

## Careum Congress 2014

17./18.03.2014, Basel

«Machtfaktor Patient 3.0» – Patienten verändern das Gesicht des Gesundheitswesens

"The power of patients 3.0" – Patients are changing the face of health care

### CAR14-100

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Co-designing healthcare through social media. Insights from the website [www.paraforum.ch](http://www.paraforum.ch)

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**Teaser:** Co-designing healthcare through social media requires clear processes of knowledge translation to exploit interactivity and the share of expertise among users.

**Background, objective:** Consumer health websites can have at least three main aims. They can provide quality-information to enhance consumers' behavior in relation to self-management. They can be sources of innovation for healthcare systems, practices and products through open communities composed of consumers and professionals. They can enable participatory research with the active involvement of users.

For this interplay of functions and purposes to take place, however, there is the need to create clear processes of knowledge translation. This paper contributes to clarify these processes by presenting PARAFORUM ([www.paraforum.ch](http://www.paraforum.ch)), an interactive website on spinal cord injury (SCI) developed and implemented by Swiss Paraplegic Research on behalf of the Swiss Paraplegic Foundation. PARAFORUM will be launched in November 2013.

**Approach, methods, patient engagement:** PARAFORUM is a website that targets SCI consumers, their families, health professionals and researchers. The interplay among self-management, innovation and research on PARAFORUM is discussed by using the analytical framework known in the field of knowledge translation as The Knowledge-to-Action Framework (Graham et al. 2006). The application of this framework in the context of PARAFORUM is supported by thematic, content and discourse analyses of its users' interactions in the first eight months after its launch (November 2013-June 2014).

**Findings:** Findings focus on three main aspects: 1) the dynamics of the share of expertise on PARAFORUM between SCI consumers and health professionals; 2) the types of innovation that PARAFORUM can generate and the main factors that influence their implementation in the specific contexts and 3) the modalities of research behind websites such as PARAFORUM that are, in the first place, services offered by healthcare organizations to the community.

**Discussion and implications:** Health organizations currently invest significant resources to provide health information in the traditional one-way model of communication, where health information is created by groups of experts in a field, and is presented as a resource to educate the community.

While acknowledging the value of quality health information for the growth of individuals' health literacy, this paper argues for the need to invest on the conceptualization, implementation and management of interactivity (the two-way model of communication) in consumer health websites.

**Key terms:** consumer health website, self-management, innovation, health communication theory and research, knowledge