



ISM SEMINAR

Autumn Term 2015-16

Speaker: Professor Josianne Marsan, Laval University, Quebec, Canada
Title: Health Cooperatives Readiness for Open Source Electronic Personal Health Record
Date: Wednesday 04 November 2015
Venue: M2, WBS Teaching Centre
Time: 14:00

Abstract: The electronic personal health record (ePHR) is an innovation designed to support patients in health self-management. While many applaud the existence of ePHRs, the actual adoption remains less than expected. Lack of flexibility of ePHRs and malicious misappropriation of health data are main concerns for potential users.

Based on the concepts of strategic and social alignments, we propose a framework for ePHR provision that could alleviate those concerns. It includes a partnership between health cooperatives and open source development communities, two types of organization sharing similar values. Through interviews of representatives in 17 health cooperatives in Quebec, a Canadian province with a particularly active network of health cooperatives, we then explore health cooperatives readiness to offer an open source ePHR by engaging in such a partnership.

Our analysis revealed that health cooperatives are psychologically ready to offer an open source ePHR to their members and patients, and to engage in a partnership with an open source development community. However, due to lack of time and budget, they are not completely ready structurally. Consequently, they ask for the help of an intermediary organization. Based on these results, we updated our initial proposition from a partnership to a constellation including health cooperatives, an open source development community and an intermediary organization, all aligned on the same fundamental values. The intermediary organization is responsible for the implementation of the ePHR and the management of the constellation.

This research is a step towards identifying more effective and innovative strategies to support the diffusion of ePHRs. Its originality stems from the joint study of four elements neglected by the academic literature: open source ePHR, cooperatives in the health sector, inter-organizational social alignment, and the psychological and structural dimensions of organizational readiness.

Biography: Josianne Marsan is an Associate Professor of Information Systems (IS) at the Faculty of Business Administration at Laval University. She earned a Ph.D. in Business Administration (Information Technology) from HEC Montreal in 2010. Her research interests include the adoption, implementation and use of IS in organizational contexts; business analysis; open source software; and information technology (IT) in health care. Josianne teaches business analysis and IS design at the undergraduate and graduate levels. She worked as a business analyst at the beginning of this millennium and is still very close to practice with her deep involvement in the International Institute of Business Analysis (IIBA). She received the Socrate Award for excellence in teaching and supervision from the Faculty of Business Administration at Laval University in 2013 and 2014. The Association of students in business administration also nominated her in the Top 3 best professors in information systems at Laval University in 2013. Josianne has been a visiting professor at Research Unit on Mediation, Information, Communication, Art (MICA) at Bordeaux-Montaigne University. She is an associate fellow researcher at Research Chair in IT in Health Care and a collaborator at Groupe de recherche en Systèmes d'Information (GRéSI) at HEC Montreal. She is the chair and a former editor of the IS Division at the Administrative Sciences Association of Canada (ASAC). She has served as reviewer for top journals such as Journal of the Association for Information Systems and MIS Quarterly. Josianne has also published articles in top journals such as the European Journal of Information Systems, Journal of Strategic Information Systems, and International Journal of Medical Informatics.

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