

TRANSCENDENT Speaker Series

How Can We Use Technology to Strengthen the Relationships of Care?

How are people engaging with medical information?

The way people engage with health information is evolving from web searches in two different ways. One is active, with users asking Artificial Intelligence (AI) their health questions. The second is passive, with their social media feeds. Wearable technology (for example, smartwatches) is also becoming more prominent as users can personalize health education with their own data.

AI can be a useful tool for health education, as it supports personalization and dialogue. Compared to standard care, it is mostly free, easy to access, and available 24/7.



Despite these benefits, AI remains an uncharted and untested territory. While there has been significant growth, it is essential to acknowledge the limitations and risks (for example, confidentiality) associated with its use.

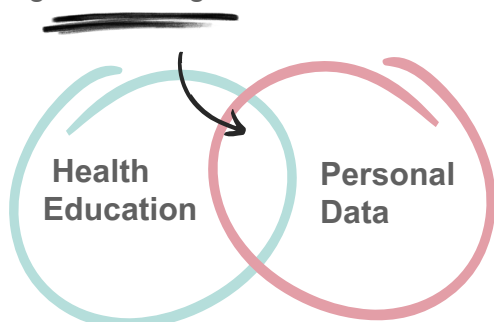
Wearable technology can provide people with a lot of health data in an easy and accessible way. It is important to remember that how we message the data can have major consequences, and that people have variable reactions to wearables; some really want as much data as possible, many want a simple dashboard, and some prefer not to see their data as it makes them anxious or they feel they already know the data through lived experience.



Since Covid, health influencers have become a dominant source of health information. This can be good as they can offer a unique perspective and personality. However, recent reviews have shown that the education is often incorrect as the motivations are not aligned with evidence based messaging (e.g., paid to promote a product). Also, the influencers typically don't have a clinical or epidemiological training and misinterpret data.

What about education?

Providing patients with information that is accessible and relevant to them is important. With that in mind, the combination of health education and personal data can be a game-changer.



Looking to support digital care and education?

If you are, some considerations to improve impact are:

- ✓ Engage with patients data (e.g activity)
- ✓ Personalized reminders and alerts
- ✓ Engaging education materials
- ✓ Build "Health Playlists" with your preferred resources and influencers

This information is based on a talk done for the TRANSCENDENT team by Dr. Mike Evans