Creating a Collaborative Chronic Care Network (C3N)

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Agenda

• What is the C3N?
• Condor and C3N Mailboxes
• Facebook Ethnographic Research
• YouApp
What is the C3N?

• Collaborative Chronic Care Network
• National Institutes of Health - TRO1 Grant
• Based out of Cincinnati Children’s Led by 2 researchers Drs. Peter Margolis and Michael Seid
Patients Network.

Physicians Network...

Researchers Network...

ImproveCareNow

Improving lives through collaborative medicine

Cincinnati Children's
change the outcome
What is the secret of innovation?

“You start with some very bright people, let them hang out with other very bright people and allow their imaginations to roam”

Susan Hockfield, President, MIT
Collaborative Chronic Care Network (C3N)

C3N Purpose: To enable patients and families, clinicians, and researchers to work together to create a COIN for inflammatory bowel disease (IBD) that improves the outcomes and experience of illness and care, spawns innovations, and accelerates discovery and the application of new knowledge.

As the goal of the project is to create a COIN, it was decided to also try to structure the research team as a COIN...
C3N as a COIN… (June ’10)

Insights

- Peter Margolis & Michael Seid – big galaxies
- But: small overlap in network
- Combined network is not really galaxy
- Not many COINs
Leader betweenness goes down.. (July ‘10)

Michael Seid

Amy Borgert

Abbie Chandler

George Dellal
George Dellal’s (C3N Project Manager) mailbox (Dec ’10)

All key project members are in the core of George’s network.
Cole Jackson’s (C3N Project Coordinator and Patient) mailbox (Dec ’10)

- Emergent COINs are recognizable
- Cole has typical coordinator-expeditor profile - connecting structural holes

Back at the Gym
Cole Jackson, 20
Athens, Ohio

Matt Gush for The New York Times
Throughout high school, he only told one friend that he had Crohn’s. “It was four years of suffering in silence,” he said. Because he was always tired, he had to give up playing baseball.
Peter Gloor’s Conclusions (Dec ’10)

• Richard Colletti (Improve Care Now Network Director) most connected external boundary spanner
• Peter Margolis is the most active member – “Guru”-leader
• George Dellal (Project Manager) clearly recognizable as C3N internal leader
• Cole Jackson connecting “structural holes” among researchers and patients
• Sentiment surprisingly factual and non-emotional…
Content view (from e-mail subject lines)

- Very few “emotion” words (thank, happy, love, etc.)
- Focus on communication (meeting, webinar, teams etc)
- Focus on funding (NIH, funded, Grant)
- Key person referred to: Peter
Ethnographic Analysis on Facebook

2 Network types on Facebook

- Discussion Network
- Friendship Network
Insights

- Each “crohnie” is the star in the center of a little support network
- The stars are almost not connected
- They love their beds
- They love their Moms
- They worry about having sex
- From all walks of life
  - Leftist liberals (support gay marriage)
  - God fearing, praying Palin supporters
The “stars” are unconnected.

Identifying Lead Users…
YouApp Team’s Analysis

10,000 MEMBERS
1 GROUP

VERY FEW COINs

key member*
Build a Facebook App to:

• Collect
• Connect
• Community
Questions?

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