



Trust in Digital Health Care

Overview

Trust is intimately linked with the uncertainty of the future. Digital health (i.e. technology used to collect, store, communicate and manage health care) has been in use for over 10 years but only now are we experiencing the disruption to the way we usually receive care. This has unveiled a multitude of issues, namely:

- Prior to the COVID-19 pandemic, 60% of health professionals had **never used digital health**.
- Health service providers were the **top source of data breaches** in Australia in 2022.
- Recent estimates suggest **9 in 10 Australians do not trust digital health** in some way.

Our group have been working closely with consumers for the last 3 years and we know that their trust varies amongst different virtual care modalities, being significantly impacted by positive experiences. Trust is also a predictor of digital health use, adoption, usefulness and acceptance.

It is not surprising that trust will be one of the biggest threats to delivering effective, safe, and sustainable digital health care over the next 10 years.

We strongly believe that failure to address these gaps will result in a lost opportunity in our history, where digital health models of care will be of little value to people if they cannot trust them, or if they lack the skills to effectively engage with them. The time to address this is now to ensure an equitable, sustainable, flexible, and efficient healthcare system making the most of the benefits that digital health can provide.

Contact:

Joanne Cherriman
Senior Advancement Manager

E: j.cherriman@uq.edu.au
T: +61 04 4777 8760

The Need

We are seeking \$100,000 p.a for two years. This includes part time funding for a Research Fellow to oversee the project and build genuine relationships with key stakeholders (\$60,000 p.a.), plus \$15,000 p.a. for community involvement in research activities to build trust and \$25,000 p.a. to validate a survey nationally and implement materials to improve trust p.a. This project would facilitate the development and testing of our previously codesigned tools and education to improve people's trust in digital health care. The Research Fellow will join our team and align with our vision to create a digital healthcare system which is truly equitable, accessible and easy to navigate for all Australians, regardless of their cultural, socio-economic, or geographical background.

Your Impact

We take a bottom-up approach to our work. Our work is designed to specifically benefit the people and communities we work with, by building capacity, skills and knowledge. The direct impacts of this will be a more empowered and activated community which is able to engage and receive digital health care when and if they need it. Greater trust leads to improved digital literacy; greater digital literacy leads to better access to care; better access to care leads to better health.

We are partnering with consumers (we have a telehealth-specific consumer group: coh.centre.uq.edu.au/consumers), caregivers, and organisations to ensure that our research has real-world application and meets the priorities and needs of consumers.

Thank you

We hope this opportunity is of interest to you and we look forward to discussing the next steps with you.

Thank you for your consideration.