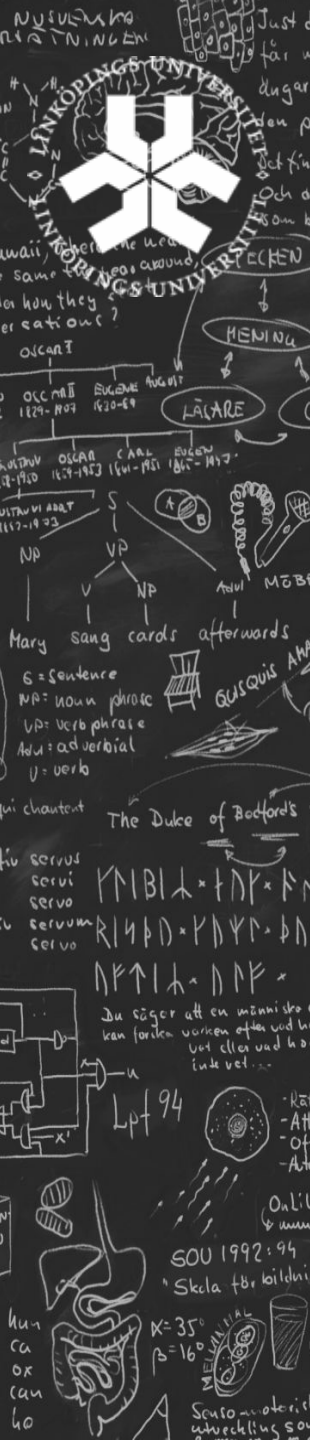

What kinds of intangible are important to identify and measure?

Bahlol Rahimi

Dept. of Computer and Information Science (IDA)
Linköpings universitet, Sweden

LiU expanding reality

Introduction

- Increased need and pressure for implementing information technology in all healthcare domains
- Increased need to evaluate IT-applications.
- Knowledge about the benefits, effects and impacts of IT
- Information about which areas are specially influenced and about which kind of outputs
- Both tangibles and intangibles, are important to valuate and evaluate.

Introduction (count..)

- Both tangibles and intangibles, are important to valuate and evaluate
- Intangible outputs play important role in organizational success
- Investing in IT make organizations profitable
- Despite the importance of the intangibles, evaluation of them have not yet been justified or accounted

Aim:

In this poster we identify categories their intangibles are important for organizational effectiveness and thus important to measure, account and justified, especially in the area of medical informatics.

Intangible:

- Kaplan and Norton (2004) have described intangibles as “knowledge that exists in an organization to create differential advantage” or “the capability of the company’s employees to satisfy customer needs”.
  - ✓ Some examples from their point of view are: workforce knowledge, leadership, high quality products and services, motivated and skilled employees, responsive and predictable internal processes, and customer satisfaction.
- Intangibles assets according the new International Accounting Standard IAS 38 are defined as an identifiable non-monetary asset without physical substance held for use in the production or supply of goods or services, for rental to others, or for administrative purposes such as skills, information systems, and satisfied customers.

Methods:

- literature review of current studies on the area of evaluation of intangible outputs both at the industry and healthcare areas
- The review covers scientific publication like journals, books, Internet.
- Literature was reviewed using the terms and combinations of terms such as intangible evaluation, information system, and medical informatics from 1990 upward.
- Journals like Journal of American medical informatics association, the proceeding of AMIA and Medinfo conferences, Journal of Management Information system, and The Electronic Journal of Information Systems Evaluation was reviewed.

Result:

- **Identifying three categories their intangibles are important for organizational effectiveness and example of intangibles**
  - **Technical intangibles**
  - **Individual intangibles**
  - **Organizational intangibles**

Examples of “Technical Intangibles”

- ✓ **Accuracy of data**
- ✓ **Accessibility of data**
- ✓ **Availability of data**
- ✓ **Readability of data**
- ✓ **Uniformity of data**

Examples of Individual Intangibles

- ✓ **IT proficiency for employee**
- ✓ **Improving of decision-making**
- ✓ **Clearer understanding of problem**
- ✓ **Increasing of user satisfaction**

Examples of Organizational Intangibles

- ✓ **Improvement in communication**
- ✓ **Improved organizational teamwork**
- ✓ **Better organizational planning and control**
- ✓ **Utilization of management time**
- ✓ **Improved organizational learning**

Discussion & Conclusion

- The identification of categories of intangible outputs can make clearer the payoff mechanism and help decision makers and managers to know more about the impact of medical information system both at individuals and organization level.

- To develop methods and models to evaluate intangible is a challenge that medical informatics will need to continue to improve and discus.

Acknowledgment:

The author thanks Dr. Vivian Vimarlund for her great supporting for preparing and presenting this poster.

References:

1)Brynjolfsson E, Hitt LM. Beyond computation: information technology, organizational transformation and business performance. The journal of economic perspectives 2000:14(4): 23-48.

2)Devaraj S, and Kohli R. Information technology payoff in the health care industry: A longitudinal study. Journal of Management Information system 2002:16(4) 41-68.

3) Vimarlund V, and Olve NL. Economic analyses for ICT in elderly healthcare: questions and challenges. Health Informatics J 2005: 11(4):309-321.

Corresponding address:

Bahlol Rahimi, Dept. of computer and information sciences, Linköping University SE-58183 Linkoping, Sweden. Email: bahra@ida.liu.se