

# Health and Humanitarian Logistics Conference

## Critical Success Factors in the Adoption of an Electronic Personal Health Record: The BIOCARNET Case

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### ABSTRACT

The health information for Mexican citizens has been documented in a physical, paper-based, National Health Carnet. Personal health records are dispersed and fragmented in multiple institutions, including hospitals, labs, pharmacies, several doctors offices, and different regions. As a consequence, the interest to integrate a comprehensive and longitudinal health information record from birth to death has triggered the design and implementation of BIOCARNET, an Electronic Personal Health Record (ePHR) that is free, web based, mobile, interoperable, and platform independent in which the user has a unique ID, the CURP, for secure identity and access. BIOCARNET uses clinical guides and protocols to monitor and to alert of recommended checkups based in customized information (gender, age, weight, region, and physical activity) to prevent diseases and to promote a health prevention culture. The idea is similar to the carnet used to maintain the vehicle in excellent condition.

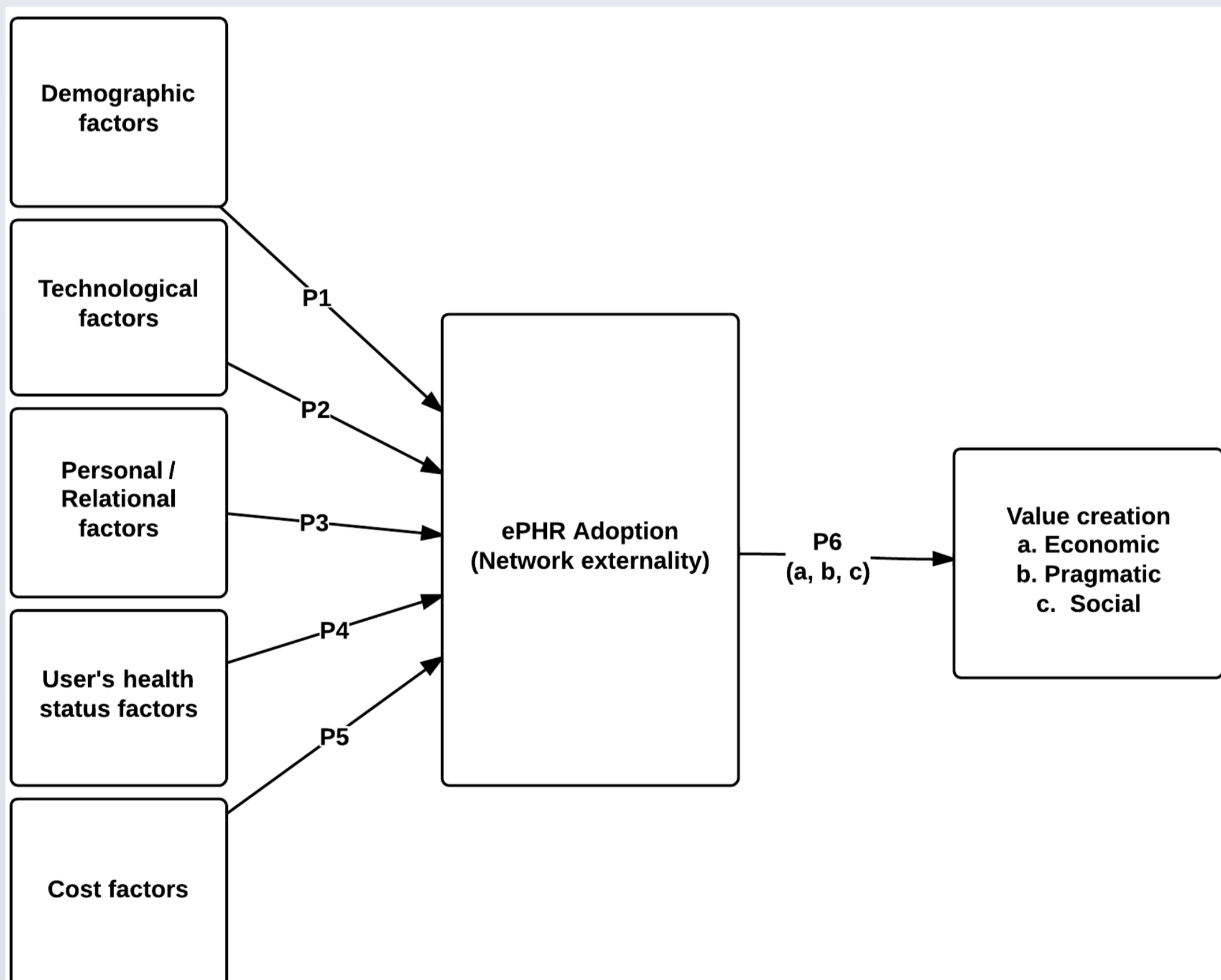


### RESEARCH OBJECTIVE

This research analyzed:

1. The ePHR's Critical Success Adoption Factors
2. The ePHR's Stakeholders?
3. The ePHR's value creation
  1. Economic
  2. Pragmatic
  3. Social
4. The ePHR's Business Case

### RESEARCH MODEL



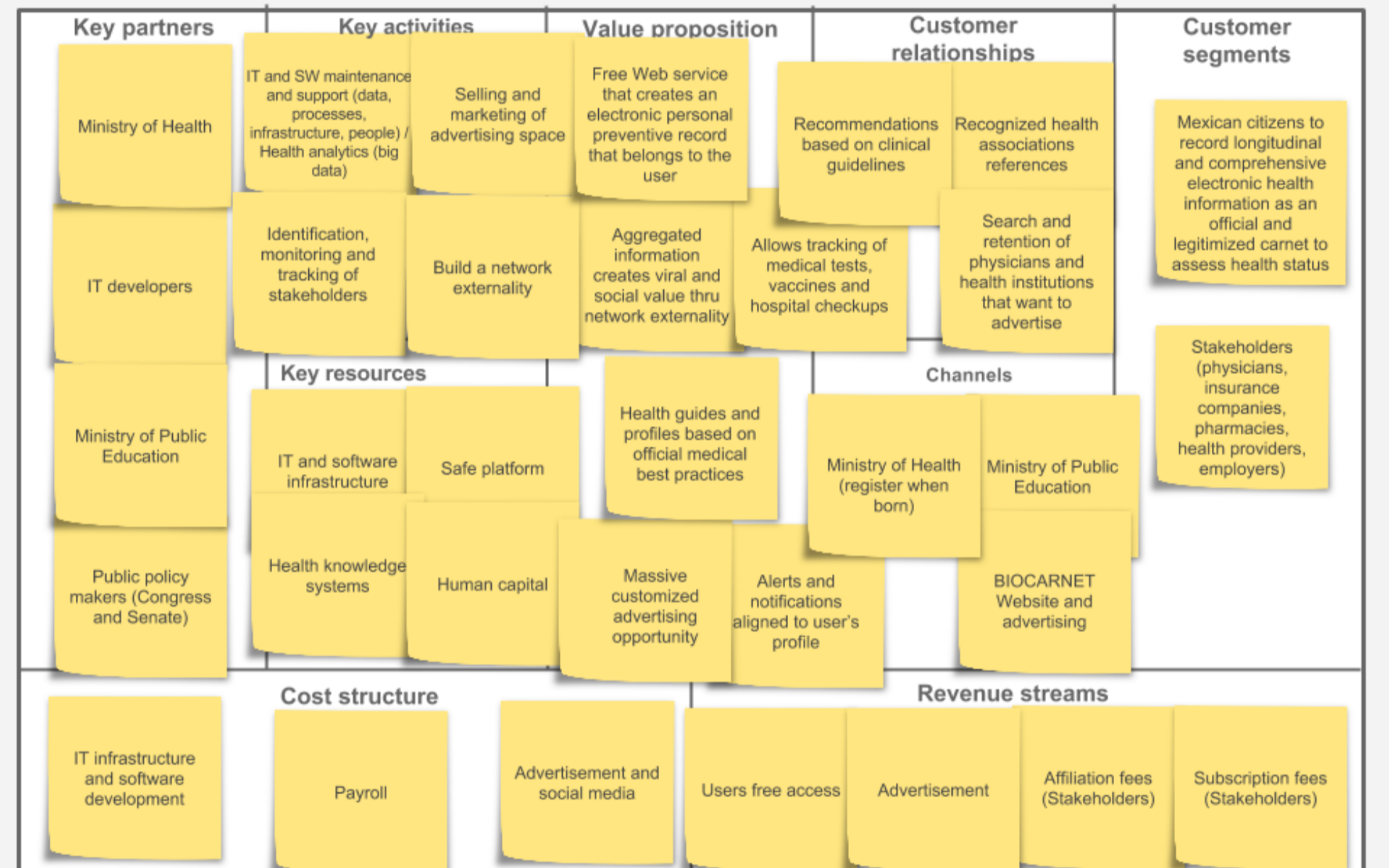
### RESEARCH METHODOLOGY

Exploratory	Qualitative	Quantitative	BIOCARNET Case Study
<ul style="list-style-type: none"> <li>Literature review</li> <li>Research model</li> <li>Constructs definition</li> <li>Instrument design</li> <li>Interviews</li> </ul>	<ul style="list-style-type: none"> <li>E-Delphi method with experts panel</li> <li>Proposed model validation</li> <li>Clicker: Socrative</li> </ul>	<ul style="list-style-type: none"> <li>Qualtrics survey</li> <li>351 answers</li> <li>SPSS Statistics 22 &amp; AMOS 22</li> </ul>	<ul style="list-style-type: none"> <li>Empathy Map</li> <li>Business Model Canvas</li> <li>Business Case</li> </ul>

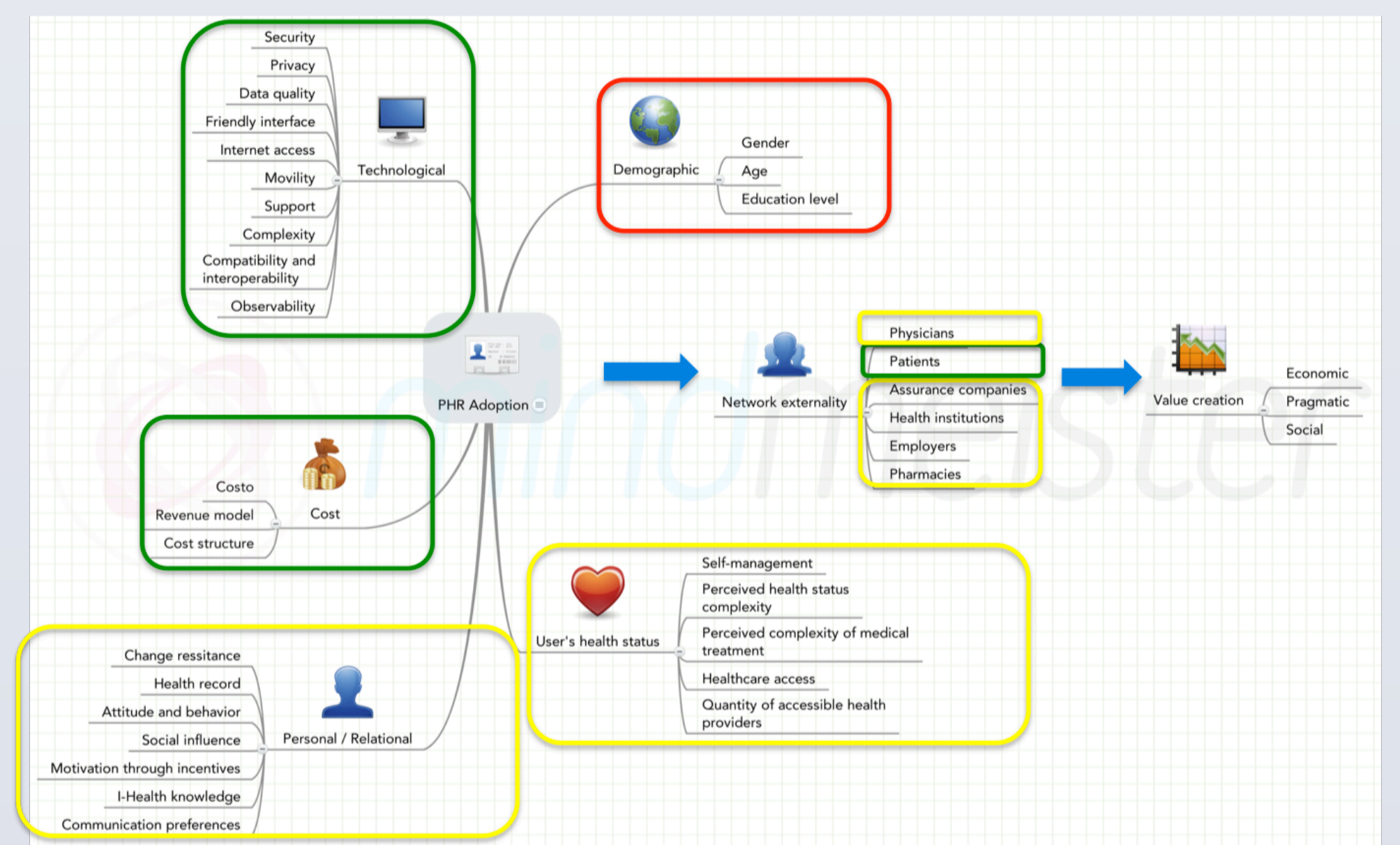
### RESULTS

	DEMOGRAPHIC			TECHNOLOGICAL										PERSONAL / RELATIONAL				HEALTH STATUS				COST		VALUE										
	AGE	GEND	EDUC	SECU	PRIV	OUAL	FRRE	ACCE	MOVI	SUPP	COMP	INTE	OBSE	RESI	HIST	ATTI	INFL	IMED	COMU	AUTO	COND	TIREA	ATTE	QUAN	COST	MODI	STRU	ECON	PRAG	SOCI				
Adoption (Man < 20)	.642	.579	.663																					.590	.037									
Adoption (Woman < 20)	.013	.038	.014																					.239	.279	.311	.241	.284						
Adoption (Man 20-29)				.226																								.423	.471	.389				
Adoption (Woman 20-29)				.048																								.000	.000	.000				
Adoption (Man 30-39)				.77																								.239	.279	.311	.241	.284		
Adoption (Woman 30-39)					.260			.243																				.016	.016	.004				
Adoption (Man 40-49)					.100			.98																				.554	.338	.455				
Adoption (Woman 40-49)																											.000	.031	.003					
Adoption (Man 50-59)																												.41	.41	.41				
Adoption (Woman 50-59)																												.367	.368	.568				
Adoption (Man 60-69)																												.591	.013					
Adoption (Woman 60-69)																												.17						
Adoption (Man 70-79)																																		
Adoption (Woman 70-79)																																		
Adoption (Man 80-89)																																		
Adoption (Woman 80-89)																																		
Adoption (Man 90-99)																																		
Adoption (Woman 90-99)																																		

### The Business Model Canvas (Osterwalder and Pigneur, 2010)



### CONCLUSIONS



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- BIOCARNET. (2012). Acerca de BIOCARNET. Retrieved December 19, 2013, from <http://biocarnet.com>
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