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# Enhanced Patient Care – Exploiting the Social Web Environments

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# Enhanced Patient Care – why is it desirable or even inevitable?



- Technological advances/quantum leaps occur more frequently and need to be applied within the shortest possible time
- Emancipation of patients
- Importance of patient satisfaction (High Tech & High Touch)
- An ageing population
- Economical constraints



# Web 2.0 Social Web:

## How mass collaboration changes everything



**WIKIPEDIA**  
*The Free Encyclopedia*

### The technical basis

- Individual tools: Weblog (“personal publishing”), new generation web conference rooms, skype
- Platforms:
  - to upload content: videos (YouTube), presentations (Slideshare), photos (Flickr)
  - to network: social networks (Facebook, mySpace), business networks (LinkedIn, XING)
  - for knowledge-sharing (Wikipedia, forums)
  - for role-play (Internet gaming)

### The socio-psychological basis

- *People like to cooperate, empathy drives them to establish “succeeding relationships”* (Joachim Bauer) → global neighbourhood support
- Self-presentation is the basis for learning from the example of others
- Acknowledgement / Recognition → Participation



# Communication in Social Web Environments in various structures

facebook®

twitter

myspace™

LinkedIn®

nasza-klasa.pl  
PORTAL DLA LUDZI Z KLASĄ

You Tube

- Inter-disciplinary: professionals in various disciplines sharing core competence to conclude on the most promising treatment for a patient
- Intra-disciplinary: professionals in the same discipline joining forces; parents seeking treatment for their deaf children empower each other by sharing knowledge and experience leading to “Participatory Medicine”
- Supra- or meta-disciplinary: people accessing information available in the Internet, e.g. Wikipedia.



# Social Web “en route” from Neonatal Hearing Screening to Early Intervention and Long-Term Care

Access Internet  
search for information  
contact experts, clinics, CI centers, manufacturers  
of HAs and CIs

Confronted with an overwhelming amount of  
information

Access Web 2.0 Social Media; Contact parents,  
exchange knowledge, Cooperate

Return to experts – shared decision-making  
'participative medicine'

Talk to parents of babies/children with CI; Contact  
surgeons, audiologists, therapists on a GLOBAL  
BASIS;

NHS  
pass or fail

parents' suspicion  
confirmation



shock, denial, confusion, anger, sadness,  
desperation



action (search for information - limited results)



present child for in-depth diagnosis  
hearing problem/deafness confirmed



action (search for information - limited results)  
small 'objective' basis to make a decision



decision which therapy is the most suitable for the  
child and the family



1<sup>st</sup> phase of (re)habilitation  
provision of HA  
decision for or against CI (based on limited and  
'local' knowledge)



# Social Web “en route” from Neonatal Hearing Screening to Early Intervention and Long-Term Care

Talk to the surgeon also in his ‘consulting hours’

YouTube “Cochlear Implant Activation” 524 results;  
Keep contact with professionals AND parents (weblogs, SKYPE, chat-rooms, conference rooms)

remote fitting and counseling;

remote support

CI recipients contact each other – Network – regardless of age

CI surgery (surgeon has limited time for consultation)



First fitting (unsure what to expect)



repeated fitting sessions and (re)habilitation, counseling of parents (limited by ease of access, time constraints)



Annual medical check-up at the implant clinic; occasional fitting and counseling;



The teenager CI recipient may need support to successfully attend mainstream schools and institutions for higher education (maybe not easily available, expensive)



Inclusion





# Illustration of using the Social Web Environment for a family whose child has been diagnosed as deaf





cochlear implant activation

Kategorien

# Suchergebnisse für **cochlear implant activation**

Ungefähr **527** Ergebnisse

**Suchoptionen**

Ergebnisse in meine Sprache **übersetzen**

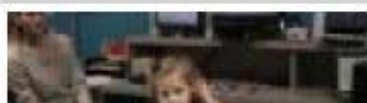


## Drew Hears His First Sounds After **Cochlear Implant Activation!**

Drew hears his first sounds after his right **cochlear implant activation** (it was switched the first time). Visit Drew's blog at [www ...](#)

by [TurnOnMyEars](#) | **228.881 Aufrufe**

Vorgestellt



[Übersetzen](#) **Allie's cochlear implant activation** 1/13/2010

This is Allie's initial **activation** of her bilateral **cochlear implants**. She passed her ne





# Examples of already existing communities focusing on Cochlear Implants



Lehnhardt  
Akademie

A business unit  
of Monsana AG

- [www.cochlearimplantonline.com](http://www.cochlearimplantonline.com)
- [www.cochlearimplant.ru/forum](http://www.cochlearimplant.ru/forum)
- [www.cochlear.am](http://www.cochlear.am)
- [www.lehnhardt-akademie.net/weblog](http://www.lehnhardt-akademie.net/weblog)
- [www.lehnhardt-akademie.net/poraseminar09](http://www.lehnhardt-akademie.net/poraseminar09)



# Call for Action



[www.monika-lehnhardt.net/weblog](http://www.monika-lehnhardt.net/weblog)

