PriPHECi working group
Introduction of the PIE–App

SHARE YOUR PIE
Now sharing “Problems, Ideas & Experiences” is easy as PIE...
EFPC presents...
Programme of this workshop

- Introduction to PriPHECi
- Introduction to the App
- What do we want from YOU
- Active work with the App (11.00–11.45)
- Gathering results and discussion (12.00 – 12.30)
Why PriPHECi?

- Primary Care and Population Health Care in European Cities
- Ghent declaration, 5\textsuperscript{th} and 6\textsuperscript{th} of May 2014
- Cities:
  - Almere
  - Ankara
  - Castelldefels
  - Celje
  - Empoli
  - Fulda
  - Ghent
Why PriPHECi?

- **The overall purpose:**
  - Exchange experiences & good practices in the field of primary care and population health, by policy makers, practitioners & researchers in primary care and in municipal health bodies.

- **Benefits:**
  - Support to development of policy and practice by learning from others who work in a different context but with similar responsibilities & challenges.

- **Participants:**
  - 1 staff member of the municipal health & social service department per each participating city
  - 1 EFPC member
Why mobile device?

- The mHealth market is sustained by over 6 billion wireless subscriptions worldwide.
- Current deployment breakdown in Europe:
  - 70% target consumers & fitness
  - 30% target health professionals
- Forecast: estimated global market value in 2017: 17.6 billion EUR divided as follows:
  - 28%
  - 30%
  - 30%
  - 7%
- By 2017, 3.4 billion people worldwide will own a smartphone; 1/2 will use health apps.

What is the EU doing about this? Targeting potential issues & barriers, such as:
- Lack of knowledge among mHealth manufacturers about the legal framework
- Data protection & trust
- Lack of interoperability between healthcare systems in the EU
- Safety of mHealth apps

Learn more & participate in the European Commission’s public consultation bit.ly/EComHealth

Have your say!
Why an App?

Aims:
- Opportunities for good practice sharing
- Assessments for the quality of evidence regarding health promotion interventions in communities
- Identification of special-need population groups at higher level
- Identification of new research areas and prioritize them
- Creation of innovative and practical local activities
- Advices for quick dissemination and implementation of new solutions and improvements across the world
Why an App?

Questions to be answered:

- How to get communities and teams adjusted and adapted to each other: what is the role of communication?
- How to tackle Problems and sharing Ideas and Experiences in creating community teams
- What do we know about different professions working in community level, do the terminology differ, how are words used?
Why a PIE?

Creating community based teams with PIE APP

**Ingredients:**
- Effective channeling using >100 members’ knowledge, ideas and potential to create innovative tools and solve the community health problems,
- Breaking through organizational walls and facilitating communication & collaboration,
- Collecting ideas which respond to the current challenges of community health,
- Quick dissemination and implementation of new solutions & improvements,
- Discovering hidden talents and creating a community of innovators motivated to work creatively.

**Directions:**
- Collect & arrange Problems
- Boiling down new Ideas
- Bake good practices (Experiences)

**Personal touch:**
- Combine discussion & collaboration
- Mixing with out of the box thinking
- Art shake
Aims of this workshop

- To collect the input of YOU for themes and topics used in the App
- Receive comments on the design and feasibility of using it
- Is the App the right answer on the questions on sheet 8?
Pre-survey for users

Please fill in here [https://docs.google.com/forms/d/1A2b2VhqTCuCAxzz-kbMqRl9sQdTjRxF-frx4QIXvVyU/viewform](https://docs.google.com/forms/d/1A2b2VhqTCuCAxzz-kbMqRl9sQdTjRxF-frx4QIXvVyU/viewform)

**PIE APP pre-assessment for users**

This is a pre-assessment designed to assist in the draft phase of the design process.

Like baking a PIE we hope that by collecting and arranging the problems and boiling down ideas and experiences as ingredients there will be a continuous process of baking good practices. Combined discussions and collaborations will mix with out-of-the-box thinking with designing modern methods and solutions for the benefit of the inhabitants of the European cities.

Do you like our idea? If so, please give us some feedback about this new APP, so we can optimise our idea to your expectations!

The results will be handled anonymously only among the working group.

*Required

**Which organization do you represent?**

- [ ] University
- [ ] Health institution for primary care
- [ ] Health institution for population health care
- [ ] NGO
How to get a PIE:

You can get access to the PIE now on:  
http://pietoshare.com
Home page

No more PIES to show for now.

CONTACT
Email: info@pietoshare.com
Home page content: sharing

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# Topics page

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# Themes page

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And now:

- We divide the workshop in 3 groups
  1. Going to a PHC and ask professionals what they think about the App
  2. Going on the street and ask passers-by what they think about the App
  3. Going around the conference and ask participants what they think about the App
- After 45 minutes we come back here and share our findings.
Themes for questions:

- Convenience of using mobile app between different stakeholders?
- (Experience) Main community health problems?
- (Problem) Issues and/or problems important to share in a discussion with different stakeholders and/or partners to solve community health problems?
- (Innovation) Suitability of app for idea sharing regarding community health problems?
Good luck!
Elements of Mobile User Experience

- Marketing
- Social
- Help
- Feedback
- Usability
- Functionality
- Information Architecture
- Content
- Design
- User Input
- Mobile Context
- Trustworthiness