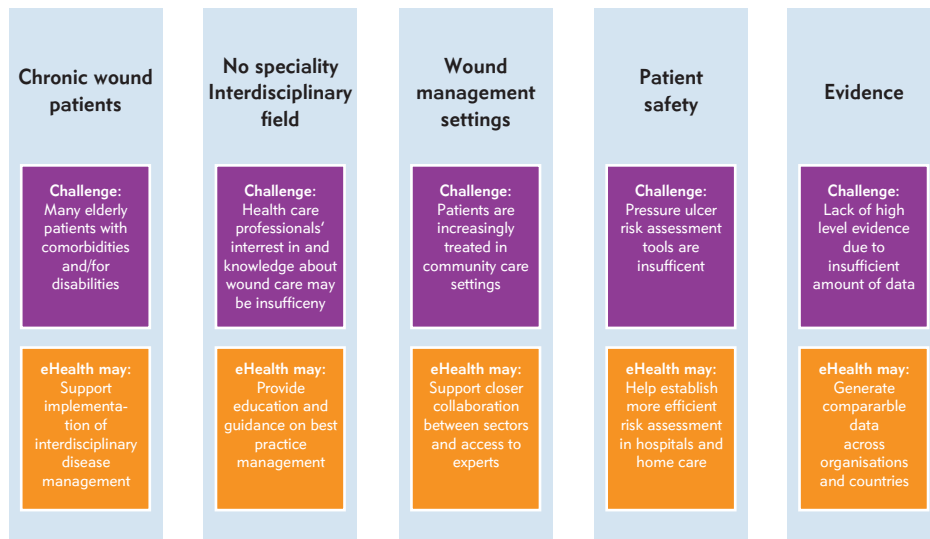In the case of EWMA, we have defined the following current wound care related challenges which may be addressed by implementation of eHealth services:

Chronic wound patients	No speciality Interdisciplinary field	Wound management settings	Patient safety	Evidence
Challenge: Many elderly patients with comorbidities and/for disabilities	**Challenge:** Health care professionals' interrest in and knowledge about wound care may be insufficeny	**Challenge:** Patients are increasingly treated in community care settings	**Challenge:** Pressure ulcer risk assessment tools are insufficent	**Challenge:** Lack of high level evidence due to insufficient amount of data
eHealth may: Support implementa-tion of interdisciplinary disease management	**eHealth may:** Provide education and guidance on best practice management	**eHealth may:** Support closer collaboration between sectors and access to experts	**eHealth may:** Help establish more efficient risk assessment in hospitals and home care	**eHealth may:** Generate compararble data across organisations and countries

The question of whether eHealth services provide solutions to these challenges still needs further research to be answered. With the work of EWMA presented in the described dissemination framework, we also aim to support the engagement of HCPs in the evaluations of where, when and how the provision of health care may benefit from the implementation of eHealth services.

WANT TO LEARN MORE ABOUT THESE DISSEMINATION ACTIVITIES?

The complete dissemination framework report is available at www.ewma.org and www.united4health.eu

EWMA Secretariat
Nordre Fasanvej 113, 2nd floor
2000 Frederiksberg C
Denmark
Phone: +45 70 20 03 05
www.ewma.org

eHealth dissemination framework

For societies representing healthcare professionals

Based on activities carried out by the European Wound Management Association

United4Health

ICTPSP
ICT POLICY SUPPORT PROGRAMME

Funding programme:
ICT CIP – Competitive and
Innovation Programme.

EWMA
EUROPEAN · WOUND · MANAGEMENT · ASSOCIATION

EHTEL
EUROPEAN HEALTH TELEMATICS ASSOCIATION

EHEALTH DISSEMINATION FRAMEWORK TARGETING HEALTHCARE PROFESSIONALS

This folder provides a brief introduction to an "eHealth dissemination framework" developed in connection with the United4Health Project (www.united4health.eu). The framework targets professional societies working at national or European level. It includes a catalogue of activities that these societies may initiate to support an increased knowledge, interest and engagement in the evaluation and possible implementation of telehealth or telemedicine services (here referred to as eHealth) within their specific specialty.
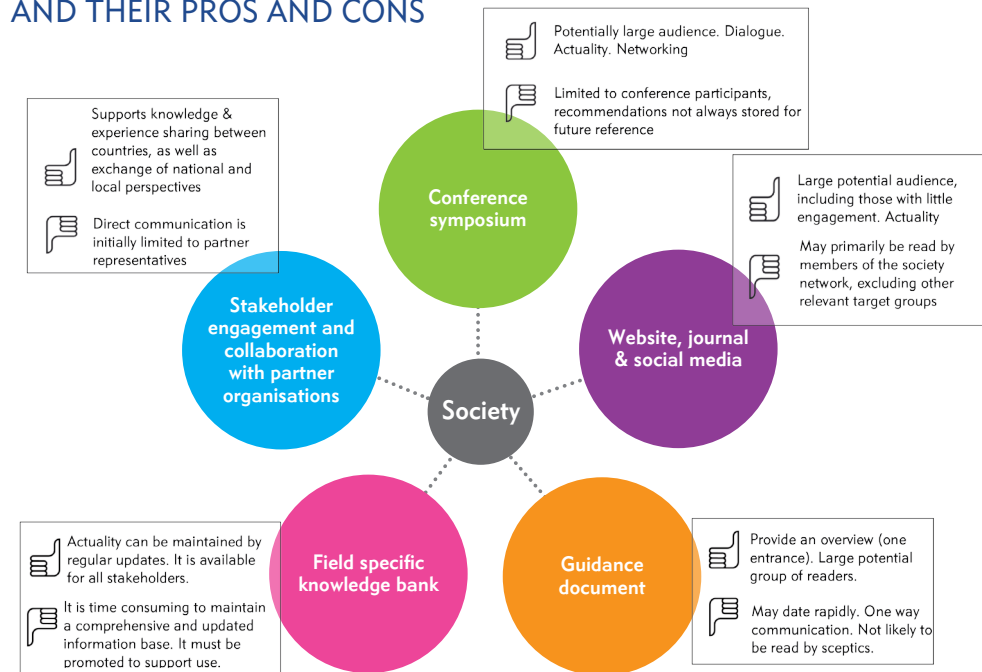
These dissemination activities primarily target health care professionals (HCPs) with some awareness, but perhaps limited knowledge about eHealth services or Information & Communication Technologies (ICT). It may also be relevant for those new to working with these services, with an interest in the field and a need for guidance on how to evaluate, select and implement high quality services.

The European Wound Management Association (EWMA) has developed and tested the dissemination framework via activities developed specifically for the members and network of EWMA. However, these activities may be relevant for all societies representing health care professionals working with disease areas where implementation of eHealth services is discussed.

The activities which have been taken on and tested by EWMA in this tool kit include:

- **Arranging an eHealth symposium in the context of a medical conference:**
  The programme and networking at a scientific conference was used to provide education and support debate about eHealth within groups of HCPs who would not travel to conferences dedicated to the topic of eHealth services.

- **Developing a domain specific eHealth guidance document:**
  A document including information about the use of eHealth services within the specific disease area and in general was developed. The document provides an overview of available evidence, discussions about barriers and facilitators for implementation, and an introduction to the recommended approaches to evaluation and implementation of eHealth services in the context of the specific clinical practice.

- **Using the society's network and collaboration with partner organisations:**
  Meetings with collaborating societies were arranged with the objective to share national level knowledge and experiences. These meetings may also support national level dissemination targeting members of these societies.

- **Disseminating via website, member journal and social media:**
  These communication tools were used to spread information about, for example, disease specific case stories and lessons learned throughout Europe, available evidence, and generally relevant activities on the topic of eHealth.

- **Creating a domain specific knowledge bank:**
  An online overview of the key disease specific and general literature available on the topic of eHealth was provided. This included disease specific experiences gathered from studies and implementation and deployment activities carried out in different countries and regions.

AN OVERVIEW OF THE DISSEMINATION ACTIVITIES AND THEIR PROS AND CONS

Supports knowledge & experience sharing between countries, as well as exchange of national and local perspectives

Direct communication is initially limited to partner representatives

Potentially large audience. Dialogue. Actuality. Networking

Limited to conference participants, recommendations not always stored for future reference

Large potential audience, including those with little engagement. Actuality

May primarily be read by members of the society network, excluding other relevant target groups

Actuality can be maintained by regular updates. It is available for all stakeholders.

It is time consuming to maintain a comprehensive and updated information base. It must be promoted to support use.

Provide an overview (one entrance). Large potential group of readers.

May date rapidly. One way communication. Not likely to be read by sceptics.

Stakeholder engagement and collaboration with partner organisations

Conference symposium

Society

Website, journal & social media

Field specific knowledge bank

Guidance document

WHY SHOULD A SOCIETY REPRESENTING HCPS DISSEMINATE INFORMATION ABOUT EHEALTH SERVICES?

EWMA has developed this framework to strengthen the role of national and European societies representing HCPs as essential stakeholders in the current debate about implementation of eHealth services in their specific disease areas.

These dissemination activities may support increased knowledge about eHealth services among HCPs to support their involvement in:

- **Exploring the opportunities for improved disease management which may be offered by eHealth services**
  Because this demands the detailed knowledge about the current challenges in clinical practice which is held by the relevant specialists.

- **Supporting eHealth service development**
  Because this demands comprehensive understanding of the needs of the patients and health care providers.

- **Ensuring comprehensive evaluation of the services**
  Because this demands intersectoral collaboration with close involvement of all relevant groups of HCPs within the specific disease area.