

# ENGAGING USERS WITH A PERSONAL CHILD HEALTH RECORD: THE **eREDBOOK** CASE STUDY

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## THE CHALLENGE

- ◆ A digital version of a child health record, called the 'eRedBook', which takes the form of a personal health record (PHR) was piloted in 2 National Health Service (NHS) trusts in the United Kingdom (RCPCH, 2013).
- ◆ Public health nurses, known as Health Visitors (HVs), helped to promote the electronic platform with parents and sign them up to use it and they also documented in the PHR themselves as they would the paper based version.
- ◆ How to effectively engage and enroll users in PHRs is not well understood.

## AIMS

- ◆ To explore the factors which facilitated the participation of Health Visitors and parents in the eRedBook.



## METHODS

An exploratory case study design was used.

Secondary analysis of interviews with members of the implementation team (n=11) were done between October 2012 and August 2015.

Two mixed focus groups were also conducted in April 2015 with parents (n=12) and HVs (n=10) involved in the pilot of the eRedBook.

Data was thematically analysed using the framework approach (Ritchie & Spencer, 2002).

## RESULTS – Factors facilitating user engagement and participation in the eRedBook

- Clinical champions were identified who became key to promoting the digital application and signing parents up to use it (1).
- The fact that the software was easy to use and mirrored the paper based version where possible enabled Health Visitors to adopt the digital tool quickly and demonstrate it to parents (2).
- Health Visitors were also supported with the right technology and training which gave them a new way to interact their client base (3).
- A flexible approach to recruitment which included HVs along with more direct marketing methods reached more parents and enabled them to participate in the pilot (4).

1. "We've identified Health Visitor champions who are going to be the sort of first users so pilot the eRedBook so we've been starting to get them trained up ready" (eRB endpoint interview, health service partner, June 2014)

2. "they are really pleased that the eRedBook looks like the paper Red Book so they are not having to learn something completely new, it looks very familiar and looks very similar to what they are used to using so that's a real bonus" (eRB endpoint interview, health service partner, June 2014)

3. "for me to have an iPad was just brilliant!!! Because I learnt a lot and it dragged me into the next century" (eRB focus group, Health Visitor, April 2015)

4. "I think the Health Visitor did actually tell me about it, when she came to do the first visit at home, so yes, so I probably got a leaflet as well, but I'm sure she would have said, oh, there's this new online eRedBook trial going on, if you want to take part, she mentioned it to me" (eRB focus group, Health Visitor, April 2015)

## LESSONS LEARNED

- ▶ Engaging lay and health professional users and encouraging them to sign up to a personal health record requires the right social and technical infrastructure to be successful.
- ▶ To facilitate the deployment of the eRedBook nationwide more resources will need to be invested in ensure HVs have the right technology and training and the PHR is marketed directly to parents.
- ▶ More research on how to engage a range of clinical and non-clinical users to participate in PHRs is needed if they are to become an established and widely used type of digital health record.



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## REFERENCES

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