

Imagine the future of Healthcare

blueKiwi support researchers of the ISU

Forward-looking operational non-profit association, the Institut de Santé Urbaine (Urban Health Institute) is a Healthcare Social Network that uses web 2.0 applications to debate urban health issues.

Since it was founded in July 2010, the Urban Health Institute (Institut de Santé Urbaine - ISU) has chosen blueKiwi to host part of its research platform and its expert network. Equipping itself with «digital locations» is a response to its desire to become a 100% digital and collaborative association.

A network of inter-professional experts

The ISU brings together 270 healthcare actors on its platform. In order to mobilise those experts of different specialities (engineers, urban planners, researchers...) around a single project, the ISU wishes to propose a crosscutting, innovative approach.

The blueKiwi platform enables the creation of transversal inter-professional communities that are no longer limited to the traditional silos of medical specialities or sites for illnesses.

Sharing best practices among professionals underpins the ISU project. In this way, the RuedeZécoles community offers the possibility to paediatric teams in Paris to exchange and improve the treatment, therapeutic education and health education (back, breathing, weight management...). This project enables effective activities to be implemented, which have existed for some time, but of which too few professionals are aware.

A number of other communities around very specific topics are open to selected parties. Examples include ISU-Risk Management, a specialised health and environmental risk management platform, or ISU-Alzheimer an exchange platform for nurses and doctors to share best practices regarding treatment of Alzheimer.

«BlueKiwi is the real tool of a project leader; thanks to the mobile app, it brings the project to life in a broader context. It has enabled us to include experts from different areas in one single project. The product is truly high quality and the security and traceability it offers are excellent.»

Dr Vincent Leroux - founder of the Institut de Santé Urbaine, public health doctor at the Saint-Maurice hospital and professor at l'Ecole Centrale de Paris.

Through observation of these different communities, the ISU has drawn the following conclusion: providing a digital space to professionals who meet periodically strengthens links, promotes sharing of information and stimulates feedback between teams. Co-developing multi-professional protocols becomes easier.



Among the 2715 contributions that make up the platform, the Urban Health Living Lab community is the ISU's biggest success. That platform offers reflection points regarding how to link Public Health and Environmental, Public Safety and solidarity within urban spaces which are undergoing complete re-design. The ISU offers its researchers/experts the chance to jointly envisage a city taking into consideration politicians, sociologists, doctors, engineers, architects, local authorities and urban planners.

"In my opinion, the SI challenges in the city are SMAC: Social, Mobile, Analytical and Cloud. With blueKiwi we have managed to prove that."

Dr Vincent Leroux

Thanks to its technological partnership with blueKiwi, the Urban Health Institute contributed to the «Territoire du Soins Numérique» (Territory of Digital Care) programme led by the Parisian Regional Health Agency (ARS), concerning the area of Health & Social Networks.

A new approach to Research

The ISU wishes to define the role of the Social Networks in the health sector and asks: what role will the Social Networks of Hospital Establishments and the regional inter-professional Social Networks play in the future?

"If Hippocrates were alive today, he would have a blog, says Dr Jacques Lucas, vice-president of the French National Medical Council. In this case, I believe his «Clinical Staff» would be a European inter-professional Social Network."

Dr Vincent Leroux

To support the ISU in this reflection, blueKiwi has transformed itself into an experimental lab of new digital practices among Healthcare professionals.

The first stage in the research process is to diagnose the digital skills, using blueKiwi as an indicator, of healthcare professionals: what stage are they at? What actions must be taken to be 2.0?

Often isolated geographically, those who are less digitally savvy benefit from the presence of experts in the network to train them in the new collaborative tools.



The second stage is to form research groups for innovative issues. For example, researchers envisage a pharmacovigilance model in which the research of medication side effects, results sharing and solutions preparation are carried out via the public and professional social networks.

The use of blueKiwi as an expert platform has improved the digital skills of all involved individuals. As blueKiwi forces individuals to work together, in and with the tool, this makes them ready to form research groups for innovative issues. BlueKiwi has power to be a research driver and value adding in research collaboration. It improves the digital skillset of Health Care professionals and stimulates crosscutting and collaborative research.

