

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