

Medicine 2.0®'09

Toronto, Canada
Sept 17-18, 2009

"How Social Networking and Web 2.0 Changes
Health, Health Care, and Biomedical Research"

Thursday, September 17, 2009

Text messaging as a clinical intervention



Medicine 2.0 '09 Congress

Session: Personal health Records and Patient Portals
September 17, 2009 1:30 PM - 3:00 PM Room CR2

Speaker: Paula Hucko

Topic: Social Healthcare Networks - Leveraging Social Networking Technologies and Approaches to Connect Patients and Clinicians

Link to Abstract:

<http://www.medicine20congress.com/ocs/index.php/med/med2009/paper/view/248>

Paula Hucko of HSA Global gave an energizing presentation focused on the HME-STOMP smoking cessation program implemented in New Zealand and Canada. The program has had great success and received a TUANZ Award for innovation in 2008.

When one considers that the typical smoking quit rate is 4%, and that the HME - STOMP quit rates are much higher, this program merits attention. Youth are targeted as part of the program because it was found that they will readily use text messaging as a method for achieving healthier lifestyle. The program has a two-way messaging program permitting participants to stay connected to a coach. This relationship was key to the success of the program and in helping individuals cease smoking over a 26-week period.

Ms Hucko underlines what many industry pundits are already saying--much of primary and consumer healthcare in the future will entail using smart technology. Furthermore, proven programs such as this show potential for other clinical interventions that could be layered on top of this technology application.

The clinical trial took place in New Zealand and is now available in Canada through TELUS. Social networking technologies are relatively low cost and are a viable effective way to make positive effective healthcare impacts while allowing the patient to be active in their own healthcare.

Posted by CCripps at **10:43 AM** 

Labels: **HME-STOMP**, **mhealth**, **official bloggers**, **smoking cessation**, **social healthcare networks**, **social networking**

1 comments:



Lambchops said...

Sounds like an interesting talk that I missed. I can see how a similar program can be used to manage chronic illnesses in youth like type 1 diabetes.