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LANCS-D4.4-RN-Policy-01

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<b>Title</b>	Research Note (RN) for D4.4
<b>Subtitle</b>	Policy view

PROBLEM	<input type="checkbox"/>	SOLUTION	<input type="checkbox"/>	Research Note	<input checked="" type="checkbox"/>	Selected Annotation	<input type="checkbox"/>
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Summary: Policy view on personalised eHealth technologies

## CONTEXT

The European eHealth Action Plan was put into effect in 2004 with the aim to encourage EU-wide development and deployment of electronic health records and information networks, telemedicine, personal wearable and portable sensory/communication systems, and eHealth service portals. The incentives are an ageing population and perceptions of improved healthcare, better prevention and cost savings.

## FACTS

Visions of personalization in healthcare are deeply political and intimately tied in with recent historical shifts in the moral responsibilities of citizens. Such visions stress the value of educated and empowered individuals who can make informed decisions. For example, one of the perceived benefits of eHealth is the projected shift from reactive to preventative care, a personalized citizen-centred approach to service design. There is a surge in both public and private online-based practices (services and self-help) for a vast range of common conditions, injuries and more, and DIY market models of electronically mediated health assessments and consultation. There is also rapid growth in the sales of test-kits, self-monitoring devices, and other (both lawful and unlawful) products. Little is known about who the customers are, what their intentions are and experiences, and what healthcare they actually receive.

## PROBLEM

Sociotechnical, political and moral imaginations of personalized and responsabilized healthcare, may fail to take into account how new visions of personhood, new tools and technologies are 'domesticated' in unstructured setting, and in ways which are difficult to predict, control or subject to accountability.

## SOLUTION

Policies on healthcare reforms and the development of personalized health systems ought to be informed by much better understanding of:

- which innovations break into markets and which do not (and why).
- the extent to which DIY market models represent a democratization of medical knowledge.
- how and to what extent DIY test-kits and monitoring devices contribute to an individual's overall healthcare.

- the unintended consequences, where individuals actively seek to manage their own health and well-being.
- how responsibilities are managed between individuals, public/private providers and regulatory agencies.
- how and to what extent the latest developments fulfil the aims of the responsabilization agenda of the current political and economic climate.

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Consortium Partner 

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