

Personal Health Record (PHR) Roundtable

HIMSS Annual Conference

Orlando, Florida

***February* , 2008**



Agenda for the PHR Roundtable

- PHR Definition
- PHR Field Today
- Shifting Consumer Demand
- Shifting Incentives
- Role of PHR for Clinicians
- A View Into the Future of the PHR
- Discussion

HIMSS ePHR Definition

- An electronic Personal Health Record (“ePHR”) is a universally accessible, layperson comprehensible, lifelong tool for managing relevant health information, promoting health maintenance and assisting with chronic disease management via an interactive, common data set of electronic health information and e-health tools
- The ePHR is owned, managed and shared by the individual or their legal proxy(s) and must be secure to protect the privacy and confidentiality of the health information it contains. It is not a legal record unless so defined and is subject to various legal limitations.

PHR Definitions Across the HIT Industry

	HIMSS	AHIMA/AMIA	Markle
Feature/Function			
An Electronic Tool	X		X
Empowers Healthcare Consumers	X	X	X
Includes Comprehensive Healthcare Data Pertaining to the Consumer/Owner	X	X	X
Lifelong Record	X	X	X
Universally Accessible	X	X	X
Layperson Comprehensible	X		X
Health Information is Owned/Managed/Controlled by the Individual/Proxy	X	X	X
Secure: Privacy and Confidentiality of the Health Information is Protected	X	X	X

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Sources of ePHRs

- Healthcare providers
- Employers
- Health plans
- Government
- Internet sites
- Pharmacies
- Disease management vendors
- Device manufacturers

Current Models of ePHRs

- ***Unconnected Model***

- Software utilized by individuals to enter and maintain their PHI on home PCs
- Websites that are maintained by third parties that allow patients to enter and access information

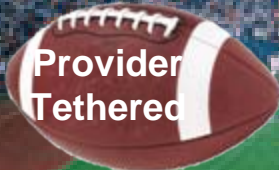
- ***Tethered/Connected Model***

- Websites that allow patients to view information from other applications maintained by healthcare providers, insurers, or other organization that maintains the individuals health records electronically
 - May allow entry of data by patient
 - Evolution toward integration of data from multiple sources

- ***Optimal Model***

- Interoperable ePHR with all health information pertaining to the healthcare consumer/owner from all sources

The PHR Field



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Patients Willing to Pay for PHR's

- > 90 % thought electronic medical records could **improve medical care and reduce hospital errors**
- 93% said they wanted emergency care personnel to be **able to access their records** if it could reduce treatment errors
- Most thought health care providers ask the same questions repeatedly and that EMRs could **reduce wait-time in a doctor's office**
- > 50% said they'd be **willing to pay** at least \$5 a month to have their records stored in an electronic format

Source: CIO Insight, July 22, 2005

Healthcare Consumers Want PHRs

- A November 2007 Wall Street Journal Online/Harris Interactive Health-Care Poll found that, “A sizable majority of Americans believe electronic medical records have the potential to improve U.S. health care and that the benefits outweigh privacy risks.” And a vast majority of Americans want access to their health information. “... 91% of those polled say patients should have access to their own electronic records maintained by their physician.” **

http://online.wsj.com/public/article_print/SB119565244262500549.html

Patients Want PHRs

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Survey: Patients Want Online Health Records

By M.L. Baker

December 8, 2006

TALKBACK 
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A survey released this week by the nonprofit Markle Foundation finds patients enthusiastic about being able to access their health information online. A vast majority say they would use this information to prevent unnecessary care and take better care of themselves.

More than 95 percent of respondents in the survey of 1,000 Americans said that doctors and individuals should have access to all of an individual's medical records. Two-thirds wanted to have access to their own records electronically.

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Some International Models



Germany – Patient Penalties for Noncompliance

Shifting Market Forces

- Healthcare Consumers
 - Behavioral Carrots and Sticks



Healthcare Consumers - Carrot



THE WALL STREET JOURNAL.
O N L I N E

BY WILLIAM M. BULKELEY

Word Count: 445 | Companies Featured in This Article: International Business Machines

Big Blue wants to shrink big kids.

International Business Machines Corp. plans to launch a program to combat childhood obesity among employees' children, and it is putting money behind the plan. Starting next year, it will pay \$150 to employees who sign up a child who completes a 12-week online program of diet and exercise training.

IBM, of Armonk, N.Y., says it has had significant success with wellness programs it started five years ago that pay employees to improve their health.

Healthcare Consumers - Stick

- **Healthcare Consumers Also To Be Held Accountable**

Published Monday, September 10, 2007

More companies penalize workers with health risks

Wellness programs likely to get tougher

Lisa Cornwell

The Associated Press

Cincinnati — First they tried nudging. Now companies are penalizing workers who have high health risks such as obesity and high blood pressure or cholesterol as insurance costs climb.

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Roles of Providers

- Adopt Interoperable EHRs and PHRs
- Embrace a paradigm shift from paternalistic medicine to empowered consumers participating in physician-patient partnerships
- Provide synchronous care
- Understand the legal implications when interacting with a patient that uses a PHR
- Develop an understanding and expectation setting with patients using PHRs
- Becoming actively educated and involved in impact and usage of PHRs that foster patient wellness and chronic disease management

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A View Into The Future

- Physician and consumer performance and behavior incentives
- Interoperable health information systems across healthcare constituents and the continuum of care
- Economic Issue for an Overburdened U.S. Healthcare Delivery Model: Coordination of Information Among Payers, Providers (all types) and Patients to Decrease Disease Costs and Focus on Wellness = Biggest Paradigm shift in our country

A View Into The Future

- Elements that promote individuals ***to want to change***
 - Perceived susceptibility
 - Perceived severity
 - Perceived benefits
 - Perceived barriers are outweighed by the benefits
 - Cues to action
 - Self-efficacy
- ***PHRs are ideally suited to promote change***

*Bandura A. Social foundations of thought and action. Englewood Cliffs: Prentice-Hall, 1986.

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Discussion

Thank you for attending our PHR Roundtable.

We would like to open the floor to questions and comments from our audience.