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Conference Abstract

Health care social networking: the TEAMhealth case.

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Abstract

Social networking via the Web has had profound impacts on the way modern consumers are interacting. Facebook for example has surpassed the 1.23 billion active user mark with platforms like Twitter, Linked-in and Youtube revolutionising the social media landscape. Approximately 100 hours of video footage is uploaded onto youtube every 60 seconds, and a large percentage of this activity is simply for entertainment or socialising. Such change has been dramatic and few have tackled the implications for services like health care. Notably, what are the implications of social media and this level of human-computer-interface (HCI) for health domains and more importantly integrated health care systems?

ICT is fast becoming a focus area for the management of integrated care systems with providers seeking innovative ways to seamlessly share client information, and manage client care across disciplines. This paper reflects on a design driven innovation (DDI) in mental health that focused on what the innovation literature is calling the job-to-be-done (JTBD). TEAMhealth is the largest provider of mental health services in the Northern Territory. The design team used social media to help construct a modern HCI for mental health stakeholders. A DDI approach meant building a user interface with each client and case worker having a profile page. Staff and clients opt-in as members of relevant "groups". Depending on user permissions, a client's health information is shared privately between multiple departments so that all involved are part of an integrated care network. Client treatment and critical incidents are loaded into a common newsfeed for relevant key workers. Key workers have access to dashboards that provide visual representations of the recovery journey.

The aim of TOMS (Total Organisation Management Systems) for TEAMHealth is essentially to develop an all-in-one system that will enable the various tasks, processes and documents to be synthesised and incorporated into a more efficient and effective digital database. Such an application is ideal for data input, handling, storage and output as well as report generation and dissemination. This is one generation in what will be a constant process of improving the modern HCI. Lessons from such applications are crucial as health endeavours to pursue more integrated whole-of-life health care.

Keywords

integrated care; human-computer interface; design driven innovation; mental health; social media

References

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