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Session A4

Room: Brookfield, Wednesday 3.15- 6pm

### **CROSSING THE CHASM TO DIGITAL HEALTH DATA**

Dr Ciara Heavin, Dr Yvonne O'Connor, Dr Wendy Rowan and Ms Laura Lynch

- Jennifer O'Callaghan, Clinical Data Sharing Manager, Wellcome Trust
- Dr Barbara Foley, Health Information Manager (Quality), Health Information and Quality Authority (HIQA)
- Dr Grace Kenny - Exploring Citizen-Determined Boundaries For Health Data Dissemination And Usage: A Communication Privacy Management Perspective
- Stephen McCarthy - The Importance of Shared Understanding and Shared Commitment in 'Wicked' Health Information Systems Development Practices
- Yahya Albalawi - Opportunities for Social Media to Support Health Communication in Health Crises
- Dr Wendy Rowan and Laura Lynch - To Join or Not to Join: Knowing the Differences between Health Social Networks and Social Network Sites Research in Progress

There are many ways by which citizen health information may be shared and reused. When patients (users) share personal health information (PHI) with healthcare professionals, online patient communities, or clinical trials, do they give enough consideration to what this means?

When it comes to sharing PHI online, it is important to consider who will have access to this valuable, sensitive data and how it will be used in the future. In reality, it is recognised that huge opportunities stem from sharing PHI online, particularly in terms of the potential to improve overall health outcomes by harnessing the power of 'the crowd'. It is essential that in realising these benefits we consider the broader implications around safeguarding the digital health personas of our citizens. The role of digital technology in driving forward the use of PHI cannot be underestimated.

This workshop aims to explore the opportunities, challenges and ethical considerations regarding patient data, specifically the digitization of PHI. With two subject matter health/clinical data experts we look forward to a lively debate.