

Information about medicines for patients in Europe:

To impede or to empower?

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HCI 2014: Design, User experience and Usability (DUXU)

Four conclusions:

- 1. Patients and medicines differ**
2. Patients need information
3. Developing information is very problematic
4. We must enable people to act appropriately.

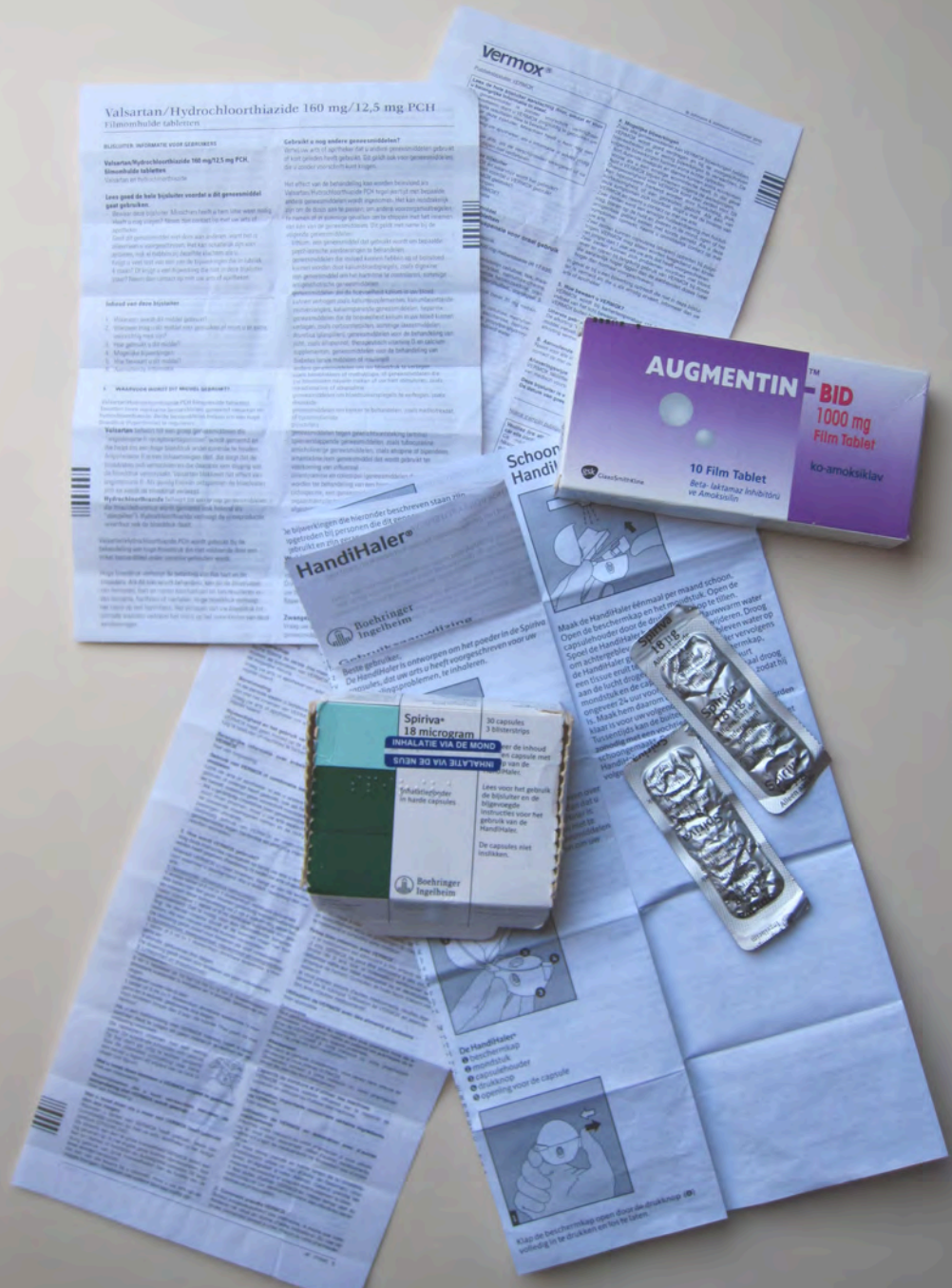
Example: Different medicines



Four conclusions:

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Information for patients



Is this a problem?

Compliance: 50% or less?

Errors: 1 casualty per million per day

Costs: + 7% per year

Increased use: more elderly & elder elderly

+ increased anxiety, confidence reduction

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Developing information

Process: no integral approach, all single products

Criteria: legal, financial, health

Results: no performance required

Guidelines: not helpful, conflicting

Four conclusions:

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3. Developing information is very problematic
- 4. We must enable people to act appropriately.**

Very little information about medicines is available in a digital format?



Conclusions: How to go forward ...

1. Strengthen our arguments
2. Develop prototypes and experiments
3. Collaboration and teamwork
4. Education

Thank you

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