

## Careum Congress 2014

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

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

### CAR14-65

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#### E-Nudging in Chronic Care

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**Teaser:** The paper discusses how the chronically ill can be encouraged to adopt a healthier lifestyle and take up new eHealth and mobile health apps, services and products aimed at supporting conventional face-to-face approaches.

**Background, objective:** Chronic diseases have been on the increase for many years although risk factors such as high blood pressure, the excessive consumption of alcohol and tobacco, lack of exercise and obesity are to a large extent caused by people's lifestyle and therefore susceptible to change.

However, based on the findings from many health promotion campaigns as well as on our own research experience, a wide gulf exists between people's knowledge about what would contribute to their health and their actual behaviour. This is largely due to the fact that we have limited rationality and are influenced by status quo bias, social norms as well as by a dysfunctional care-for-the-sick system.

The overall aim of our project is to improve the confidence and autonomy of patients and, as a result, increase their motivation to act in a way beneficial to their health. By engaging them in a process of co-production, we expect to ensure the later acceptance of relevant technologies that are aimed at supporting healthy behaviour patterns such as regular exercise.

**Approach, methods, patient engagement:** We will leverage existing peer group structures such as those initiated by Careum's Evivo programme and introduce them to the potential benefits of eHealth and mobile health applications and products. Their feedback will provide valuable insights on how technology can fit into the lifestyle of chronically ill patients and how such services and devices can be integrated into contexts where they solve real problems.

**Findings:** Expected outcomes:

- Insights into how to design and implement health technology to support changes in health behaviour and increase acceptance of relevant products and services
- More active lifestyles and a better quality of life, especially for people with a low level of health and media literacy
- Eventually, cost savings through reducing referrals to pain services or other services, re-admissions to hospitals as well as reducing medication

**Discussion and implications:** The present challenges to our health systems can only be tackled by approaches that combine socially innovative practices such as co-production with leveraging the support that can be gained from new developments in eHealth and mobile health. Our project will apply know-how from behavioural economics and combine it with positive peer group and technological support to achieve an efficient and effective wellness system.

**Key terms:** mobile health, eHealth, chronic diseases, behavioural economics