Exploring the educational value of digital health platforms: Insights from MedicineAfrica and Care Opinion

University of Sussex Business School
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Organisers:
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Given our interest in digital health, we have been leading and participating in research projects exploring how digital health can generate different types of value for different stakeholders. Our premise is that existing studies have taken a critical perspective toward the economic and technical function of digital health platforms, often at the expense of the social, and more specifically the educational, value they can create. There needs to be an appreciation that platforms vary in purpose and function and that there is scope for them to produce societal value that is orientated toward the improvement of healthcare delivery and clinical practice in developed and developing countries.

In light of the above, our workshop aimed to:

- Facilitate a debate around the organisation, function and effects of digital health platforms on quality of care, healthcare practice and delivery;
- Disseminate knowledge about the social value of digital health platforms; and
- Build a network with relevant representatives from the health platform economy, academics, healthcare professionals and students, with the aim of enhancing the prospects for future research collaboration.

The workshop took an interdisciplinary approach, bringing together researchers and practitioners from the fields of medicine, sociology, global and development studies and management studies to debate the above issues using a comparative approach. An interdisciplinary perspective is absolutely necessary given the multifaceted sociotechnical nature of digital health platforms.

Listening about different methodological choices adopted by researchers exploring digital health platforms from different perspectives enabled us to elicit points of convergence and divergence in the delivery of online health education (between developed and developing countries) and appreciate the contextual significance of the produced effects and values.

The workshop covered the following topics for discussion:

- Organisation and function of digital health platforms and of their purposes;
- Exploration and comparison of the different ways in which online health education is delivered; and
- Identification and discussion of a range of effects (on clinical practice and quality of care, health benefits, knowledge development, capacity building etc.) online health education delivered via platforms has on the recipient professionals, organisations, countries and societies at large.

Presented next is the programme of the workshop, detailing the presentations given by our invited speakers, followed by a collection of illustrations developed by an experienced illustrator through live scribing.
## Programme

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>09:00 - 09:30</td>
<td>Arrival and introductions</td>
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| 09:30 - 10:30| ‘Care Opinion: public online feedback for healthcare learning and change at scale’  
Dr. James Munro, Care Opinion |
| 10:30 - 11:00| Coffee break                                                        |
| 11:00 - 11:30| ‘Development of commercial online genetic testing platforms: From tacky stock images to big data medical cosmologies’  
Dr. Paula Saukko, Loughborough University |
| 11:30 - 12:00| ‘Intellectual virtues or vices? A journey into the epistemic practices of a diabetes online community’  
Dr. Roberta Bernardi, University of Bristol |
| 12:00 - 12:30| ‘Evidence and conversation: Some thoughts on evidential pluralism, epistemic conflict and health platforms’  
Dr. Niccolò Tempini, University of Exeter |
| 12:30 - 13:30| Lunch break                                                        |
| 13:30 - 14:30| ‘MedicineAfrica and the value of online education’  
Dr. Chris Tan, MedicineAfrica |
| 14:30 - 15:00| Coffee break                                                        |
| 15:00 - 15:30| ‘Is it stories or is it science? Constructing health knowledge on Twitter’  
Dr. Stefania Vicari, The University of Sheffield |
| 15:30 - 16:00| ‘Transforming commitment into social value in online health communities: Our journey with MedicineAfrica’  
Dr. Petros Chamakiotis, University of Sussex, & Prof. Niki Panteli, Royal Holloway University of London |
| 16:00 - 17:00| Break-out session                                                  |
| 17:00 - 17:30| Closure                                                            |
EXPLORING the educational value of digital health platforms

4th September 2018

Dr. Dimitra Petrakaki

Care Opinion is all about online feedback from patients.

Care Opinion

Dr. James Nunno

Because it is always a mixture of both...

Dr. Petros Chamalakids

What went well

What went wrong

The system allows to tell...

People worry about giving feedback

they feel unsafe...

it can be complicated

they think it will have no effect

CREATE A COMMUNITY

Stories

staff

local council

students

~ most people post feedback in order to help ~

Changes are then driven by people’s experiences

The patients become partners in improvement

People like to know they’re being heard

There is a lot of educational value to get from the platform...

What to do when we are challenged?

Sorry

Doctors are not used to apologising when they get negative feedback.
a journey into the epistemic practices of a diabetes online community

Online communities give you access to patient knowledge.

Dr. Roberta Bernardi

COLLABORATIVE CARE

Can you really trust this shared knowledge?

Is it SAFE?

Do you have the expertise to give advice?

Are you just looking to confirm your beliefs?

Development of commercial online genetic testing platforms

You send your saliva and get access to data

Dr. Paula Saikko

Surveillance medicine is alive and kicking!

Entertainment medicine

Are you a morning person?

You might get Alzheimer's

You are prone to depression...

Do more exercise!

Platforms are IDEOLOGIES
is it stories or science?

I am interested in how people share their stories of healthcare on social media.

Dr. Stefania Vicari

hashtags

#my experience

# Patient advocates are the main users of medical quotes.

But where are the doctors?
Transforming commitment into social value in online health communities

Why MedianaAfrica?

How do you define VALUE?

Prof. Niki Panteli

This was enabled by digital activism

Dr. Petras Charalambous

PHILANTHROPY

MORALITY

RECIPROCITY

Hello.

developed with and for practitioners

want to develop their skills

opportunity to give back

making better use of free time

CREATE A COMMUNITY

BREAK-OUT SESSION

Emerging research questions

There are different types of users

User expectation

Creator's expectation

BRAIN STORM

There are different types of expectations

Conflicts between public and business value

WHAT PRIORITIES?

Politics

data quality

Confidentiality

Relationship generation

Offer visual material

Maturity process of big data?
Directions for Future Research

The workshop ended with a break-out session, depicted on p.8, whereby speakers and audience collectively identified the following questions that future research on health platforms should be addressing:

- Is the potential for social value creation embedded in platforms’ design or is it generated independently of it?
- What are the politics of platforms and the politics of values? Whose and what values are promoted on healthcare platforms?
- The ambiguous quality of big health data and their implications for healthcare providers’ accountability.
- The ethics of re-using public health data (such as those found on social media and other health platforms) and the ways of doing so for research purposes.

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