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| **Title of Research Presentation:****E-Health for women: a web tool designed to inform women of individualized health recommendations**  |
| **Background/Objectives**Many women do not monitor their cardiovascular disease risk or receive regular medical screenings. Focus groups conducted with women from different sectors identified a common need for personalized health maintenance recommendations that they can request from their doctor. We previously described an e-health tool that provides women with personalized screenings and check-up information may improve women's engagement in recommended screenings and positive health behaviors. This study characterised utilization of the tool in a real world setting. **Methods**An e-health tool was designed and launched, providing women with profiled, individually tailored information about recommended tests, screening, and medical check-ups. This tool provides women with gender-specific output indicating the recommended frequency of medical tests, screenings, vaccines, and medical check-ups, in addition to physical activity (PA) and nutrition recommendations, according to each user's age, BMI, and family history of heart disease. **Results** The app was launched via a social media campaign. In the first 3 months, the app was used by 11,341 women, average age of 52.7 (SD 10.2, range 20-86), average BMI 27.1 (SD 4.9). Of these, 16.5% smoke, and 47.8% have family history of heart disease. The users spent an average of 2.7 minutes in the web tool, 76% of them got to the results section. Most users entered the nutrition, risk factor, and PA tabs (70% 61%, and 55% respectively). 19.6% of users printed or emailed themselves their personalized recommendations. In focus groups of women ages 30-75 all participants stated that navigating the tool was simple; recommendations were clear and tangible; 80% thought that the information obtained was important, some of it new. Of the participants, 100% gave the tool a mark of “very good” or "excellent" and indicated that they would forward it to their friends. **Discussion**A web tool that provides user-friendly personalized health information has been developed and launched. This tool meets an identified need in the population and may improve access to personalized recommendations for health screening and health behaviours. Users are actively participating and looking at health recommendations on a variety of health topics, a fifth printing or emailing themselves the personalized recommendations. Learning about user's profile and web tool usage characteristics can help continue tailored improvement.**Keywords**eHealth, personalized care |