

Health Information Technologies & the Poor: Where do we go from here

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What is HIT?

Comprehensive management of medical information and its secure exchange between health care consumers and providers

US Department of Health & Human Services

Potential of HIT?

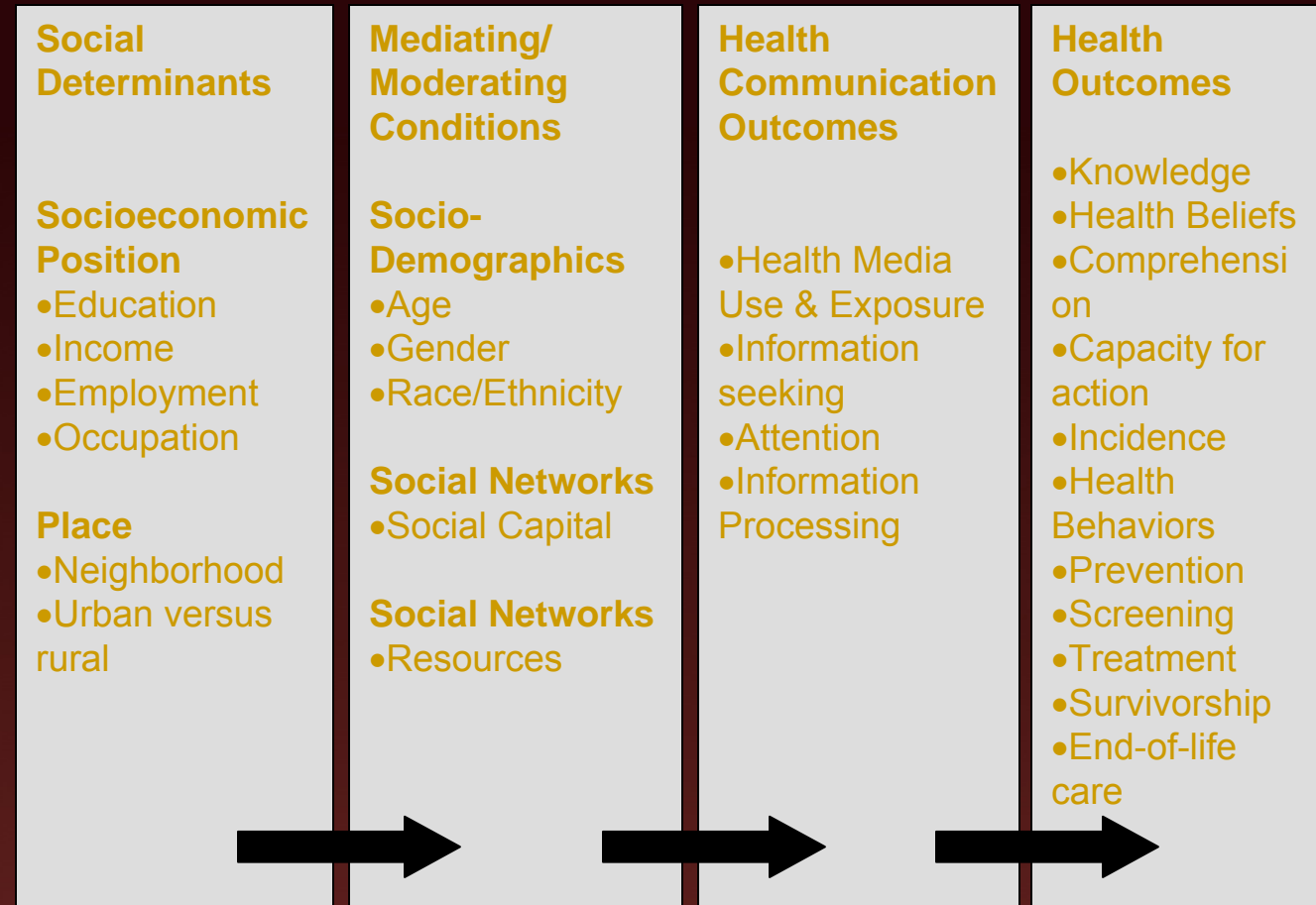
- Improve health care quality
- Prevent medical errors
- Increase the efficiency of care provision
- Reduce unnecessary health care costs
- Increase administrative efficiencies
- Decrease paperwork
- *Expand access to affordable care*
- *Improve population health*

US DHHS, 2009

Challenges with these assumptions

- Medical Care in a clinical context
 - Public health versus Medical approaches
- Social context of health care
 - Social Determinants and health
 - Social Determinants and health communication

Structural Influence Model of Communication (SIM)



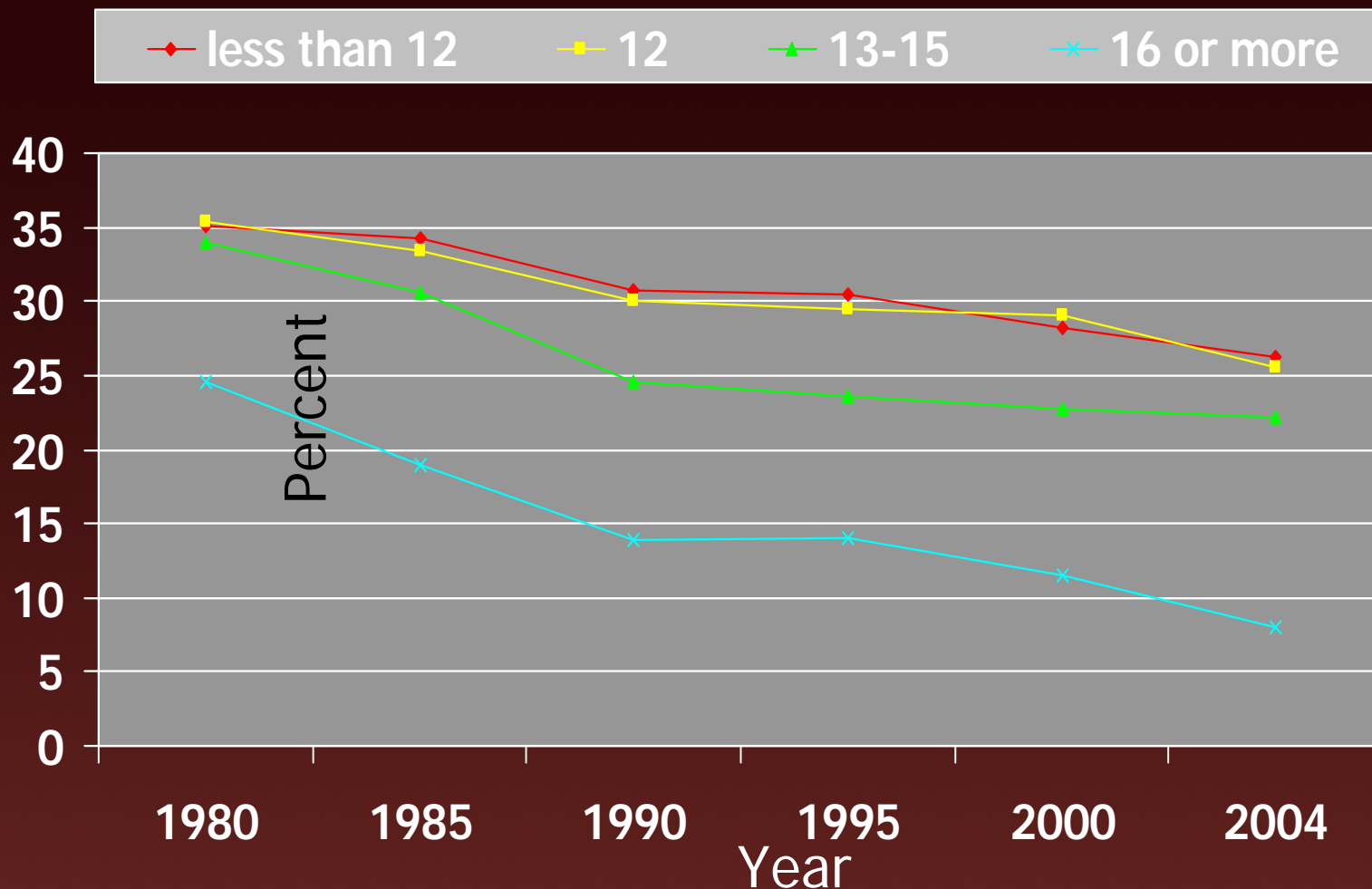
Communication may play a role in linking SES,

resources and health outcomes.

Health Literacy in the Context of HIT: *some challenges for science*

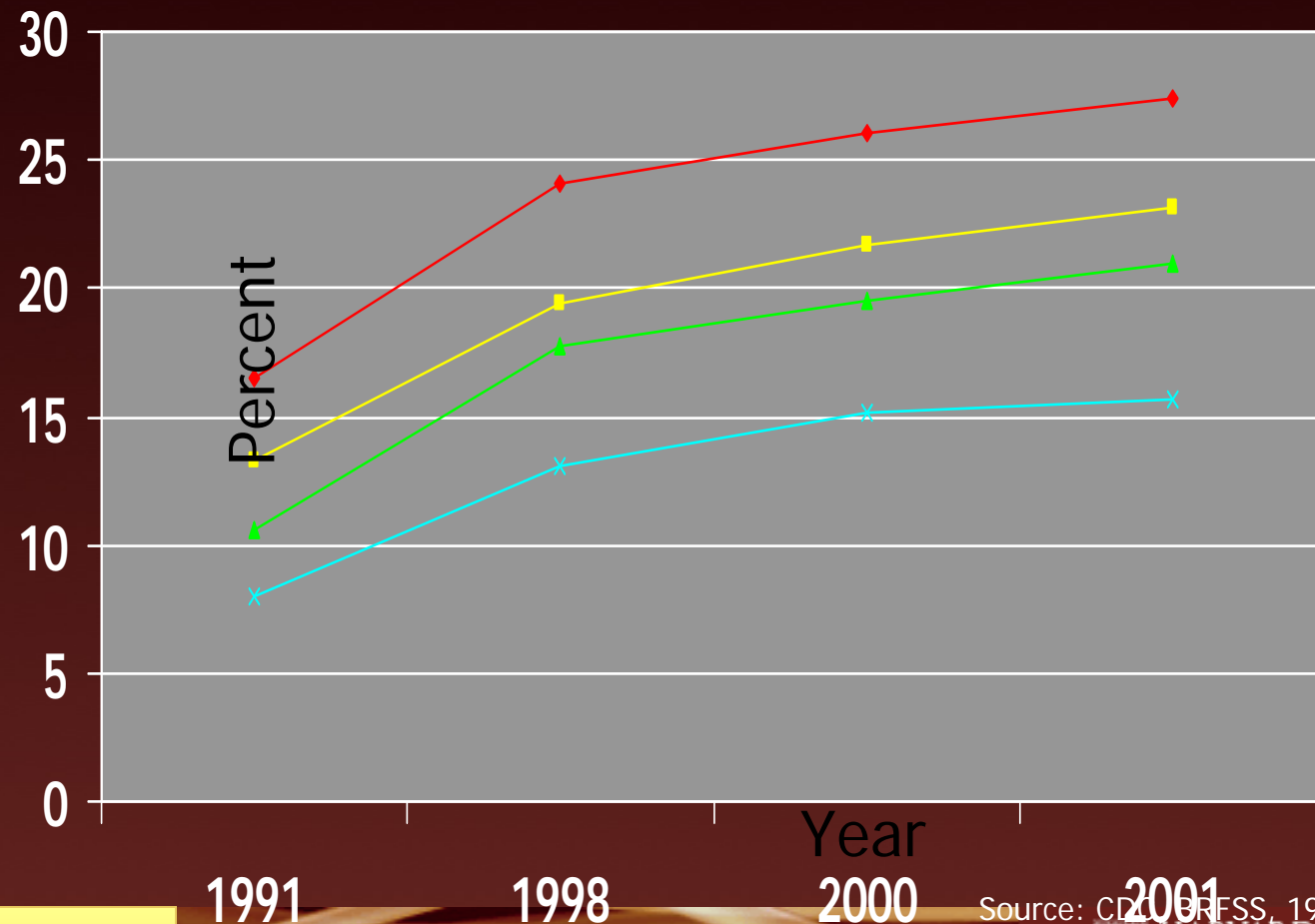
- Ensure equity by ensuring access to ALL
 - Who will be left behind?

Cigarette Smoking Among Adults by Education 1980-2004

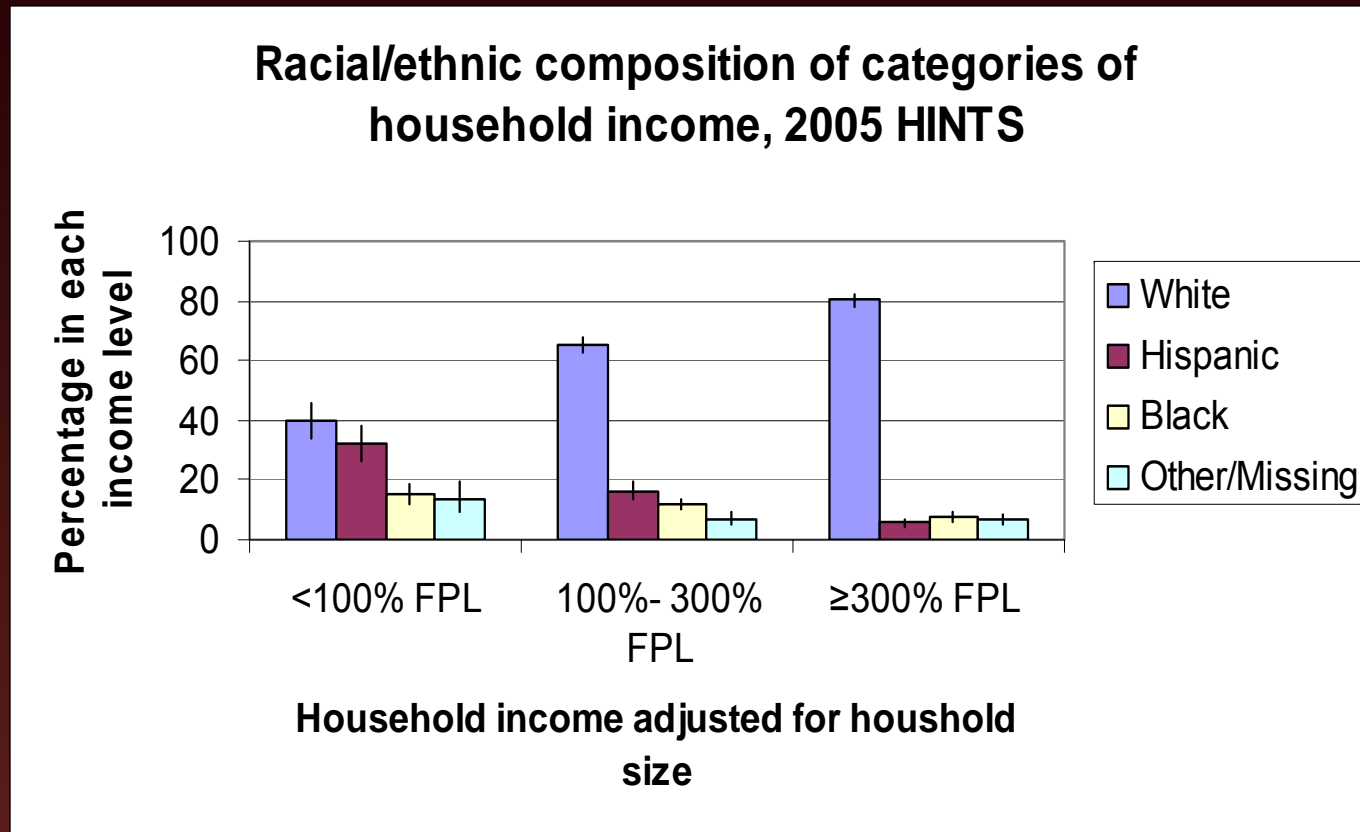


Obesity Prevalence by Education Level 1991-2001

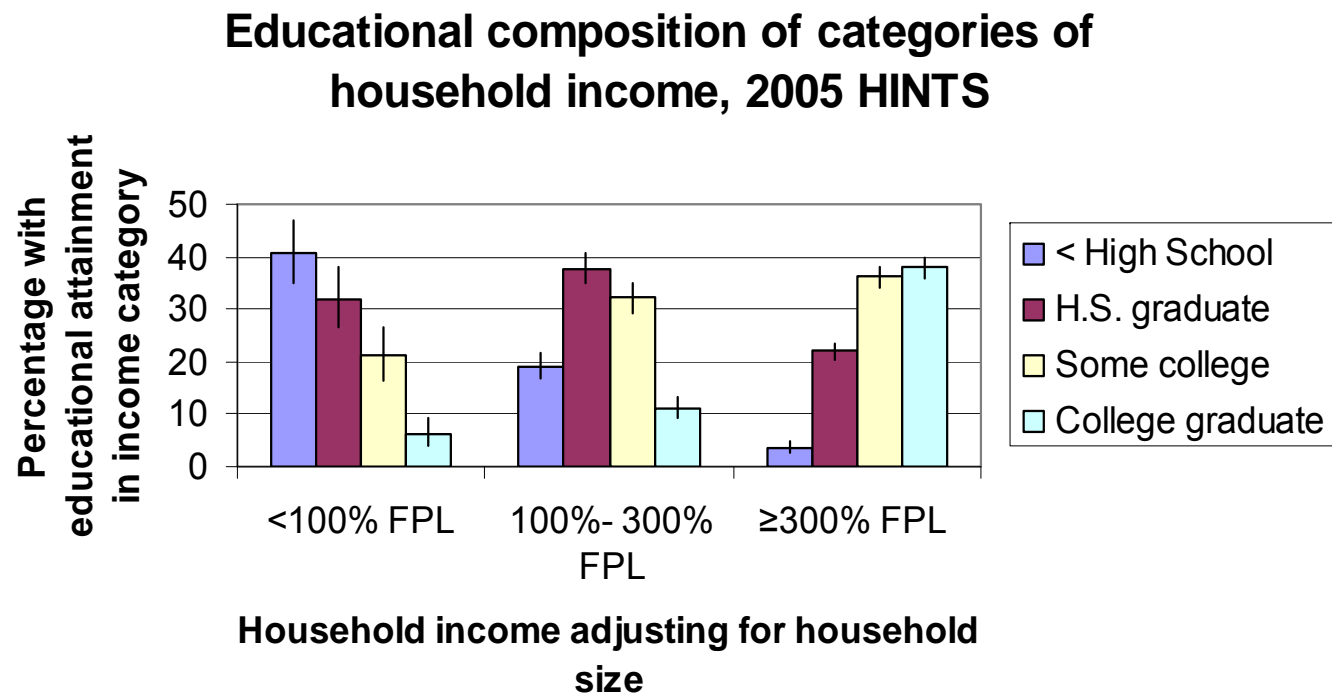
◆ Less than HS ■ HS ▲ Some College × College



Who are the poor?



Who are the poor?



Demographics of Internet Users

Use the internet

Total Adults	74%
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Race/ethnicity

White, Non-Hispanic	77%
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Black, Non-Hispanic	64
---------------------	----

Hispanic**	58
------------	----

Household income

Less than \$30,000/yr	57%
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\$30,000-\$49,999	77
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\$50,000-\$74,999	90
-------------------	----

\$75,000 +	94
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Educational attainment

Less than High School	35%
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High School	67
-------------	----

Some College	85
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College +	95
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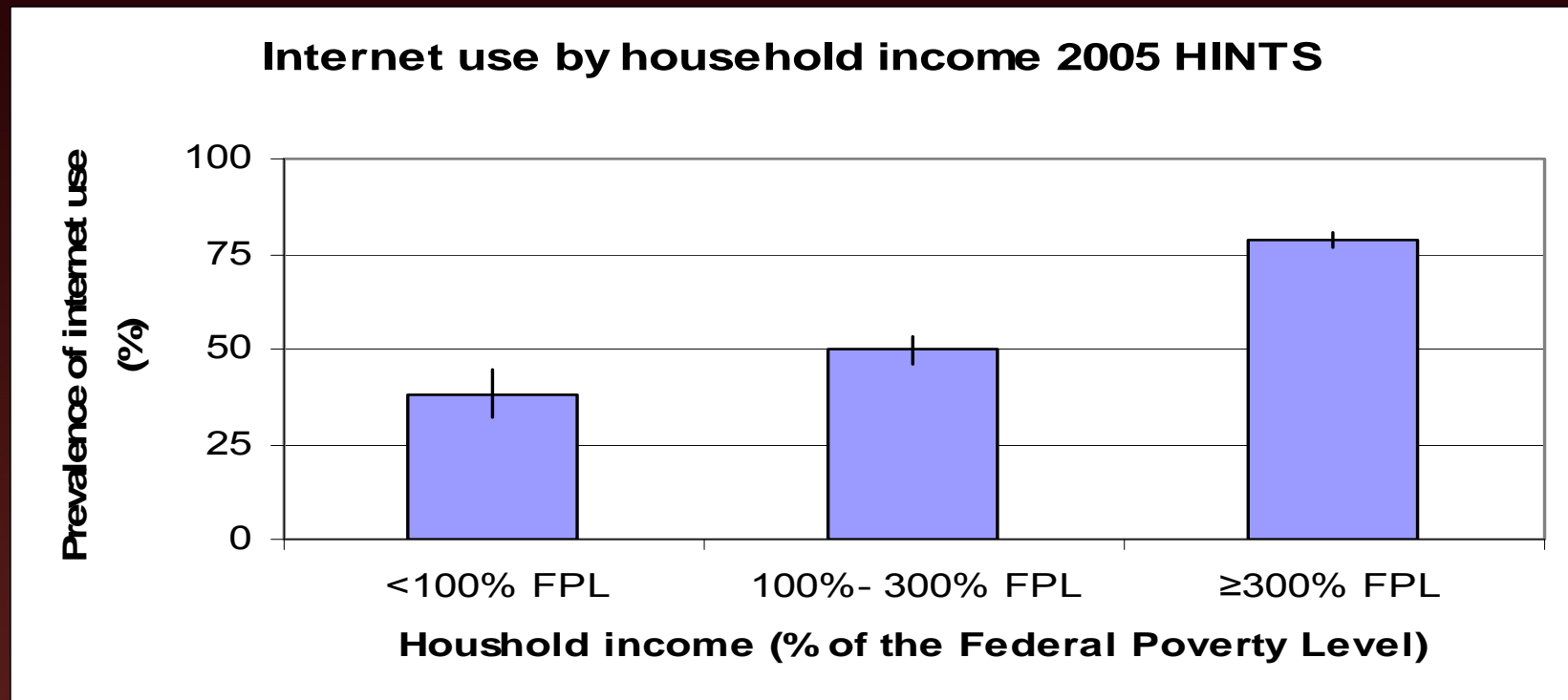
Broadband Disparities

- 25% of low-income Americans, those whose household incomes are \$20,000 annually or less, report having broadband at home in 2008
 - **down** from the 28% in 2007
- 43% of African Americans reported home broadband compared with 57% and 56% of Whites and English-speaking Hispanics

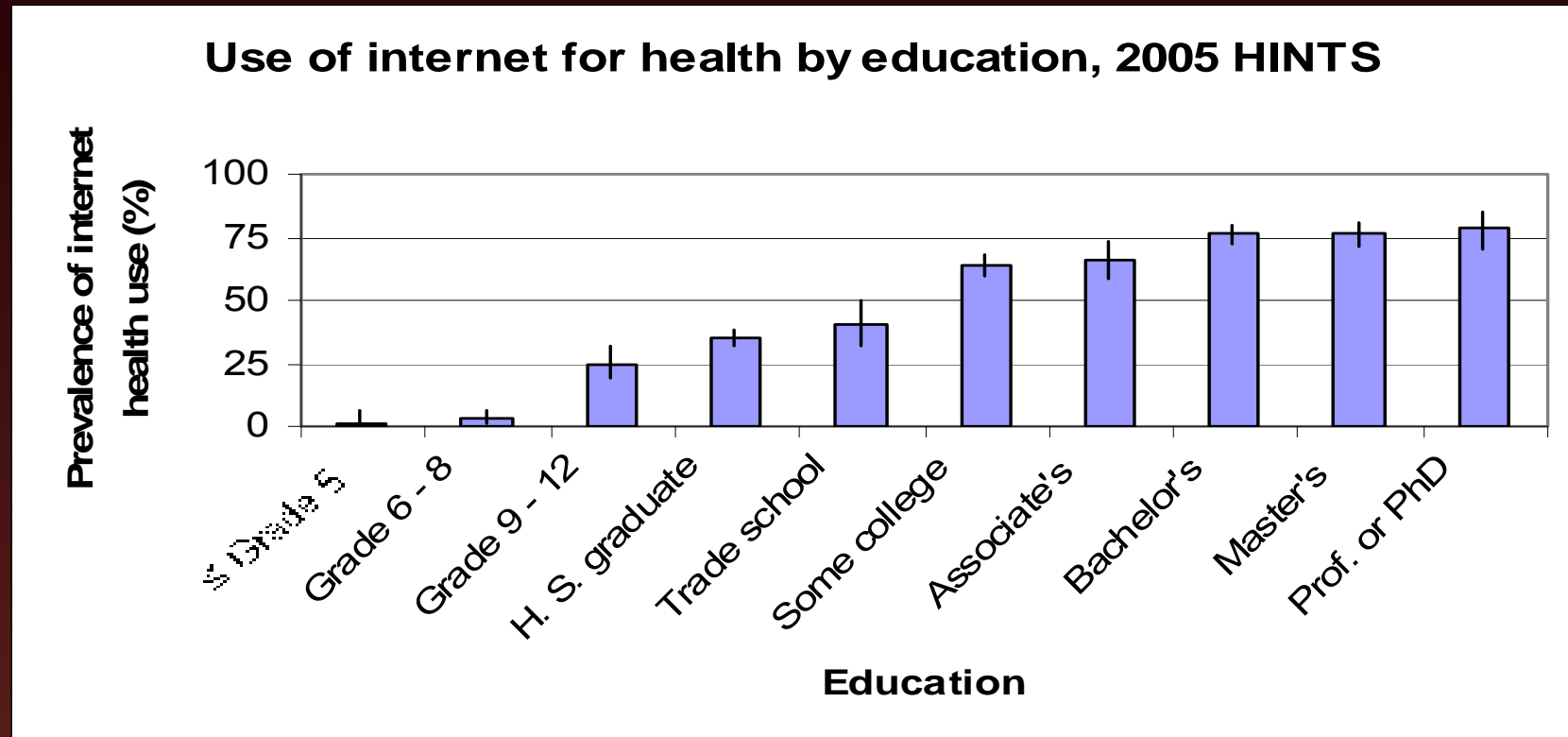
SOURCE: Pew Internet & American Life Project. Horrigan 2008. Home Broadband 2008: Adoption Stalls for low-income Americans even as many broadband users opt for premium services that give them more speed.

http://www.pewinternet.org/pdfs/PIP_Broadband_2008.pdf

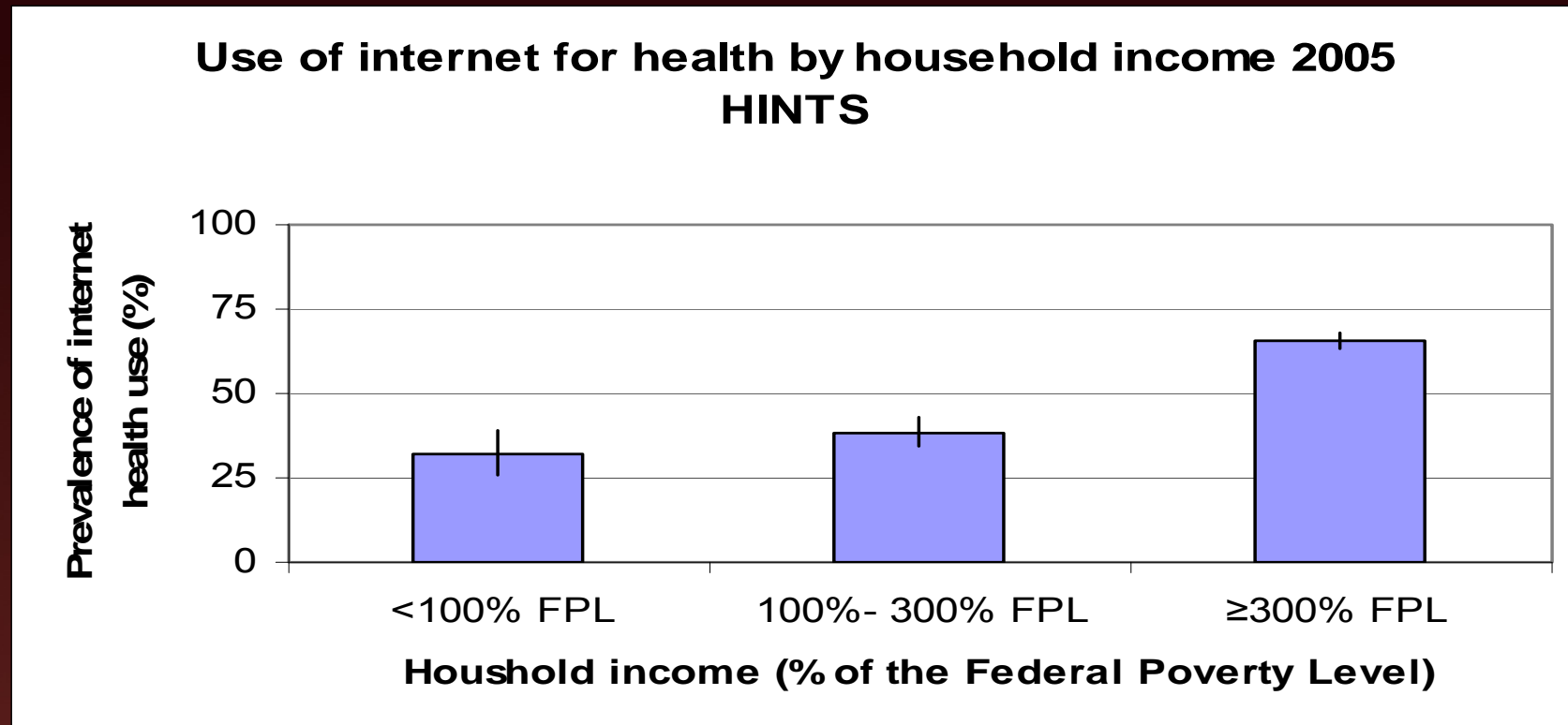
Household Income and Internet Use



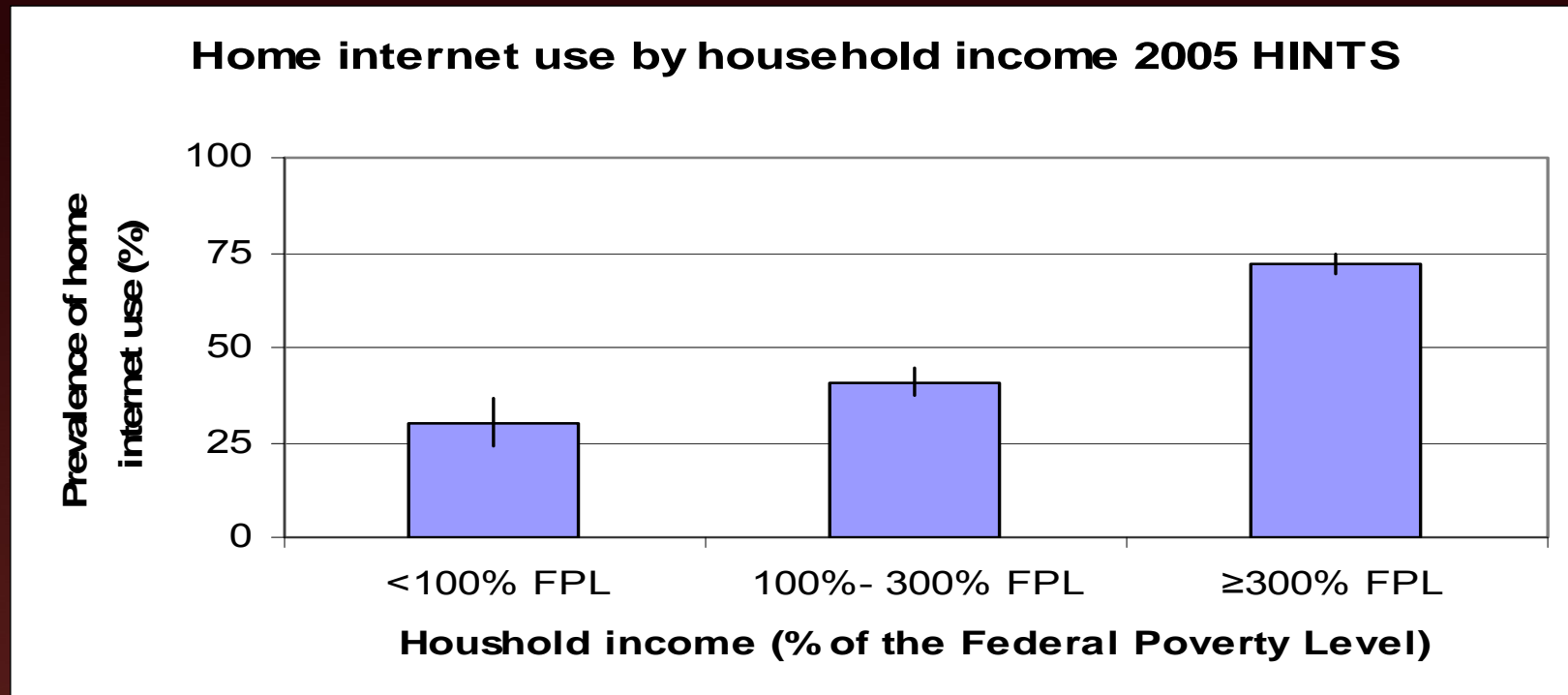
Education and Using the Internet for Health Purposes



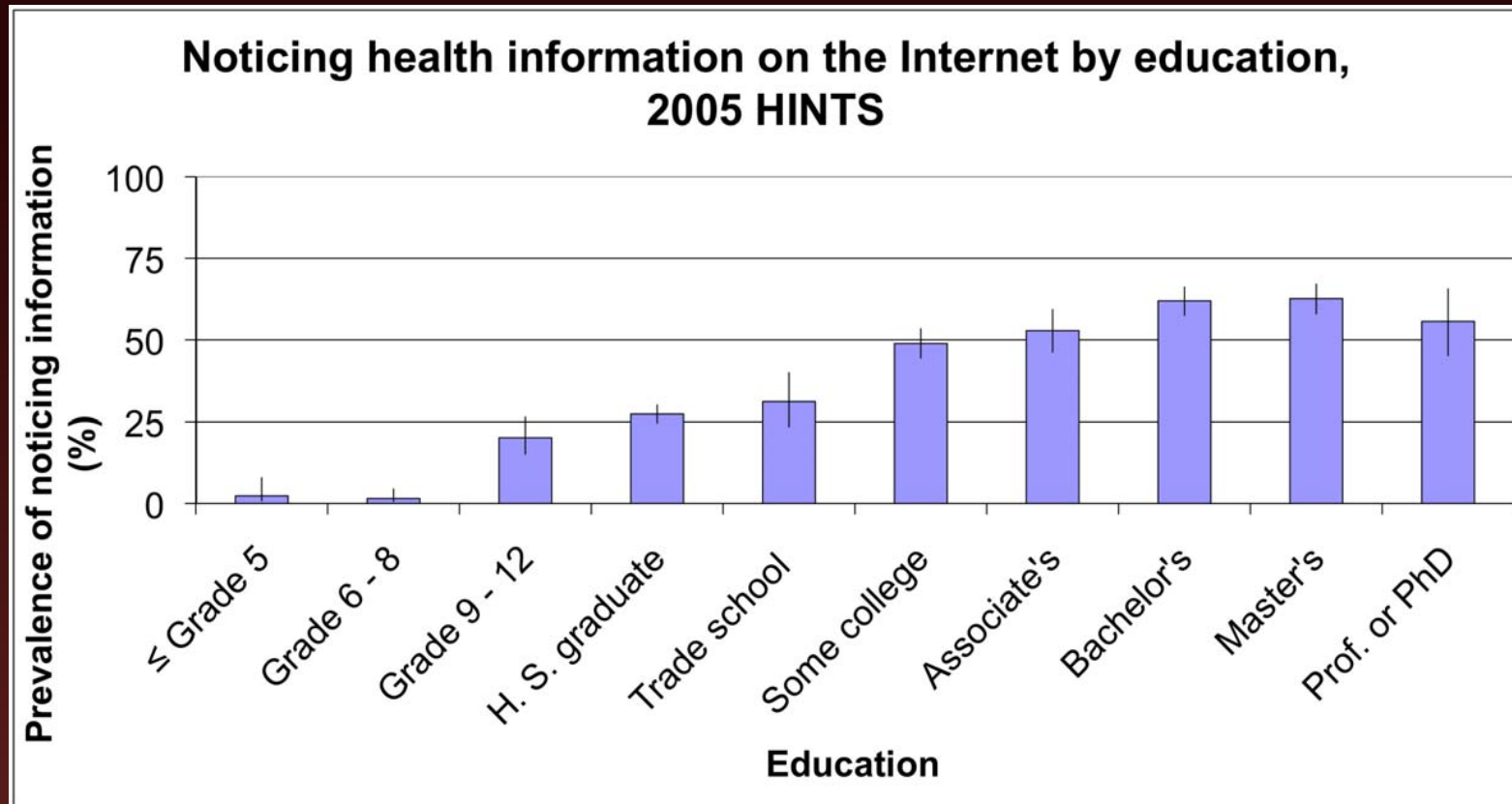
Household Income and Using the Internet for Health Purposes



Household Income and Home Internet Use



Noticing Health Information on the Internet



*Beyond Access:
Organization of
Information*



"My desire to be well-informed is currently at odds with my desire to remain sane."

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Address <http://www.google.com/search?hl=en&q=breast+cancer&btnG=Search>

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breast cancer

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www.AROMASIN.com Find resources, information, and therapy options for **breast cancer**.**Cancer Care**www.BrighamAndWomens.org Compassionate, expert **cancer** care; Learn about your treatment options.**Breast Cancer Information**www.BeWell.com/BreastCancer Join The **Breast Cancer** Community Lead By Dr. Susan Love At BeWell.

Sponsored Links

MBC TreatmentFind resources on preparing for and choosing **cancer** treatment.
www.Gemzar.com**Breast Cancer**Chat w/**cancer** experts about therapy options at our Treatment Centers.
CancerCenter.com
Massachusetts**Early Breast Cancer Sign**Exceptional **breast cancer** treatment after early **breast cancer** detection
www.MammoSite.com**What is Breast Cancer?**How does it happen? What are the stages? What are some common myths?
www.breastcancer.org**Pink Ribbon Store**Shop to save lives! Every order funds mammograms for women in need.
www.TheBreastCancerSite.com**Avon Breast Cancer Walk**Refine results for **breast cancer**:[Treatment](#) [Tests/diagnosis](#) [For patients](#) [From medical authorities](#)
[Symptoms](#) [Causes/risk factors](#) [For health professionals](#) [Alternative medicine](#)**BreastCancer.org - Breast Cancer Treatment Information and Pictures****Breast Cancer** Information from a Nonprofit Organization.www.breastcancer.org/ - 16k - [Cached](#) - [Similar pages](#)**Susan G. Komen for the Cure**Gabrielle Union Helps Fight **Breast Cancer** In Ghana - 12/16/2008; Advocates Put Triple Negative **Breast Cancer** to the Test - 12/12/2008; Susan G. Komen for ...www.komen.org/ - 23k - [Cached](#) - [Similar pages](#)**Breast Cancer Home Page - National Cancer Institute**Information about **breast cancer** treatment, prevention, genetics, causes, screening, clinical trials, research and statistics from the National Cancer ...www.cancer.gov/cancertopics/types/breast - 41k - [Cached](#) - [Similar pages](#)**News results for breast cancer**

Local intranet

BreastCancer.org - Breast Cancer Treatment Information and Pictures - Windows Internet Explorer

[http://www.breastcancer.org/](#)
breast cancer .org

breast cancer
BreastCancer.org - Breast Cancer Treatment Informa...

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Symptoms & Diagnosis	Treatment & Side Effects	Day-to-Day Matters	Lower Your Risk	Community Knowledge
Understanding Breast Cancer Screening and Testing Types of Breast Cancer Your Pathology Report More Topics »	Surgery Radiation Therapy Chemotherapy Complementary Medicine More Topics »	Nutrition Arm Lymphedema Sex and Intimacy Breast Cancer & Your Job More Topics »	Understanding Risk Genetics & Breast Cancer Risk Lowering Risk for Everyone More Topics »	Discussion Boards Chat Rooms Ask-the-Expert Online Conferences

Even a Few Drinks a Day Increases Cancer Risk

A new study shows an association between moderate alcohol consumption and an increased risk of breast cancer in women. [Read more »](#)

Breast Cancer Treatment and the Economy

Groundbreaking Initiative for Young Girls

Even a Few Drinks a Day Increases Cancer Risk

In these tough economic times... every little bit helps.

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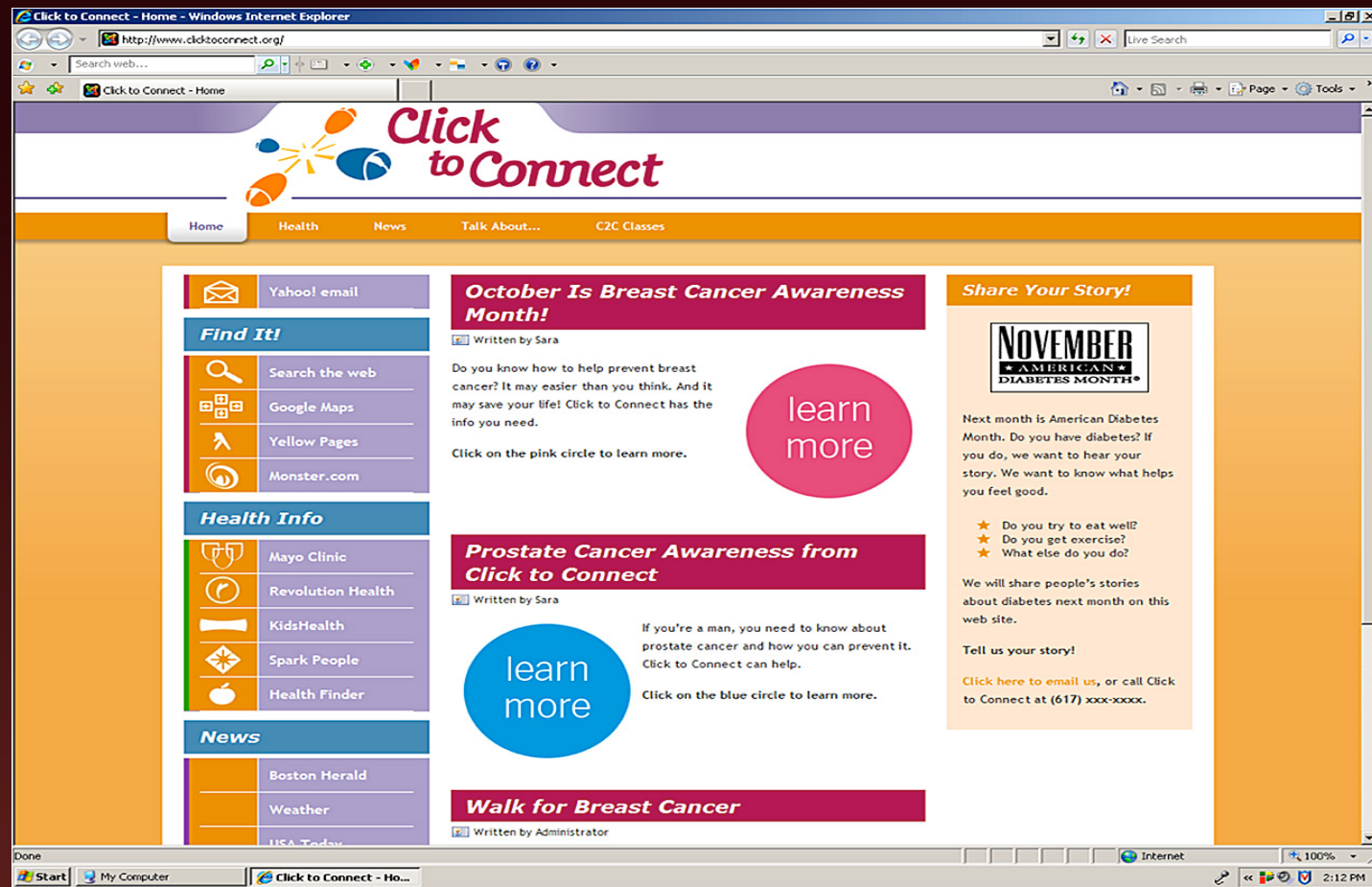
Have your voice heard:

Done
Internet
100%

start
Internet Explorer
Presentations
Final CCBP Presentat...
C2C Slides discovery
Microsoft Office Outl...
98%
8:29 PM

Adoptive designs and maintenance Sustainability

Web Portal: First Iteration



Web Portal Post Usability Testing



Research Questions

- Ask what do we mean by “access”
 - Static versus dynamic measures
 - Location of access and use of the Internet
 - How are these related to proximal and distant determinants of health?
- Social determinants and patient-provider communication
 - E.g.: end-of-life directives and follow-up between Blacks and Whites

Research Questions

- How do we organize information for consumption?
 - What are the patterns of usage of the different groups, especially the underserved?
- Cultural norms and practices and use of technology for health
 - Privacy
 - family context
- Extent to which this influences use of HIT

Members of the Lab

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