



PANACeA

Pan-Asian Collaboration for Evidence-Based
eHealth Adoption and Application

INTEGRATING COMMUNICATIONS FOR EFFECTIVE AND INFLUENTIAL eHEALTH RESEARCH: The PANACeA Experience

Angelo Juan O. Ramos, MD, MPH & Saira Nigar
1st eHAP Conference, Karachi, Pakistan
23 January 2010

www.panacea-ehealth.net



Presentation Objectives

- Understand and appreciate the value and importance of the communications process in the conduct of a regional, multi-agency, multistakeholder research on eHealth.
- Determine the proper tools and processes for Asian Health Researchers of coming up with their own internal and external communications plans for research networks on eHealth.

What is PANACeA?

- **PAN** Asian **C**ollaborative for **e**vidence-based **e**-health **A**doption and **A**pplication
- collaborative research that promotes evidence-based adoption and application of technologically appropriate e-health solutions within the Pan Asian (South Asia, East Asia and Southeast Asian) contexts.
- Funded by IDRC

Program Objectives

- To support a set of multi-country research activities to address the four core research questions.
- To create a theoretical model for evaluating good practice in e-health programs in Asia.
- To build research capacity amongst Asian researchers to evaluate and adopt appropriate e-health technologies and practices and influence policy and decision-makers.
- To disseminate research findings widely in the regional and international research communities

Core Research Questions

- Which e-health applications and practices have had the most beneficial outcomes?
- What are the best ways for ensuring that beneficial outcomes can reach the population?
- What is the potential of using new pervasive technologies such as mobile phones / PDAs?
- What types of technologies / applications are best suited to help prepare for, or mitigate the effects of, disasters, pandemics and emerging and re-emerging diseases?

Projects	Leading Country	Other partners
Cost Benefit Analysis of available Hospital Information management system data mining and data warehousing	Pakistan	Thailand Philippines India
Portable System for Telemedicine and Health Information in Rural and Remote Areas	Malaysia	Sri Lanka Bangladesh Philippines Nepal
Remote Consultation to Improve Health Services for Rural Mothers	Mongolia	Philippines
Mainstreaming e-health initiatives in primary care: an evidence-based approach	Philippines	Pakistan India
Basic Intervention Research on e-Health for Persons with Disabilities	Bangladesh	Philippines Bangladesh
Online TB Diagnostic Committees for Clinically Suspect Sputum Negative Patients in the TB-DOTS Program	Philippines	Pakistan India Thailand
Disaster / Emergency Telemedicine System	Indonesia	
Use of Mobile Phone in Bridging the Gap for Referral of Pregnant Women	Philippines	Pakistan Indonesia

Opportunities

- Opportunities to network & build partnerships
- Opportunities to build capacity
- Opportunities to Collaborate
- Testing technology in number of developing countries
- Creating Communities of Practice
- Knowledge Translation
- Impact on decision-making and policy-development
- Contribute to improved health outcomes

Networks

- Any group of individuals or organizations who, on a voluntary basis, exchange information, exchange information or undertake joint activities, and who organize themselves in such a way that their individual autonomy remains intact (Starkey, 1992)

Community of Practice

- an association of independent individuals or organizations with a shared purpose or goal, whose members contribute resources and participate in two-way exchanges or **communication** (Plucknet, 1990)

Features of Successful Networks/ CoPs

- Members have common ambition / interest / motivation / passion
- Members believe they will achieve common goal more effectively through collaboration
- Members share sense of responsibility and accountability for a given task, output or result
- Structure / entity can be time-bound
- Network / CoPs are topic-focused and have a problem-solving orientation
- Regular, meaningful, collaborative, two-way communication

Communications

- the process whereby information is imparted by a sender to a receiver via a medium

PANACeA Communications Structure

- **Internal Communications**
 - Website (panacea-ehealth.net)
 - Elluminate
 - E-mail, Skype, YM, etc.
 - Technical & Financial Reports
 - Face-to-face meetings, workshops
- **External Communications**
 - Research Communications
 - Communications and Advocacy Planning
 - Knowledge Translation
 - Communicating For Influence

Research Communications

- How prepare and deliver highly authoritative/convincing, compelling and understandable oral, written, electronic accounts of our research for various end-users, stakeholders, esp. non-specialized audiences.

Successful Research Communications

1. Clear objectives
2. Audience focus
3. Compelling message (i.e. strong evidence)
4. Strategy Understood
5. Flexible Approach
6. “Painting a Picture”
7. “The elevator pitch”

Communicating For Influence

- So who do we influence? How? When?
With what? Why?

RAPID Approach to Analyzing Policy Influence

External Influences

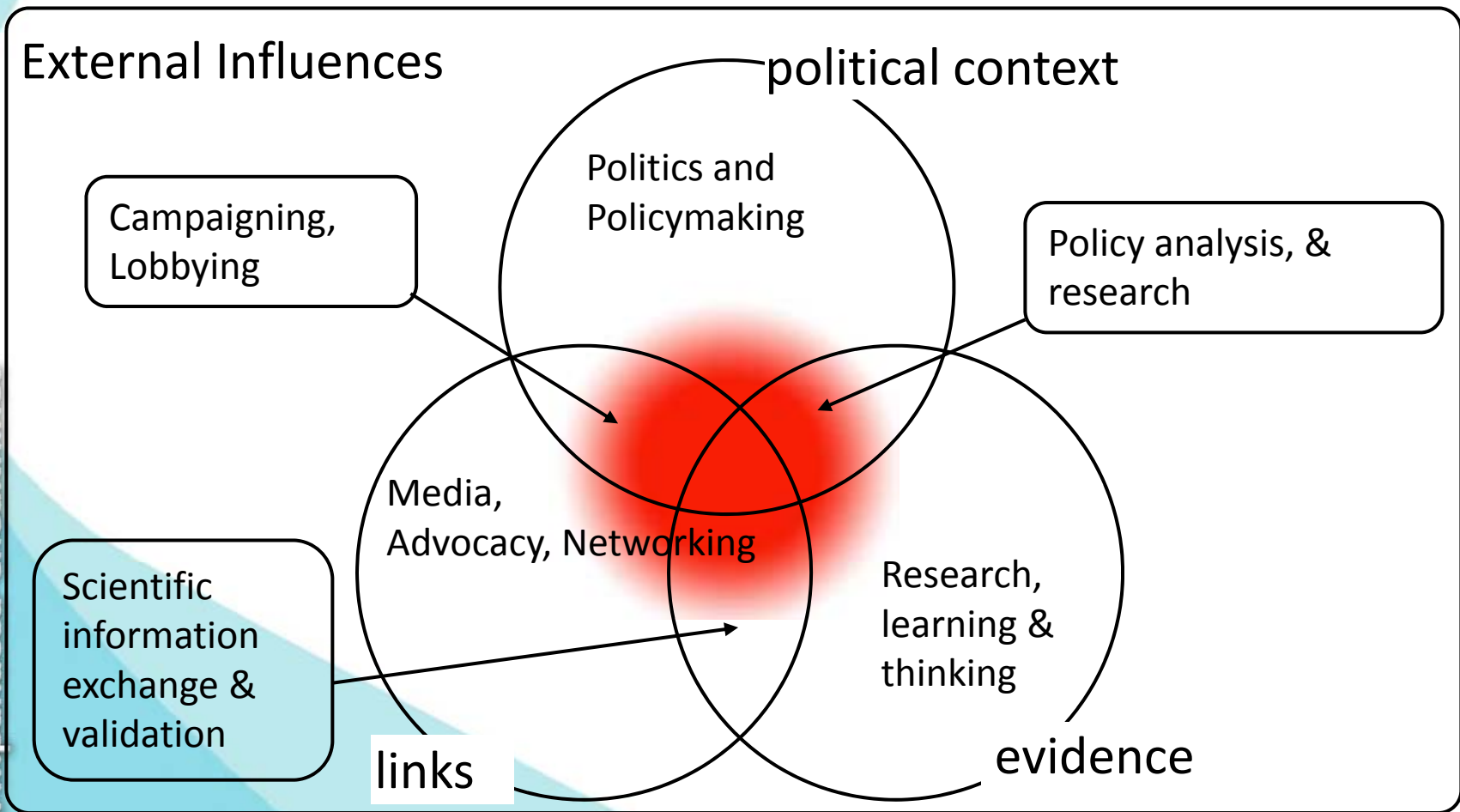
Socio-economic and cultural influences, donor policies etc

The **political context** –

political and economic structures and processes, culture, institutional pressures, incremental vs radical change etc.

The **links** between policy and research communities – networks, relationships, power, competing discourses, trust, knowledge etc.

The **evidence** – credibility, the degree it challenges received wisdom, research approaches and methodology, simplicity of the message, how it is packaged etc



Differing Notions of Evidence

Researchers' Evidence

- 'Scientific' (Context free)
- Proven empirically
- Theoretically driven
- As long as it takes
- Caveats and qualifications

**Knowledge
Translation
Gap**

Policy Makers' Evidence

- Colloquial (Contextual)
- Anything that seems reasonable
- Policy relevant
- Timely
- Clear Message

Types of Policy Objectives

(Balancing Researchers' Objectives)

- Discursive Changes
- Procedural Changes
- Content Changes
- Attitudinal Changes
- Behavioral Changes

What kind of people do we need?

- Storytellers & Artists
- Fixers
- Networkers
- Engineers

External Communications Strategies

- ✓ Get published in research papers
- ✓ Submit abstracts, present in conferences
- ✓ Powerpoint presentations
- ✓ Flyers
- ✓ Bulletins
- ✓ Brochures
- ✓ Posters
- ✓ Website
- ✓ Audio-video presentations
- ✓ Engaging with media (press releases, media kits, radio, TV, print, etc.)
- ✓ Social Networking/Web 2.0
- ✓ Visual Information & Information Design

Thank You!

Angelo Juan O. Ramos, MD, MPH

Executive Director

Molave Development Foundation, Inc.

Makati City, Philippines

ajoramos@molave.org

Skype: ajoramos



PANACEA
www.panacea-ehealth.net



PANACEA
www.panacea-ehealth.net



PANACEA
www.panacea-ehealth.net