

# A HEROIC Health System in a Digital Age

Implementation issues and strategies

# Focus of Presentation

- Personal Health Manager (PHM) software
  - Built around basic medical records
  - A paradigm shift; a key driver of change
- A “first 50 million” implementation strategy
  - Development of first-rate PHM products
  - Distribution of free copies (downloads & CDs) to initial 50 million users

# Personal Health Manager Software

- Enables individuals to make full use of the resources available in a digital age, easily
  - To improve own health
  - To exert right influences on health system
- The major features exist on the desktop or are accessed through the desktop program
  - Information a consumer needs would be automatically available on his/her desktop, not dependent on health plan, physician, or web-searching
- Automatic updates to consumer

# Personal Health Manager Software

- A “must have”, easy to use, value-added application
  - Comparison to successful personal finance, travel, music, photo, business software
- A shift from “supply” to “demand” focus for development of next stage in Internet & broadband
  - Facilitates use of existing sites and resources, and of new ones

# Components and Functions

- Personal Medical Record - basic (most important information) or more...
  - History, problems/diagnoses, Rx, test results, physicians' plan(s) of care
- Health Journal/Planning section
  - Preventive care and evidence-based guidelines, calendar and reminders
  - Monitoring/recording
  - Research/downloading/note-taking
  - Automatic Rx info downloads (e.g. PPIs), flags on potential interactions

# Components and Functions

- Health Pathways (multi-media connections)
  - Primary care physician & other physicians offices
  - Health plans
  - Pharmacy, dentist, optometrist, disease management programs, assistive technologies
  - MEDLINEplus.gov, NCQA, FAcct, ICSI, AHRQ, CMS, American Heart Association, American Cancer Society, HHS Healthfinder & other first-rate sites via “one click” access

# Components and Functions

- Health Pathways (cont)
  - A health-specific “google” search engine, w/ priority for accredited websites
  - Health broadcast channels & video library
  - Local services and resources search, via zip code

# Components and Functions

- Health Management Modules
  - A full package of information and tools, including evidence-based guidelines, that individuals need to manage specific medical issues
    - Childhood asthma, congestive heart failure, pregnancy, high blood pressure, diabetes, cancer, assistive living products for vision impairment
    - Specialized Health Journal pages for recording data, videos on treatment options
  - Delivered “direct to the desktop” via “one-click” downloads or CDs, from physician’s office or other source



# Components and Functions

- First Aid in Medical Emergencies and Medical References
  - Red Cross, “Dr. Spock”, Healthwise publications
- Managing Your Health Dollar
  - Health plan section
    - Benefits, copays, provider networks (searchable by zip code), quality information
    - On-line account, deductible, and bills status
  - Comparison shopping for Rx and medical supplies
  - Comparison shopping for health plans (NCQA)
  - Connection to flexible spending accounts

# Implementation Strategies

- Incremental?
  - Introduce computerized medical records, other PHM consumer software into selected population groups or delivery arrangements (100,000 to 1M), study results, use data for clinical effectiveness/outcomes research
- Rapid Systemic Change?
  - Assist tens of millions of consumers to be better informed, more effective managers of their own health and health care
  - Give away 50 million copies of personal health manager software over next 5 years

# Process for Systemic Change

- A fast-track development process to produce first-rate Personal Health Manager products from at least three competitors
  - Group of sponsors (physicians, AARP, AFL-CIO, foundations, employers, health plans, Rx, government, National Health Council organizations)
  - (1) Statement of intent, invite ideas; (2) initial RFP w/ basic standards and core requirements; (3) award \$2M for up to 5 developers; (4) select best 3 for distribution

# Process for Systemic Change

- Sponsoring organizations would distribute 50 million (download or free CDs) to their patients, employees, members, beneficiaries
  - Inexpensive
  - Uses successful national software strategies (QuickTime, Acrobat, Netscape)
  - Enhances sponsor relationships, e.g. physician-patient
- Assuming products were value-added enough, consumers (and others) could pay for further releases/upgrades themselves

# Prospects for Systemic Change

- Basic elements:
  - Widespread consumer use of computers/Internet for health information (and other purposes)
  - Computer-based medical records; Medlineplus.gov, NCQA, FAcct, disease management materials, other first-rate content and sites
  - Excellent software firms looking for new products and markets
  - Venture capital