



Health Communication & Informatics in Healthy People 2020

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Health Communication & Informatics (HC&I) are Keys to Health Promotion



*Yet, HC&I Processes are
Complex & Challenging!*



HC&I is Central to Delivering Quality Care and Promoting Public Health

- ◆ Seeking health care
- ◆ Delivering health care
- ◆ Identifying health needs
- ◆ Providing health education
- ◆ Influencing health behaviors
- ◆ Managing the health care system
- ◆ Establishing health policies/practices



HC&I Cuts Across Every Step of the Continuum of Care

Prevention/Detection/Diagnosis/Treatment/Survivorship/End-of-life



HC&I can Help Reduce Health Disparities & Improve Outcomes by:

- ◆ **Promoting personalized care (focus on individual behavior)**
- ◆ **Reaching/influencing at-risk groups (focus on social environment)**
- ◆ **Encouraging consultation/collaboration (social environment)**
- ◆ **Monitoring/sharing health data (focus on physical environment)**
- ◆ **Tracking bio-markers to guide care (focus on biology/genetics)**
- ◆ **Reducing medical errors (focus on health services)**
- ◆ **Increasing access to information (focus on social inequities)**
- ◆ **Providing support when/where needed (social inequities)**
- ◆ **Empowering consumer participation (social inequities)**



Highlighting HC&I Guidelines in HP2020 can Help:

- ◆ Show how relevant health information can help health care providers & consumers
- ◆ Demonstrate how relevant health information can promote full participation in health care and health promotion
- ◆ Promote quality of care and improve health outcomes



HP2020 Can Illustrate the:

- ◆ Power of distributed networks for gathering, sharing, merging, mining and reporting health data
- ◆ Explosion in consumer-centric health communication strategies such as social marketing and advances in social media
- ◆ Rise and popularity of digital communities based on shared interests (social network sites)
- ◆ Advances in evidence-based health communication, marketing, and health literacy practices
- ◆ Advances in culturally-sensitive health communication
- ◆ Expansion of entertainment education
- ◆ Lessons learned from responding to crises



HP2020 Can Help Integrate HC&I Into Curricula Concerning:

- ◆ Training for health care providers & consumers
- ◆ Adopting new health info technologies
- ◆ Promoting prevention & detection behaviors
- ◆ Increasing patient involvement in care
- ◆ Promoting disease prevention/control
- ◆ Delivering culturally-sensitive care
- ◆ Improving emotional/functional adjustment
- ◆ Enhancing adherence to therapy
- ◆ Supporting informed decision-making
- ◆ Coordinating care & sharing information



HP2020 can Promote Use of HC&I¹ Interventions that are:

- ◆ Evidence-based
- ◆ Collaborative
- ◆ Strategically designed
- ◆ Appropriate for intended audiences
- ◆ Adaptive to changing situations
- ◆ Consistent & reinforcing across multiple messages and channels



HP2020 Can Promote HC&I Research Concerning:

- ◆ Collaboration in health care/promotion
- ◆ Informed and cooperative decision-making
- ◆ Understanding/responding to health risks
- ◆ Comforting communication/social support
- ◆ Media influences on lifestyles & norms
- ◆ Influences of technologies on health behavior
- ◆ Customized media/messages & behavior



HP2020 Can Encourage the Use of:

- ◆ EHRs that collect, store, & manage information
- ◆ Interoperable health information technologies
- ◆ Electronic patient management tools
- ◆ Population health technologies/interventions
- ◆ Tools to exchange data & support community care
- ◆ Disease surveillance technologies
- ◆ Telehealth systems to monitor/deliver remote care
- ◆ Patient/provider decision support tools
- ◆ Health administration support tools



HP202 can Promote HC&I Research

That will:

- ◆ Develop advances in HC&I knowledge
- ◆ Test new HC&I strategies, models, & tools
- ◆ Disseminate relevant health information to at-risk audiences
- ◆ Implement the best HC&I practices
- ◆ (Discovery, Development, Delivery)

These words promise great advances...