
Clinical Information Needs: What's Really Going On

EXECUTIVE SUMMARY

The access and application of medical information for clinical use is a complex process offering multiple clinician-identified opportunities to improve information use and healthcare quality. Centering the structure and design of information around clinician perspectives and needs is an important step in improving information systems for better health outcomes.

Prior research shows that several barriers inhibit clinicians from seeking out clinical information. These barriers include lack of time, doubt that a useful answer actually exists, resource reliability, trust of information, and information overload.

While clinicians vary in their information-seeking strategies to overcome these barriers, a limited amount of evidence exists on how clinicians' information needs are shaped by their care settings and social environments.

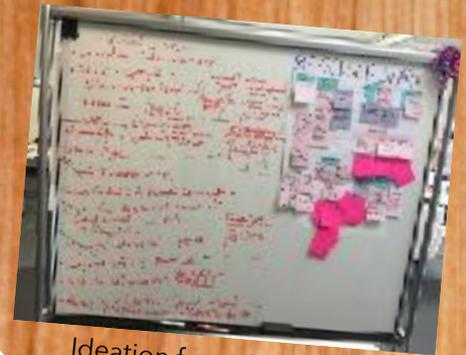
Relatively little is known about the individual and social processes involved in clinician information seeking, nor how larger cultural shifts in medical information trends impact clinicians' information seeking behavior. In this ethnographic study, we examine clinicians' perspectives on the barriers and challenges of information seeking in clinical care settings.

Our Process

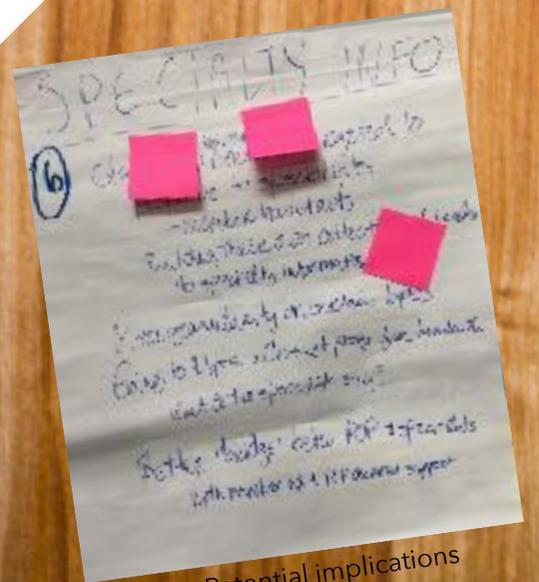
- Evaluate theme areas and ideas, and develop opportunity areas and potential solutions for implementation.
- Illustrate theme areas with key participant stories.
- Identify metaphors and analogies for opportunities.
- During project team workshop, evolve themes into opportunity areas, including specific feature ideas.
- Prioritize opportunities.
- Follow-up interviews with key team members to assess the best ways to deliver findings.

4. IMPACT

Identify opportunity areas and solutions



Ideation from themes and break out groups



Potential implications



Shared decisions



Appointment time was an important space for clinicians—and patients—to exchange and negotiate medical information. Because of patients’ increased involvement in their health and increased access to medical information, clinicians also used appointment time to dispel misinformation patients uncover online. In addition to better educating patients, clinicians strived to use humor, narration, and visuals to tailor medical information to patients so that they could better understand it.

PAIN POINTS

I. | **DISPELLING FAKE MEDICAL INFORMATION**

Reassuring and educating patients away from false medical information.

II. | **APPROACHING PATIENTS AS ACTIVE PARTNERS IN HEALTH**

Pivoting patient education to focus on patients as active information users.

III. | **LOST IN TRANSLATION**

Translating medical information into terms that patients can identify with and apply takes extra time and effort.

ADDRESSING PAIN POINTS

How high we help clinicians better educate misinformed patients and guide over-informed patients?

How might we design content that supports the information sharing dynamic between clinicians and patients, and is friendlier to both users?

How might we design parts of CL so that it's geared more towards patients?

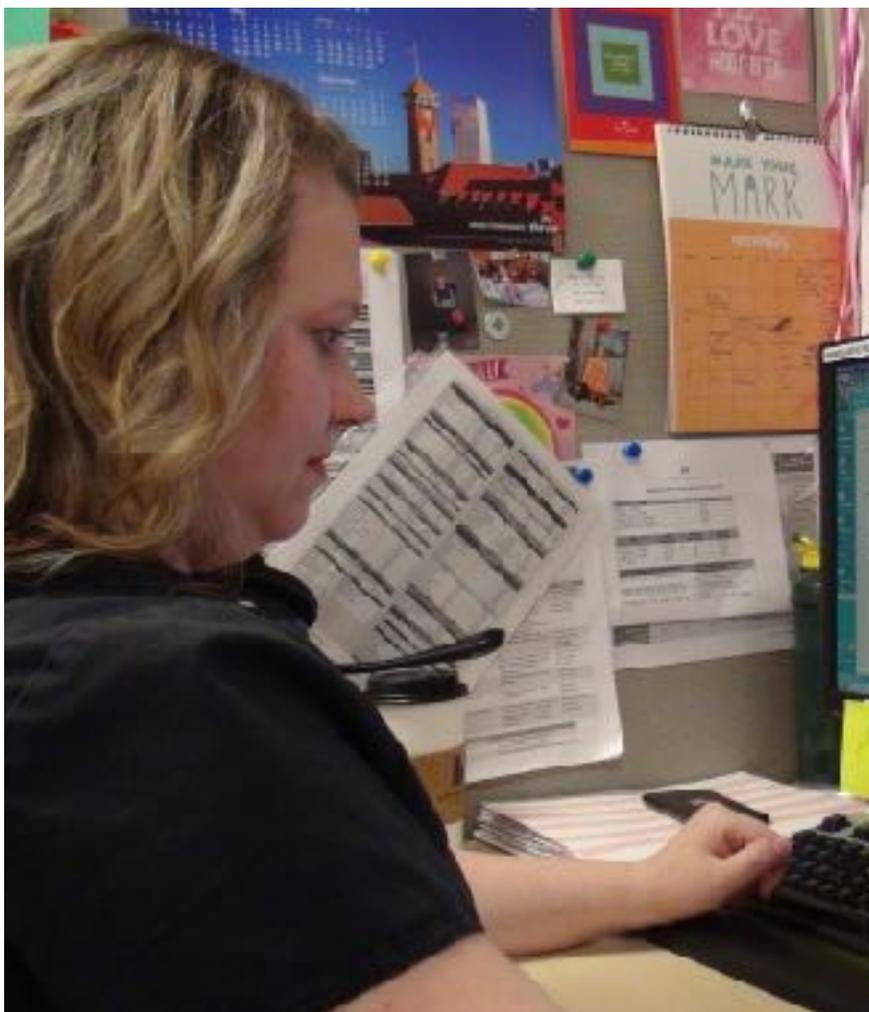
II. Approaching patients as active partners in health

Understanding patients as active, informed participants

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I said [to the patient], 'Things are not working well. We need to think about hospice.' And the patient said, 'Okay.' Like, 'Okay?' They said, 'Yeah, I read your [online progress] notes. I knew you were going to say that.'

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A physician at an outpatient clinic in San Diego feels that patients have more access to medical information and that this is a positive trend for clinicians. She sees her patients as informed healthcare participants who don't passively receive information.

OPPORTUNITY 1:

Develop content to address emerging internet medical scares

Create content for clinicians to share with patients that directly responds to emerging fake news and social media scares.

Sample ideas:

- Create a fact-checking section to address patients' fake news medical concerns with relevant and KP vetted information.
- Send out readiness information to dispel medical media scares.

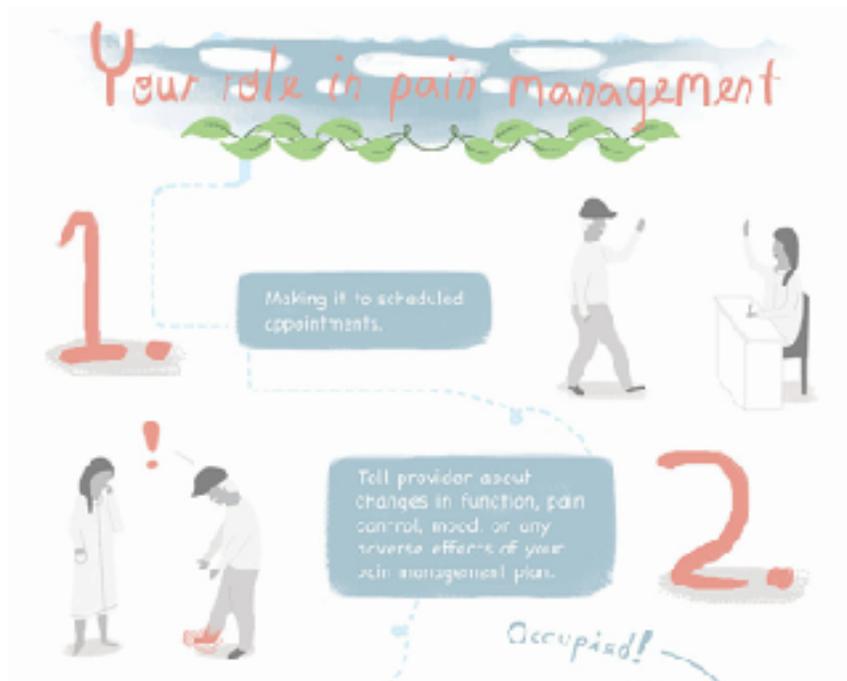


Inspiration: Snopes is an internet reference source for fact-checking and debunking misinformation and rumors in American popular culture.

OPPORTUNITY 3: (continued)



Inspiration: Virgin America’s safety video presents legally important information to viewers—but in a fun and catchy way.



Inspiration: “Managing Your Pain” graphic medicine patient-centered care booklet created in partnership with artist Tyler Thompson, VA researcher Kara Zamora, and the Department of Veterans Affairs.