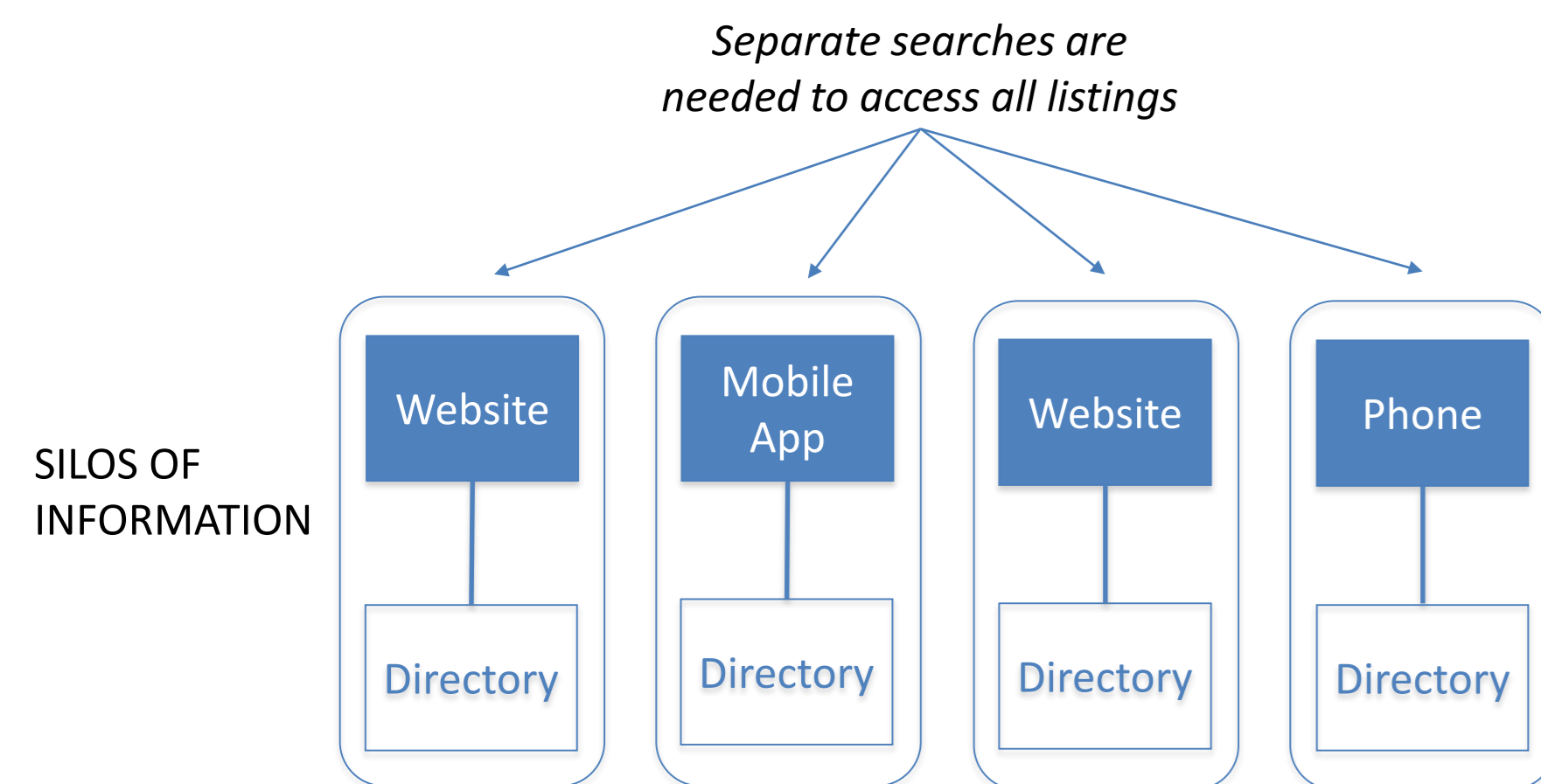


Challenge

- When seniors are confronted with a health issue, it is often difficult for them and their families to find information about appropriate health and social services that could help.
- Community agencies spend significant resources to create and maintain service directories for their regions. However, it is a challenge to keep them comprehensive and up-to-date, and to publicize them effectively so that people are aware that such resources exist.
- Efforts are duplicated as each agency attempts to compile similar lists of health and social services.

Figure 1: Current Health Service Information Structure



Objective

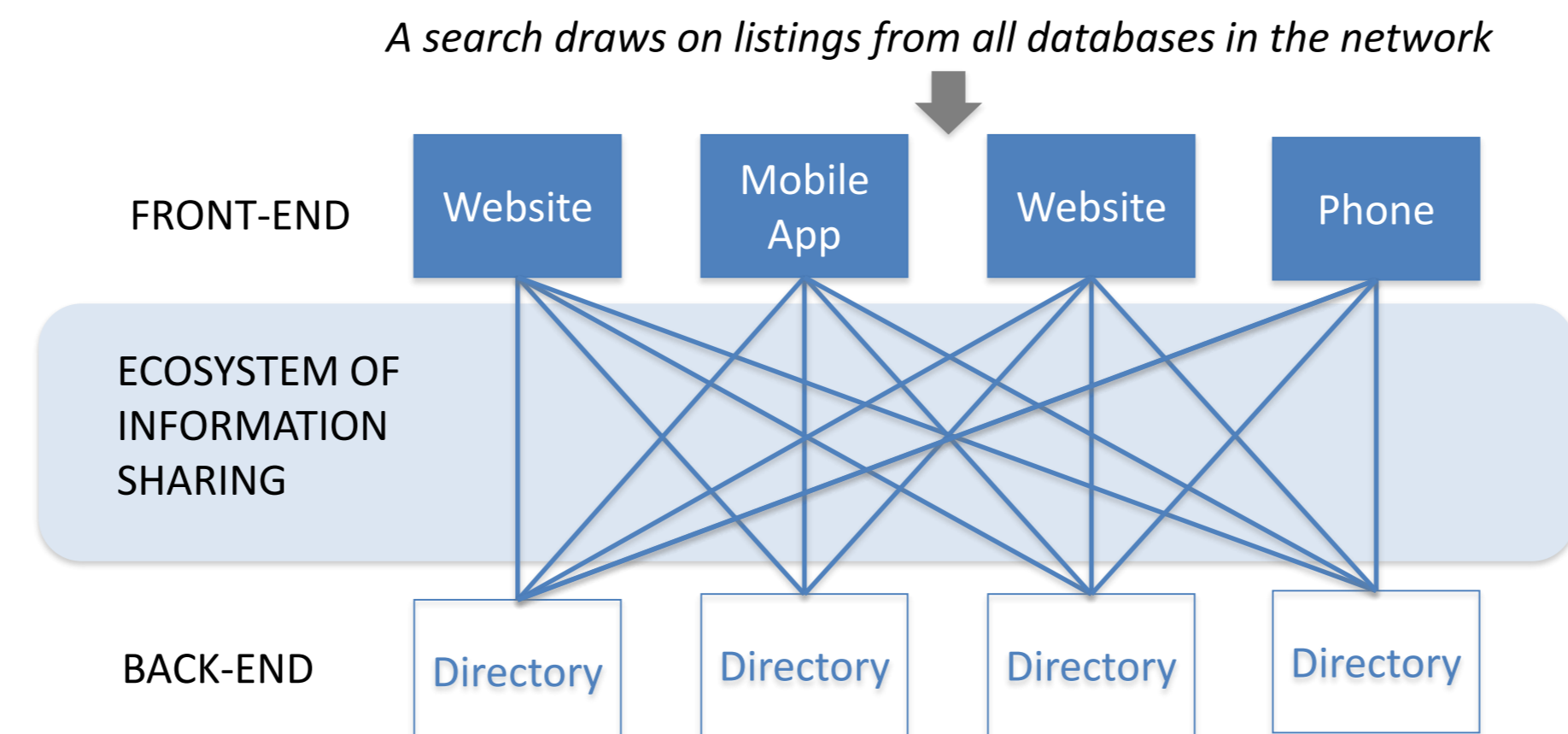
- To improve accessibility of health and social service information for seniors and their caregivers
- To reduce the time and effort needed for service organizations to update and maintain their service information
- To enable all service organizations, big or small, to have a platform to publish information to a wide audience as well as access the same pool of service information

Approach

Health eConcierge Ecosystem

- Build data standards to connect, update and search data across multiple service databases
- Utilize open source data standards and tools from the World Wide Web Consortium (W3C) so that it is accessible to all
- Create a solution that allows any number of front-ends (e.g. websites) connect to any number of back-ends (e.g. service databases)

Figure 2: Proposed Health Service Information Structure (Health eConcierge)



Proof of Concept Development and Testing Process

- Collaborate with community organizations to connect local databases to the Health eConcierge ecosystem
- Interview seniors, family caregivers and health professionals to determine their health service information needs and search preferences
- Using a user-centered design approach, iteratively develop and test a website that enables seniors and their caregivers to easily search for and connect to health and social services.

Figure 3: User-Centered Design process for front-end web-interface



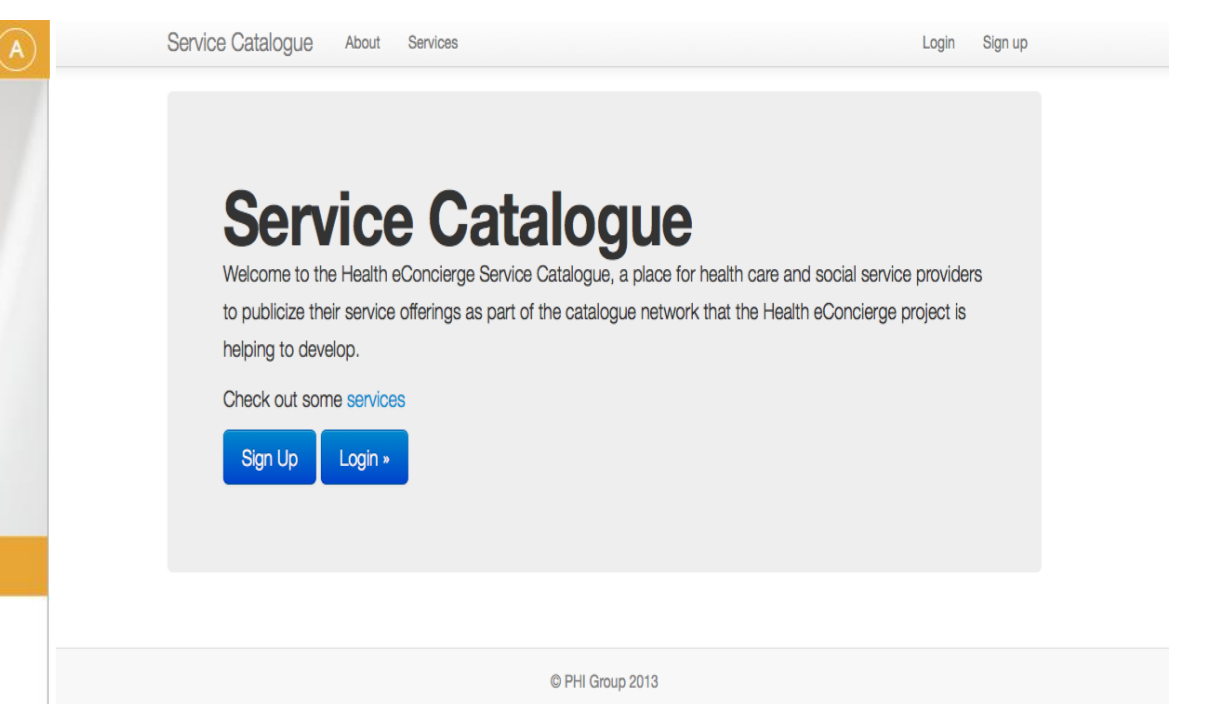
Results

- Our proof-of-concept end-to-end solution has successfully demonstrated that:
 - Multiple databases can be connected to the Health eConcierge
 - Service organizations find it easy to add and update their service information in the system
 - Seniors and their caregivers like the website, can easily use it to search for relevant services and would recommend it to their friends

Figure 4: Front-end website



Figure 5: Back-end administrator website



Significance

The Health eConcierge addresses inequity by proposing a collaborative ecosystem that breaks down silos of information in the health system, provides a simple and economical solution for organizations to promote their services online, and improves the accessibility of health service information for seniors and their caregivers.

Acknowledgements

We would like to thank Green Shield Canada Foundation for funding this project. As well, we would like to thank the following community organizations that have been involved with the project: 211 Ontario, FindHelp, Alzheimer Society of Toronto, Bridgepoint Active Healthcare, Patients Canada and ELLICSR Health, Wellness and Cancer Survivorship Centre