

Chapter 107

Constructive eHealth Evaluation: Involving the End-User

Anna Marie Balling Høstgaard
Aalborg University, Denmark

ABSTRACT

Despite the existence of an extensive body of knowledge about best practices and factors that contribute to the successful development and adoption of eHealth, many eHealth development-projects still face a number of problems - many of them of an organizational nature. This chapter presents a new method: “The Constructive eHealth evaluation method” aimed at supporting real end-user participation - a well-known success factor in eHealth development. It provides an analytical framework for achieving real end-user participation during the different phases in the eHealth lifecycle. The method was developed and used for the first time during the evaluation of an EHR planning process in a Danish region. It has proven effective for providing management at more levels on-going information and feedback from end-users, allowing management to change direction during eHealth development in order to achieve the most successful adoption and implementation of eHealth in healthcare environments.

INTRODUCTION

During the past decades an extensive body of knowledge and many research experiences about factors that contribute to successful development and implementation of eHealth technologies have been obtained (Ash, Stavre, & Kuperman, 2003; Berg, 2001; Kaplan & Harris-Salamone, 2009; Kaye, Kokia, Shalev, Idar, & Chinitz, 2010; Van der Meijden, Tange, Troost, & Hasman, 2003). Yet, lessons are still to be learned as many eHealth implementations still face a number of problems, many of them of an organizational nature (Ash, Stavre, & Kuperman, 2003; Cresswell, Bates, & Sheikh, 2013; Edmondson, 2003a; Høstgaard & Nøhr, 2004b; Pagliari, 2007; Van der Meijden, Tange, Troost, & Hasman, 2001; van Gemert-Pijnen et al., 2011). One of the most crucial organizational success factors in eHealth development is *end-user participation*, which has been increasingly recognized during the past decades (Berg & Winthereik, 2004; Cresswell, Bates, & Sheikh, 2013; Høstgaard, 2009; Kensing, Simonsen, & Bødker, 1996; Kensing & Blomberg, 1998; Kushniruk & Turner, 2011; Pagliari, 2007). However, the concept of

DOI: 10.4018/978-1-5225-0196-1.ch107

“end-user participation” has a broad range of meanings, ranging from end-users as consultants (e.g. to test technologies before they are being implemented) to involving end-users during all the phases in the full technological development process (Arnstein, 2007).

In this chapter the concept is used in the sense of enabling end-users to exert influence in decision-making throughout the full eHealth life cycle. That is, *real* influence by participating in decision-making during all phases in the eHealth development process. Most methods developed to support and facilitate end-user participation so far have been developed for organizations in general and have focused on the design stage (Bødker, Kensing, & Simonsen, 2004; Kensing, Simonsen, & Bødker, 1996; Mumford & Weir, 1979). Methods designed for the full eHealth life cycle – formative evaluation methods - have been proposed by Catwell & Sheikh, Clarke et al. and van Gemert-Pijnen (Catwell & Sheikh, 2009; Clarke et al., 1994; van Gemert-Pijnen et al., 2011). However, none of these methods have end-user involvement as a fulcrum. Thus, so far, no methods have been developed with a specific focus on supporting end-user participation during the full eHealth lifecycle, i.e. during all the different phases in the eHealth development process.

A new formative evaluation method aiming at supporting end-user participation during the full eHealth lifecycle is presented in this chapter: “*Constructive eHealth evaluation*”. It is meant for eHealth management at all levels – and others working in the field of eHealth technology. The method provides tools for learning during the eHealth development process by involving end-users throughout the eHealth lifecycle. This allows eHealth management to benefit from the unique knowledge on the clinical work practices that end-users possess. Thus, based on feedback from the end-users, management is provided the opportunity to make adjustments in project plans accordingly, hence to solve problems as they arise. In contrast, when using summative evaluation methods, problems are often first identified when the technology is completed, which means that only minor changes can be made, as major changes often can only be made with great difficulty and at great expenses.

The Constructive eHealth evaluation method was used for the first time in a research study of an EHR planning process in a Danish region. Thus, it was developed within and specifically for the healthcare sector.

Initially, the chapter will provide the background for developing the method. Next, the Constructive eHealth evaluation method will be described - including the theoretical framework on which it is based, its target groups, and when and how to use it. Then a more detailed review of the method will be provided through a thorough description of its different phases, where examples from using the method in practice will be provided. Finally, the strengths and the limitations of the method will be discussed as well as its relation to other approaches.

BACKGROUND

During recent years the type, the extent and especially the introduction rate of new eHealth technologies (e.g. telemedicine technologies, technologies for self management of health and electronic health records) aimed at improving patient health, patient safety and / or the quality of treatment and care has increased significantly. However, studies show that the introduction of new eHealth technologies, besides offering new solutions and solving some problems, often brings with it a number of new problems, often of an organizational nature (Ash, Stavre, & Kuperman, 2003; Cresswell, Bates, & Sheikh, 2013; Edmondson, 2003b; Høstgaard & Nøhr, 2004a; Pagliari, 2007; Seemann, 2013; Van der Meijden, Tange, Troost, &

32 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/constructive-ehealth-evaluation/155384

Related Content

Strategical Reputation Management in PR: The Case of Soma Enterprise Limited and BP

Aye Karaand Hülya Ant (2018). *Reputation Management Techniques in Public Relations* (pp. 56-78).

www.irma-international.org/chapter/strategical-reputation-management-in-pr/196316

Analyzing Consumer Impulse Purchasing Behaviour Using Observational Data

Yuliia Kyrdoda, George Baltasand A.Malek Hammami (2018). *International Journal of Food and Beverage Manufacturing and Business Models* (pp. 16-28).

www.irma-international.org/article/analyzing-consumer-impulse-purchasing-behaviour-using-observational-data/210635

Wasta, the Impact of Preferment on Organizational Culture and Human Resource Management

Elizabeth Kassab Sfeir (2019). *International Journal of Applied Management Theory and Research* (pp. 16-31).

www.irma-international.org/article/wasta-the-impact-of-preferment-on-organizational-culture-and-human-resource-management/227054

Shifts in Customer Relationship: Strategies and Initiatives in the Digital Age

Pratap Chandra Mandal (2022). *International Journal of Applied Management Theory and Research* (pp. 1-19).

www.irma-international.org/article/shifts-in-customer-relationship/300277

Omnichannel Fashion Retail and Channel Integration: The Case of Department Stores

Anthony Kent, Marco Vianello, Marta Blazquez Canoand Eva Helberger (2016). *Handbook of Research on Global Fashion Management and Merchandising* (pp. 398-419).

www.irma-international.org/chapter/omnichannel-fashion-retail-and-channel-integration/151744