Citizen Survey Results

UNICOM WP8 Task 8.3c
‘Define Patient Use Cases in Cross Border Settings’

Survey conducted by Datawizard from Feb 1 - March 25, 2021

UNICOM is a European project seeking to improve patient safety and support better healthcare.

This is a summary of results from a survey of public opinion performed on what is important regarding patient care and empowerment when travelling outside one’s home country, specifically related to medicine.

The survey and associated materials were developed in the context of WP8, Task 8.3 ‘Define Patient Use Cases in Cross Border Settings’
The survey was open online for a total of 2 months (February–March 2021) and participants were invited via email, social media and public announcements on partner websites and newsletters.

- Top 5 countries are:
  - Italy
  - Germany
  - Spain
  - Greece
  - Belgium

- AGE
  - 18-39: 43% of participants
  - 40-64: 46% of participants
  - 65+: 8% of participants

- GENDER
  - Female: 43.53%
  - Male: 50%
  - Other/Prefer not to say: 6.47%
Most Valued Feature #1: An App that checks for dangerous interactions with your medications and your allergies

Respondents rated importance of this App from 1 (lowest) to 7 (highest)

78% of respondents ranked this feature as of highest importance
**Most Valued Feature #1:** Willingness to pay for it...

‘An App that checks for dangerous interactions with your medications and your allergies’

My national health system should make this APP available

- **Yes:** 82.47%
- **No:** 17.53%

If not provided by my national health system, I would be willing to pay for this App.

- **No:** 55.19%
- **Yes:** 44.81%

45% was the highest willingness to pay compared to other App features in the survey.
#2: An App that shows your medicines and why you take them, in different languages

#3: An App that shows you the name of equivalent (or similar) medicines to your own, when you are in a foreign country

#4: An App that allows you to scan the barcode on a package and automatically identify any type of medicine, regardless of country or language

#5: An App that scans the barcode of any medicine and returns key information in your preferred language, at home or abroad
Other App Features: Willingness to pay

My national health system should make this APP available

- Yes: 78.6%
- No: 21.4%

If not provided by my national health system, I would be willing to pay for this App.

- Yes: 41.1%
- No: 58.9%
Key conclusions

Patient safety when taking medicines in a cross-border setting is a very relevant topic for the participants. We conclude that:

- Europeans are very keen to have tools to quickly, easily and safely check for drug-drug interactions and drug-allergy interactions in a cross border setting.

- Europeans agree that patient empowerment Apps related to medicine information, such as those described in this survey are important, could improve safety and reduce risk in decision making when abroad.

- Europeans have a high expectation that public health systems are investing in providing these tools, or should be.

- In the absence of health systems providing these tools, a little less than half are willing to pay for them, granted that they are trustworthy, effective, safe, secure and GDPR compliant.
Some interesting comments on App Features

“The most interesting element for me would be something that allowed me to easily share medications prescribed abroad with my local doctors back home.”

“In the Province of Trento we already have a PHR system with an APP including information about the medicine a patient take and the health issues patients are facing. It could be good to have a related APP with translations in other languages to use it in other countries indeed.”

“It would be useful to have an App as part of the national health system through which you can access medical prescriptions and that the same prescriptions are visible in the pharmacy, upon presentation of the health card.” (Italy)

“The GS1 Digital Link standard can help make this a reality - https://www.gs1.org/standards/gs1-digital-link”
Some interesting comments on Willingness-To-Pay

“We are already students, paying a lot for health insurance which rarely comes to use, and the app should be incorporated within the health insurance system so that we do not have to pay extra for it.”

“I don’t think it should be covered by the health service... but I think it should have a relatively low cost!”

“About the willingness to pay for those service, a lot depends by the pricing: the price itself and the model of payment (one shot, subscription).”
Citizen Survey Materials
**Target**: The survey was open to anyone over the age of 18 with a specific target of participants who:

- travel to another country frequently (or who did before Covid restrictions);
- live near a border region with another country;
- take prescription medicine regularly or care for someone who does; and/or
- have a strong interest in the future of digital health innovation.

**Objective**: The main objective of this survey was to demonstrate and assess the impact that IDMP implementation may have on citizens, patients and healthcare providers in Europe. To do this, we first explored how IDMP might create new opportunities for patient empowerment, such as novel digital health services and/or mobile health apps, and then to assess their perceived value, measuring both trust in such a service, willingness to pay for it and expectation about what public health systems should cover.

Participants were invited to participate in this brief 15-minute survey which began with 2 animated videos of fictitious citizen/patient PERSONAS and their stories in a hypothetical future having health incidents whilst abroad that required them to receive medicine, combined with the use of a hypothetical digital App called “UNICOM App” which draws on IDMP implementation to help reduce medicine error risk and improve patient care abroad. The survey and materials were provided in English, Italian and Greek.
Piero is Italian, 64 years old and works in a dry-cleaning shop. He has a wife and 2 children and is passionate about cycling. In evenings he occasionally works night shifts as a driver at Uber Eat to better support his family.

**Language:**
Italian, very limited English

**Home:**
Milan, Italy

**Goals:**
Provide for his family.

**Health:**
Piero has diabetes and needs to take medicine against his high blood pressure.

**Frustration / Fears:**
Piero fears that his health condition may one day interfere with his ability to work and provide for his family.

**Technology:**
Piero knows how to navigate the internet just enough to watch the news and Youtube videos. He has a smartphone to communicate with his family.
Cycling Holiday in Croatia
Piero falls & breaks his leg
On the way to the hospital...
Medical emergency avoided!

- Supporting drug safety cross-border
- Communicating health record to foreign doctor
- Piero’s Health Record is updated from abroad
- Safe foreign drug dispensation
- Empowerment upon return to home country

Meet Piero
Animated Short Video of Patient Journey
ENGLISH
Piero: https://youtu.be/-Zozle3akQc

ITALIAN
Piero: https://youtu.be/oVK0-8vbMPA

GREEK
Piero: https://youtu.be/AzVfHf5C3gc
Elena

38 years old and is an international business lawyer. She is married with no children. She consults on EU projects and often travels to Brussels, Belgium. Her career is quite demanding and she works under stress.

**Language:** Greek and English, but not French.

**Home:** Athens, Greece

**Goals:** Manager her health so that her career performance is not compromised.

**Health:**

Elena was diagnosed recently with **hyperthyroidism** and takes daily medication to manage the disease. She is also **lactose intolerant** and **allergic to gluten**. She takes a number of vitamins and other herbal supplements prescribed by her Greek doctor.

**Frustration / Fears:**

Because of her food sensitivities, travelling is difficult because sometimes she is exposed to allergens and she has acute problems such as headaches and intestinal pain.

**Technology:**

Elena is quite tech savvy and has high digital literacy, however she is very concerned about data privacy.
Meet Elena

From Athens to Brussels

Business lunch

Intestinal pain

Trip to the nearest supermarket

Identify foreign medicines

Connect with Patient Summary

Overcome language barrier

OTC medicine options in Belgium

Decision support

Citizen Empowerment

Update Health Record

Back to business :)

Elena’s Journey
Animated Short Video of Patient Journey

ENGLISH
Elena: https://youtu.be/irbiGvDvrh8

ITALIAN
Elena: https://youtu.be/HkDA_1LayDo

GREEK
Elena: https://youtu.be/yB-zbB77Y8o
**Piero’s Journey**

**STEP 4**

Piero’s Health Record in Italy is updated with the Croatian medicine

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**Elena’s Journey**

**STEP 7**

Elena has integrated her Greek Patient Summary with the UNICOM App

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**Elena’s Journey**

**STEP 8**

Elena is able to identify and compare Belgium medicines in the UNICOM App

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**Elena’s Journey**

**STEP 9**

She can eliminate Belgium products that pose risk to her unique health profile

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**Elena’s Journey**

**STEP 11**

The OTC product she selects is added to her health record in Greece
The UNICOM project is helping to ensure that any medicine and what it contains can be accurately identified anywhere in the world. We are working to improve patient safety and enable better healthcare for all.

https://unicom-project.eu

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