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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

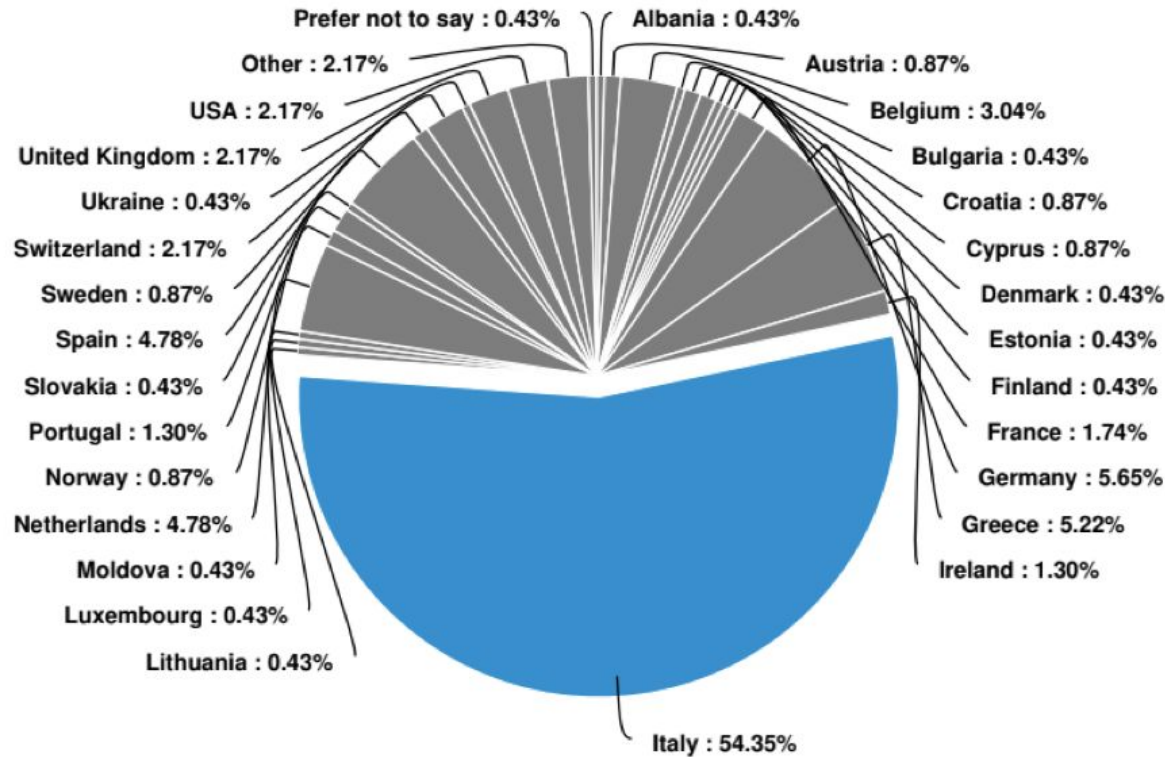
UNICOM is a European project seeking to improve patient safety and support better healthcare.

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'

282 total participants, 161 completed surveys, 27 countries

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• 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%

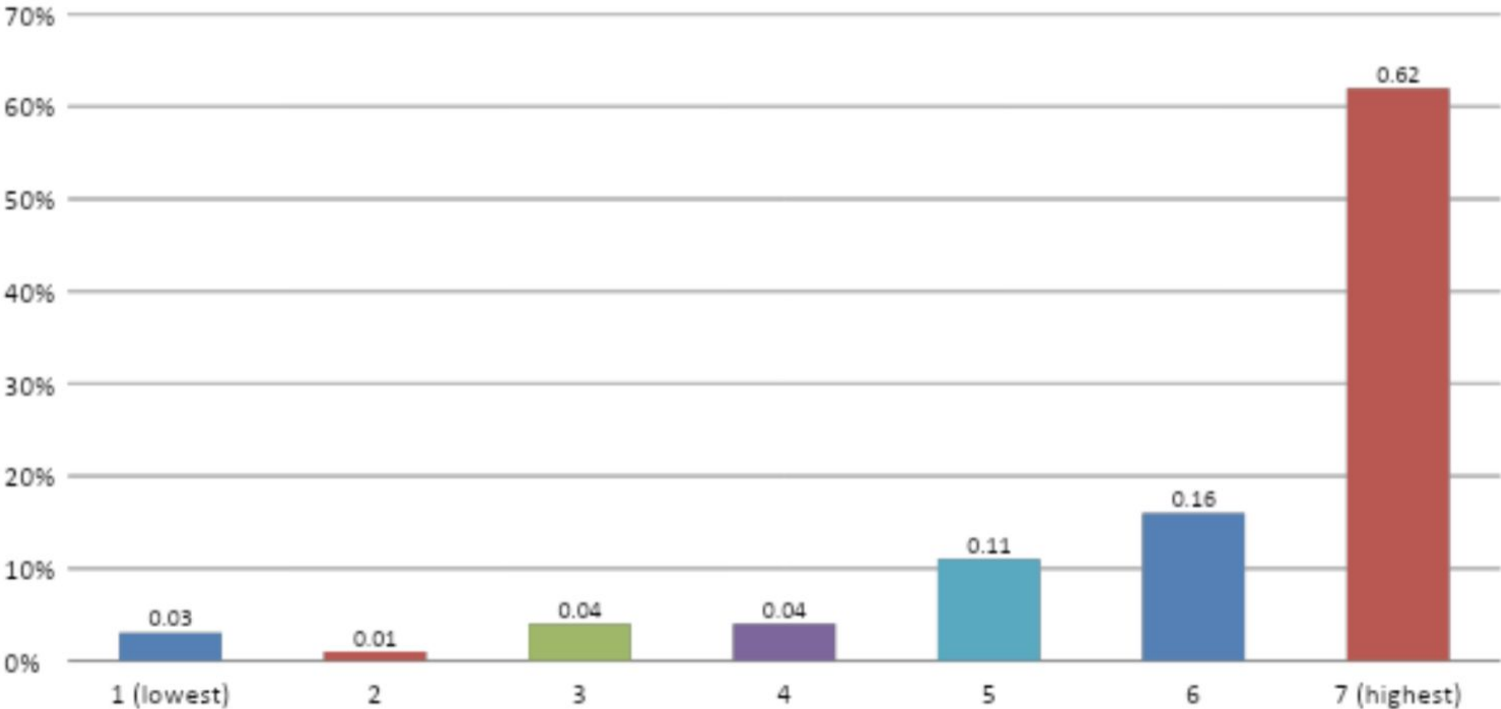
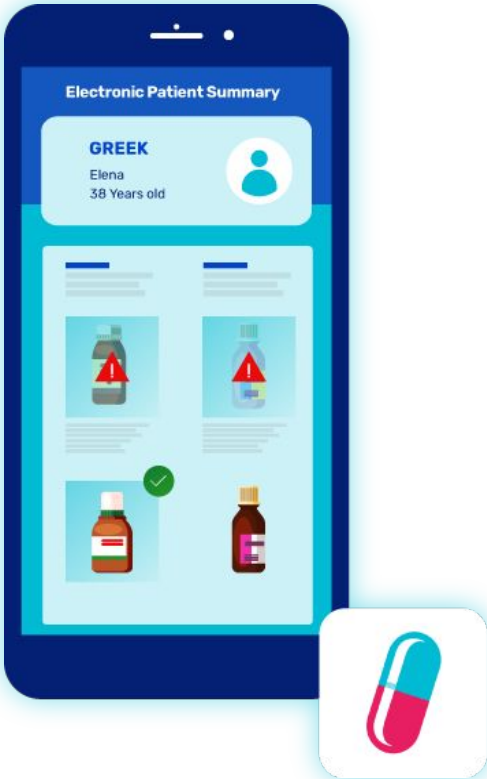
The survey was open online for a total of 2 months (February-March 2021) and participants were invited via email, social media and public announcements on partner websites and newsletters.

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)

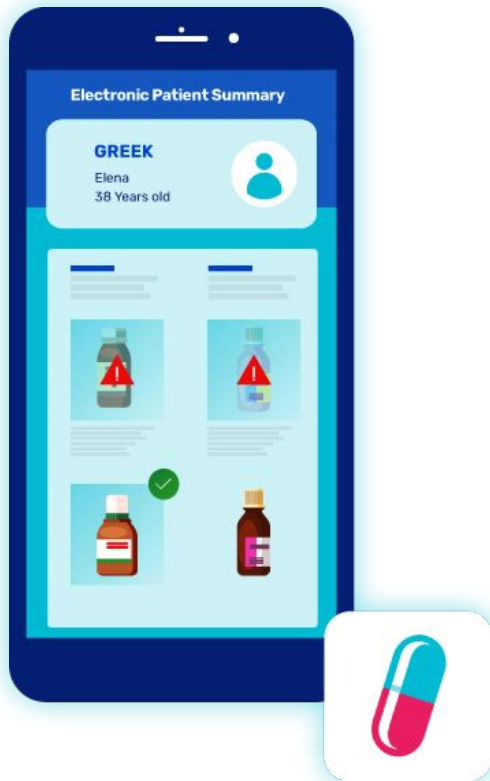
78% of respondents ranked this feature as of highest importance



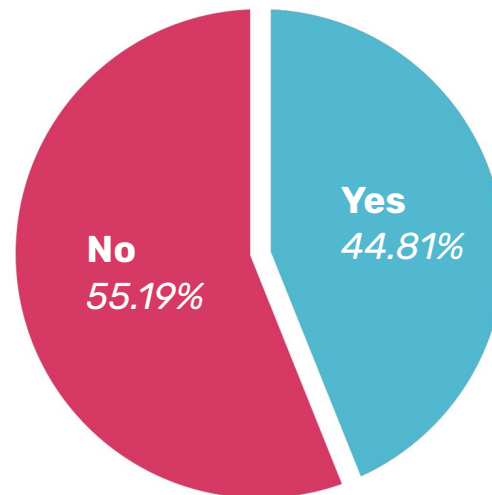
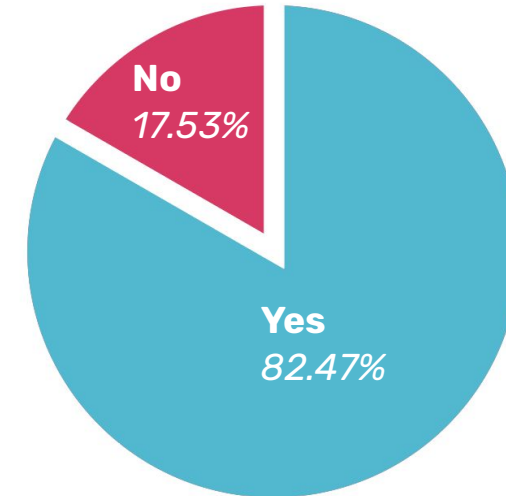
Most Valued Feature #1: Willingness to pay for it...

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

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My national health system should make this APP available →

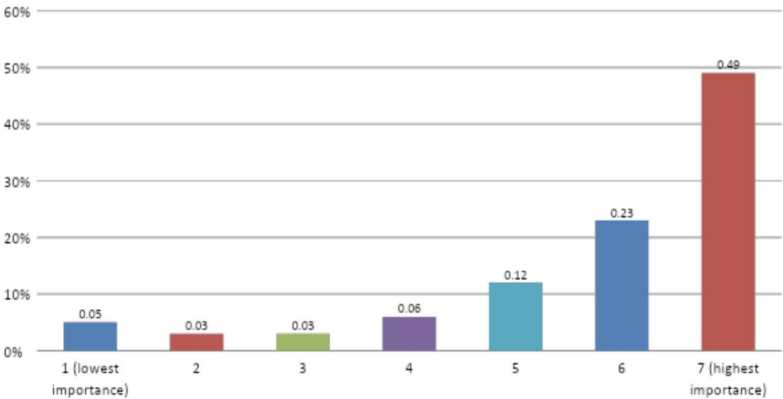


← If not provided by my national health system, I would be willing to pay for this App.

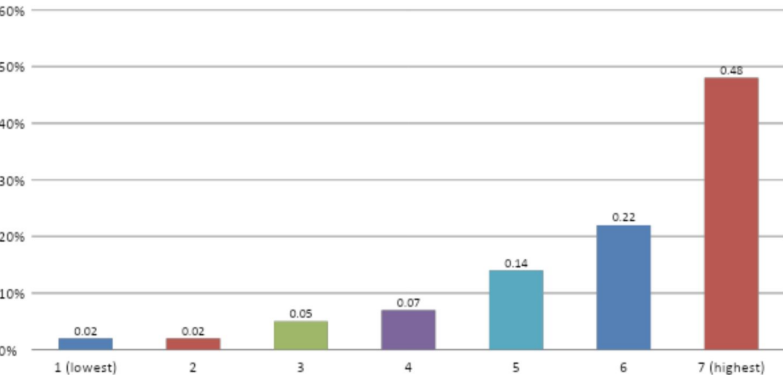
45% was the highest willingness to pay compared to other App features in the survey

How other App features were ranked

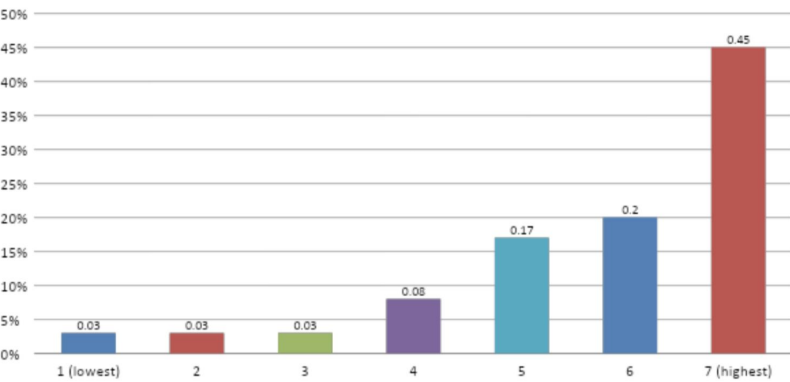
#2: An App that shows your medicines and why you take them, in different languages



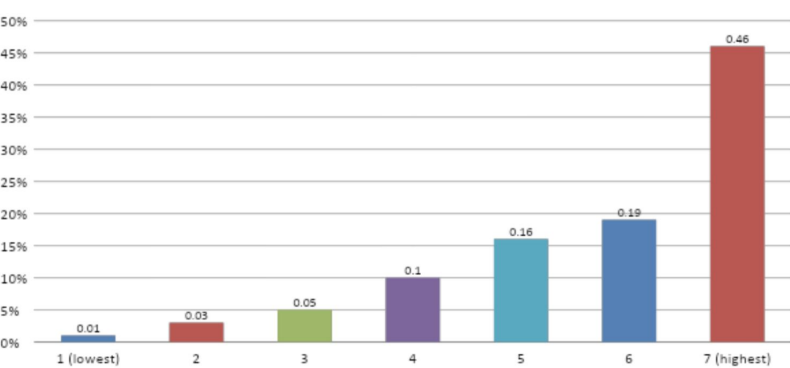
#3: An App that shows you the name of equivalent (or similar) medicines to your own, when you are in a foreign country



#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



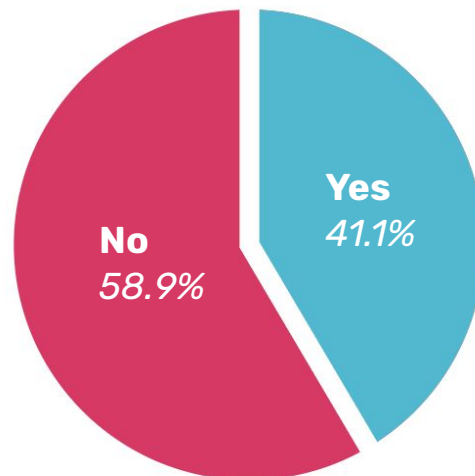
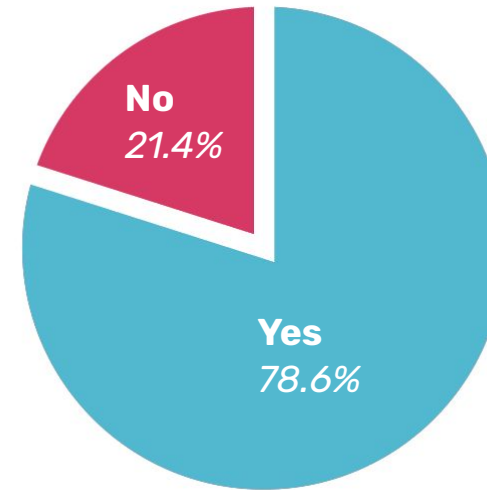
#5: An App that scans the barcode of any medicine and returns key information in your preferred language, at home or abroad



Other App Features: Willingness to pay

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My national health system should make this APP available



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

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

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



"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)



"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."



*"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

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"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."



"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)."



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

Citizen Survey Materials

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.

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.

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.

Piero's Journey



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 a 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.

Elena's Journey





Animated Short Video of Patient Journey

ENGLISH

Elena: <https://youtu.be/irbiGvDvrh8>

ITALIAN

Elena: https://youtu.be/HkDA_1LayDo

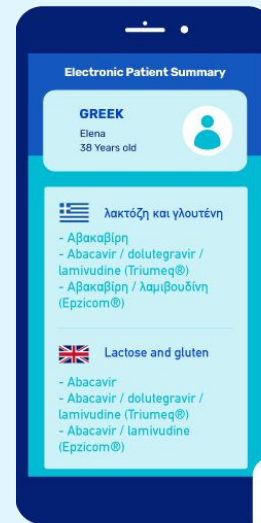
GREEK

Elena: <https://youtu.be/yB-zbB77Y8o>



Piero's Journey STEP 4

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



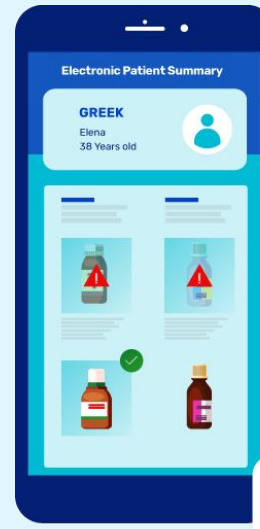
Elena's Journey STEP 7

Elena has integrated her Greek Patient Summary with the UNICOM App



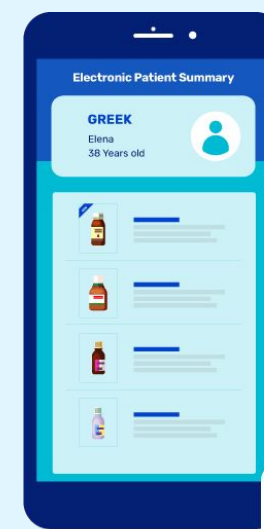
Elena's Journey STEP 8

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



Elena's Journey STEP 9

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



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>



The UNICOM Innovation Action has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875299.