

Case Summary

The survey is the second wave of a barometer aiming to measure the evolutions of the use of ICT in the health sector in France. This survey has been conducted among two target groups: the General Public and Physicians, with the objective to better understand the perceptions and attitudes of those two key actor groups in the health systems. The target population has been interviewed by telephone.

Background and Objectives

Objectives

The objective of the study was to draw a comprehensive picture of the perceptions and the use of ICT in the health domain by both health professionals and citizens.

Background information

The Benchmarking activity is not linked to any overarching research program and does not address any target groups other than physicians and the general public.

Budget

Approximately € 50,000.

Type of activity

- [x] Measuring eHealth / ICT availability and use
- [x] Measuring attitudes towards eHealth and eHealth use
- [x] Data gathering with the aim of eHealth market sizing
- [] Evaluation of an eHealth application / Service

Main Actors

IPSOS France

Private Company

Ipsos France is part of the Ipsos Group. With 580 employees and a turnover of 102,1 M€ in 2006 Ipsos France is one of the most important market research companies in France.

For the current survey, Ipsos was in charge of the questionnaire, fieldwork, and data analyses.

Contact information: Joachim Soetard

Orange Health Care

Private Company

Orange Healthcare is a division of France Telecom, dedicated exclusively to health services.

In this survey, Orange was involved in questionnaire development and was in charge of the publication of the results.

Contact information: Sylvie Delassus

Perception et usages des NTIC dans la santé, en France et en Europe

Executing agency



IPSOS / Orange

Year of publication 2007, 2008

Year(s) of available data 2007, 2008

Geographic coverage Spain, France, Poland, Sweden, United Kingdom

Further information <http://www.ipsos.fr/Canallpsos/articles/2336.asp>

Implementation

Data gathering approach

The data has been collected by surveys using a questionnaire.

Sampling and fieldwork

The data has been gathered using a quota method for the sampling, in order to obtain a sample that is representative of the French population according to gender, age, profession of the head of household, region and size of agglomeration.

For physicians, a sample of 300 physicians has been drawn and interviewed (150 general practitioners and 150 specialists).

The data has been collected by telephone interviews (CATI).

Timing

The fieldwork has been executed from July 23rd to September 4th 2008, for the citizens and from August 1st until September 4th 2008 for the health professionals.

The publication of the results is planned for the first quarter of 2009.

Analysis and Reporting

The data has been analysed by comparing evolutions between 2007 and 2008 and differences between both target groups.

A report has been produced and is made available on request.

Evaluation of implementation aspects

Quality Criteria	Score	Explanation
1. Relevance and transferability		
"The indicators clearly refer to eHealth."	●●●●	
"The indicators cover the respective issues/topics in sufficient depth."	○●●●	
"The indicators allow regular measurement in the same context in the future".	●●●●	The 2008 survey has been adapted from the 2007 version with this exact goal
"The indicators can be applied to a different national context."	●●●●	The 2007 survey was conducted in 5 countries
2. Accessibility of information		
"The publication of the study presents enough methodological information to enable the reader to judge its validity. (i.e. information on sample size, weighting etc.)"	●●●●	
"The research results have been published in English"	○○○●	Scheduled for first quarter 2009
3. Validity of measurement		
"The concept of eHealth used by the study is clearly expressed and therefore understandable for a variety of survey respondents."	●●●●	The questions were precise. They asked for actual and factual behaviour rather than for the abstract concept of eHealth.
"The operationalisation of the indicators has been validated before use."	●●●●	
"The likelihood of social desirability bias/context bias is avoided as much as possible"	○●●●	
"In the case of a multinational study: appropriate translation procedures of survey instruments are used."	○○○●	
"The instrument follows the general rules for questionnaire design:" Question wording: simple, unambiguous, defining unclear terms Question wording: single stimuli Question wording: factual, not hypothetic Question wording: clear time and actor reference Question wording: neutral, not suggestive Question content: respondent has necessary knowledge and information in order to answer the questions	●●●●	Sufficient time has been spent on the preparation and development of the questionnaire in order to avoid any bias due to misunderstanding of the questions.

Population validity

Sampling frame quality: The sample is representative on a national scale, both for the French population and for the group of French physicians.

Data collection quality: The data has been collected via CATI methodology. Data quality is considered high as deviations due to high non-response rates could be avoided.

Documentation of non response rate: Non-response rates were very low for most of the questions and were therefore not taken especially into account during the data analysis.

Respondent load

The burden for the respondents is rather low, as the interviews lasted only 10 minutes on average.

Conclusions and learning points

From the point of view of the ordering customer / funding organisation

Strengths

The main strength of the activity is its operational characteristic. All questions have been thought to be useful for Orange in terms of strategy.

Weaknesses

The main weakness of the activity is that it may miss some elements for Orange. Due to the target (physicians), we can't have a length of questionnaire too long, so we had to make choice, and we could not investigate all dimensions we wanted at the beginning.

Facilitators

It has proven very useful to ask precise and detailed questions. The respondents seemed to be more interested in these precise questions. Therefore, the answers given to these ques-

tions turned out to be generally more useful than the responses to the more general questions.

Barriers

The fact that France is undergoing important changes in its healthcare system might have had a negative impact on the survey result as the respondents probably tailored their answers to this changing and unstable situation.

From the point of view of the implementing organisation

Strengths

The physicians particularly use the Internet to retrieve health-related information and to communicate with other doctors. The French population uses the Internet mainly to locate their health professional. The future potential of Internet usage is quite important.

Weaknesses

New technologies are not yet used as a tool for physician-patients communication and relationships.

Facilitators

The topic appears as very interesting for the interviewees, as this is a subject that we hear a lot about. So the interviewing of the different targets is quite easy, due to the interest in the topic.

Barriers

It may be the fact that this topic is clearly on move. So this is difficult to obtain an opinion at a precise moment.

Learning points

Doctors are more concerned about health-related topics than the general public. Both groups however are concerned about the overall spending in the health sector having to be controlled.

More than 6 out of 10 French people and 7 out of 10 doctors are favourable to home-based hospitalisation for dependent people. The new technologies seem to be a central stake: a very large majority of the general public and French doctors consider that the new technologies will come to play an essential role in the years to come.

Use of e-health services is still fairly limited among the general public, but is more developed among doctors, notably for searching for information (for a diagnosis or for publications).

Almost half of the French people find it normal to have to spend some amount of their income for their health. This finding was unforeseen in a country where healthcare has always been highly supported and provided by the state

Most people think dependant people should stay in their home whenever it's possible and that the technologies of information and communication will help keep people home longer.

The evolution of use of internet in healthcare is very slow and will take time

The eHealth Benchmarking Study

The "eHealth Benchmarking" study is carried out by empirica on behalf of the European Commission, Information Society and Media Directorate-General. The study aims to collate and analyse existing eHealth monitoring and benchmarking sources in order to identify best practice in data gathering and to develop a framework for an EU-wide eHealth benchmarking activity. The intention is not only to help better understand eHealth progress but also to identify the main gaps, obstacles and barriers in relation to eHealth monitoring / benchmarking to be overcome in the next few years. In doing so, the study covers the Member States of the European Union, Norway, Iceland, Canada and the United States.

The benchmarking sources were identified by means of a combination of different research methods, including a survey among the experts of the EEA Working Group on Information Society statistics, desk research on sources of eHealth data and measurements on a supranational and European level, and research on the national level carried out by a network of national correspondents.

More information on the study is available online at <http://www.ehealth-benchmarking.eu/> or from the project coordinator:



empirica Gesellschaft für Kommunikations- und Technologieforschung mbH
Oxfordstr. 2, 53111 Bonn, Germany
Phone: +49 228 98 53 00
E-Mail [ehbench \(at\) empirica \(dot\) com](mailto:ehbench@empirica.com)

Authorship

This case was written by the case owner institution.

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