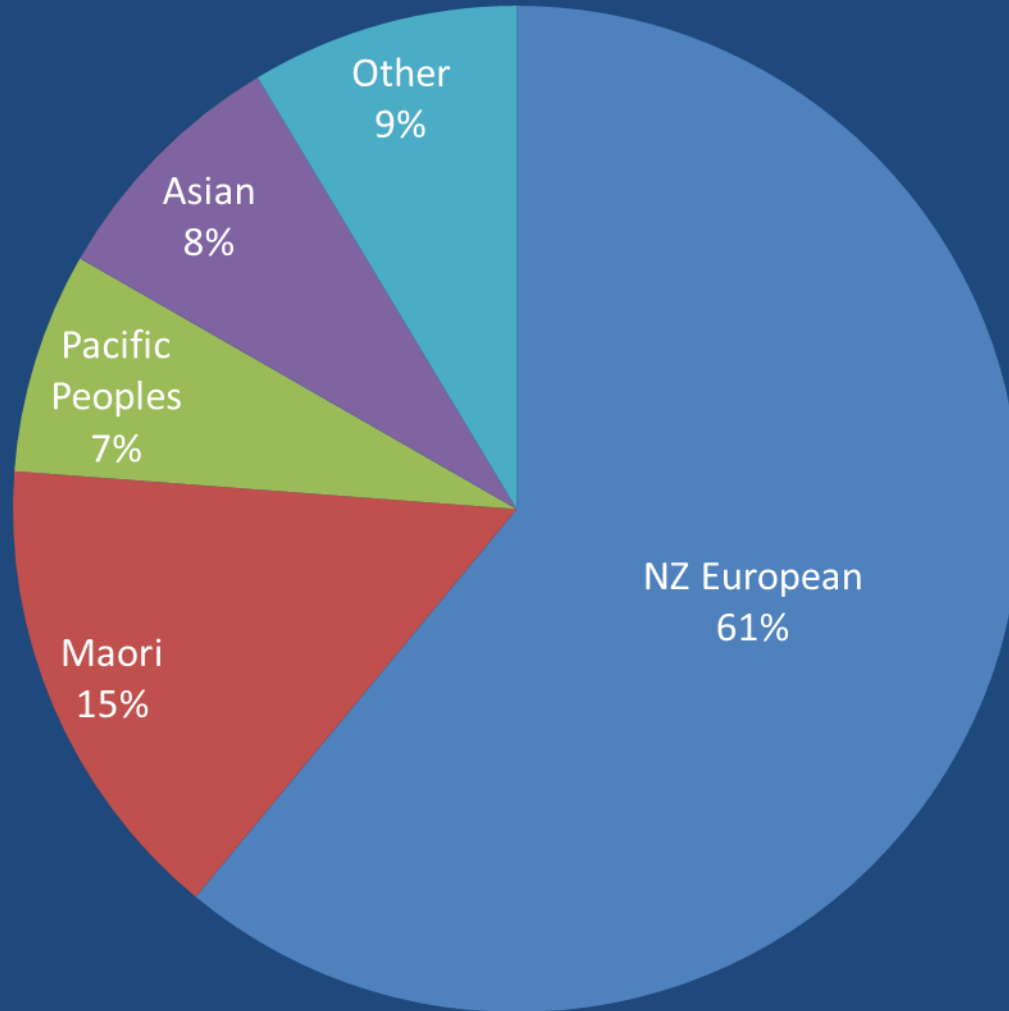
- A purposive selection of 12 General Practices
- Mix of city, suburban and rural settings
- Data collection one week / practice
- Research assistant went into the practice daily to offer the anonymous questionnaire to all adult consumers in the waiting room.
- Those agreeing completed the questionnaire alone, or with assistance.
- Completed questionnaire in box provided, or could be posted.

Overview of Results

Gender: Female 63%: Male 37%



Ethnicity



Use of computer for health related purposes

Options	Yes (%)	No (%)
To look for myself	50.6	49.4
To look just generally	28.9	71.1
To look for someone else	26.8	73.2
To buy medicines or vitamins	6.0	94.0
Other – not specified	4.1	95.9
To email doctor or health centre	2.7	97.3
To participate in an online support group	0.8	99.2

Usefulness of internet health information

N=1034	Frequency (n)	Percent (%)
Not at all useful	18	1.7
Not really useful	41	4.0
A little bit useful	188	18.2
Useful	515	49.8
Very useful	272	26.3
TOTAL	1034	100

Trust in internet health information

N=1034	Frequency (n)	Percent (%)
Not at all	29	2.8
A little bit	126	12.1
Some	417	40.1
Quite a lot	349	33.6
Very much	119	11.4
Total	1040	100

Reactions to looking for on-line health information

Options	Yes (%)	No (%)
I like to use the internet because I can get health information quickly	42.6	57.4
I like to have some information before I go to the doctor	29.2	70.8
I like getting health information from a lot of different websites	19.5	80.5
I don't like to use the internet because I don't know what health information I can trust	12.2	87.8
I feel confused because there is too much health information	10.9	89.1
When looking for health information on the internet I feel frustrated	7.5	92.5

Awareness of existing NZ web-based health resources

Options	Yes (%)	No (%)
HealthPoint (www.healthpoint.co.nz)	4.2	95.8
Health Topics A-Z (www.agewell.org.nz)	9.1	90.9
Web Health (www.webhealth.co.nz)	8.0	92.0
Health Navigator (www.healthnavigator.org.nz)	2.2	97.8



Key Points

- Non-representative sample (gender, ethnicity)
- One region – both urban and rural practices
- Cosmopolitan largest city
- Doctors/health centre or nurse preferred health information provider
- Internet 3rd most useful source



Opportunities

- More use of internet to access health information
- Increase contact with health providers
- On-line support groups usage could increase
- Customise health information (literature only)
- Increase awareness of existing NZ web sites
- Patient portals
- NZ IT strategy towards Personal Health Records (PHR)



THANK YOU

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