



E-Health: Empowering Clinicians and Consumers

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**"In the correct
formulation of
the question
lies the key to
the answer."
*Max Planck***



Questions to Answer

Q1 What is "e-health"?

Q2 What are the current e-health trends?

Q3 What are some roadblocks to e-health implementation?

Q4 What are the benefits of e-health?

Question #1:

What is
"E-Health"?



"The new source of power is not money in the hands of a few, but information in the hands of many."

John Naisbitt



Q1

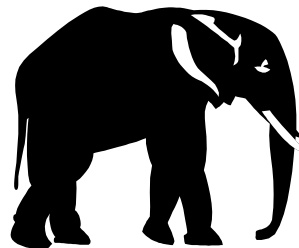
What is "e-health"?

Simple definition:

Internet technology applied to the healthcare industry.

Complex question:

What is the Internet, according to various healthcare professionals?




What is the Internet?

ENTITY

 Clinicians

 Consumers

 Pharmaceutical companies

 Providers and payors

HOW THEY SEE THE INTERNET

- ⑦ A tool for decision support, patient education, and communication
- ⑦ A tool for health education, communication, and performing administrative tasks
- ⑦ A tool for directly interacting with the consumers most likely to use their products
- ⑦ A tool for serving patient populations and attracting referrals

Q1

What is "e-health"?

Role of the Internet

The Internet is a transformational agent that enables providers and consumers to retrieve information when, where, and how it is needed.



Question #2:

What Are
the Current
E-Health
Trends?



Q2 What are the current e-health trends?

Trend #1: Expanding Use

Why Is It Important?

- More U.S. adults using the Internet
- U.S. web pages getting more and more hits
- Number of healthcare-oriented sites and visitors rising steadily



Q2 What are the current e-health trends?

Trend #1: Expanding Use

What Will It Mean?

- Rigorous standards needed
- Content must be improved and updated continually



Q2 What are the current e-health trends?

Trend #2: Demand for Interactive Tools



Why Is It Important?

- Represents move from static to dynamic health content
- Not enough advertising dollars for health sites, which will need to differentiate themselves.

Q2 What are the current e-health trends?

Trend #2: Demand for Interactive Tools



What Will It Mean?

- Proliferation of interactive materials
- Tools that empower the consumer and use a variety of media

Q2 What are the current e-health trends?

Trend #3: Progress toward the Personal Health Record

Why Is It Important?



- Expanding consumer interest in the PHR
- Indicates consumers want bigger role in managing their health

Q2 What are the current e-health trends?

Trend #3: Progress toward the Personal Health Record

What Will It Mean?

- Patients will manage the records
- Security will be a major factor
- Home health devices will flourish
- Demand for “patient friendly” features in PHRs will increase



Q2 What are the current e-health trends?

Trend #4: More wireless and cellular devices for clinicians

Why Is It Important?

- Rapidly expanding interest in these devices
- Major benefits: improved outcomes, saved time



Q2 What are the current e-health trends?

Trend #4: More wireless and cellular devices for clinicians

What Will It Mean?

- Tough analyses of business requirements are needed
- Function and usefulness must come first



Q2 What are the current e-health trends?

Trend #5: Growth of Internet Communities

Why Is It Important?

- Represents shift from traditional models of information exchange
- Growing in popularity



Q2 What are the current e-health trends?

Trend #5: Growth of Internet Communities

What Will It Mean?

- Change in provider/patient relationship
- Communities will need to be monitored by professionals





Q2 What are the current e-health trends?

Trend #6: The Empowered Consumer

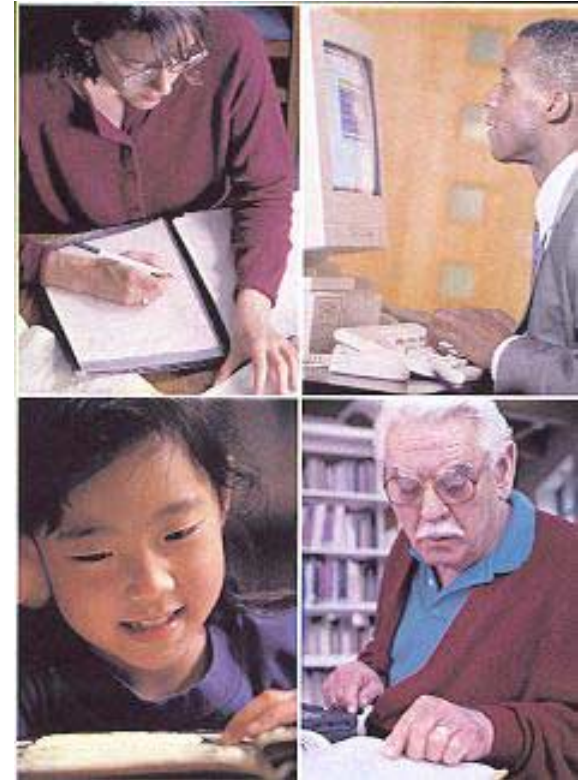
Redefinition of the traditional patient is “probably the biggest driver of change in healthcare.”

*–Harold Charney, 2000
CHIME Forum*

Q2 What are the current e-health trends?

What E-Health Consumers Want

- Convenience
- Control
- Choice



Question #3:

What Are the
E-Health
Roadblocks?

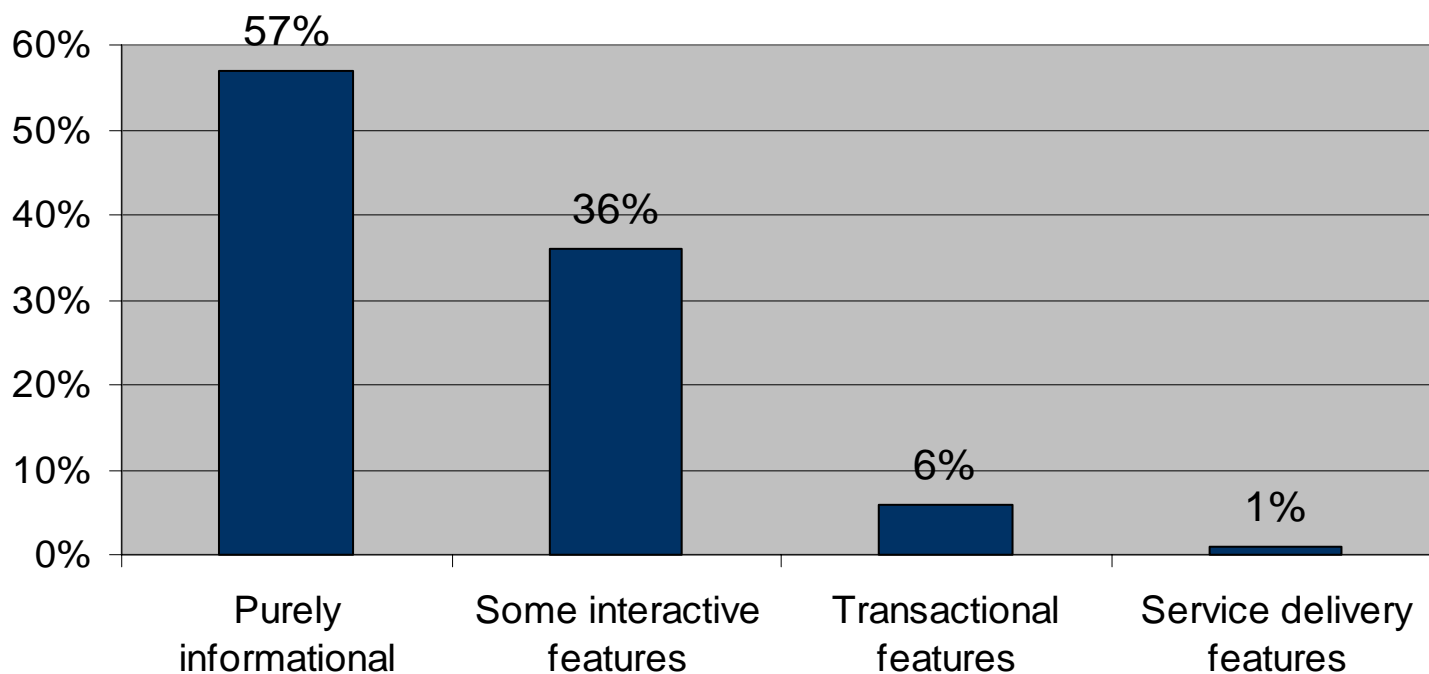


Q3

What are the e-health roadblocks?

Organizations Slow to Offer Interactive Services

Most hospital websites offer little or no consumer interactivity or services





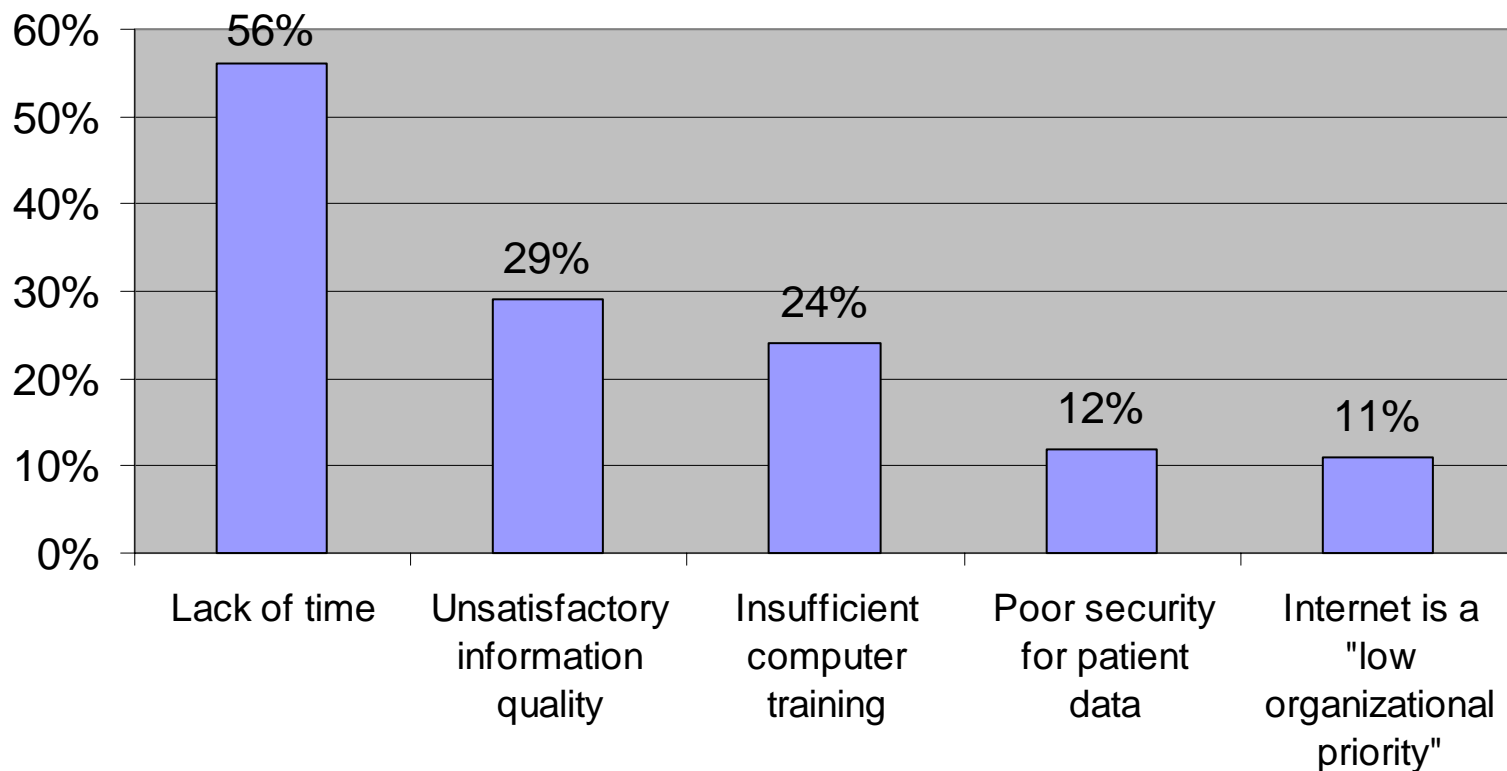
Q3 What are the e-health roadblocks?

Clinicians Slow to Use the Internet in their Practice

- Traditional medical training did not cover Internet technology
- Fear the loss of authority to “know-it-all” patients
- Little perceived incentive to learn about the Internet

Q3 What are the e-health roadblocks?

Clinicians' Perceived Obstacles to Internet Use





Q3

What are the e-health roadblocks?

Clinicians Remain Skeptical

- Only 11% of online physicians believe e-health is useful for patient education
- 5% believe it is useful for obtaining or transferring records
- 2% believe it is useful for processing insurance claims



Q3 What are the e-health roadblocks?

Consumer Fears

- Threats to security
- Misuse of personal information by health websites
- Accuracy and validity of online information

Question #4:

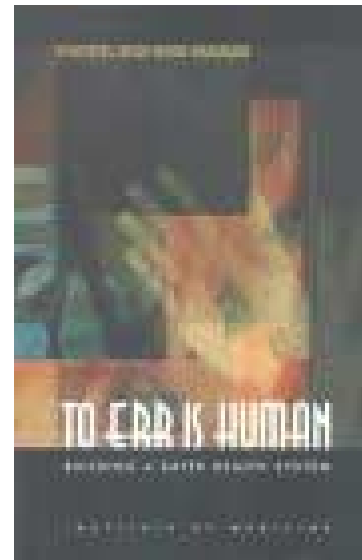
What
Are the
Benefits of
E-Health?



Q4 What are the benefits of e-health?

#1: Improved Clinical Decision-Making

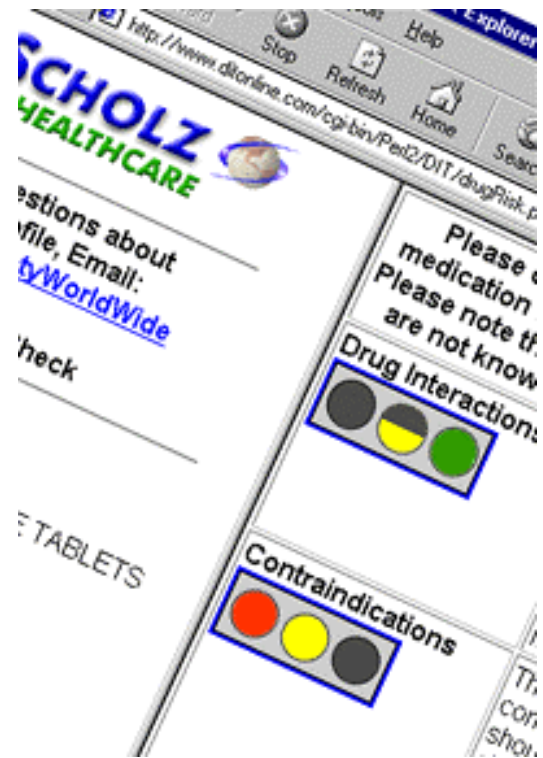
- Effects of medical error are staggering
- Clinical decision support systems can reduce medical error
- Include knowledge databases, patient simulations, and diagnostic consultations



Q4 What are the benefits of e-health?

#1: Improved Clinical Decision-Making

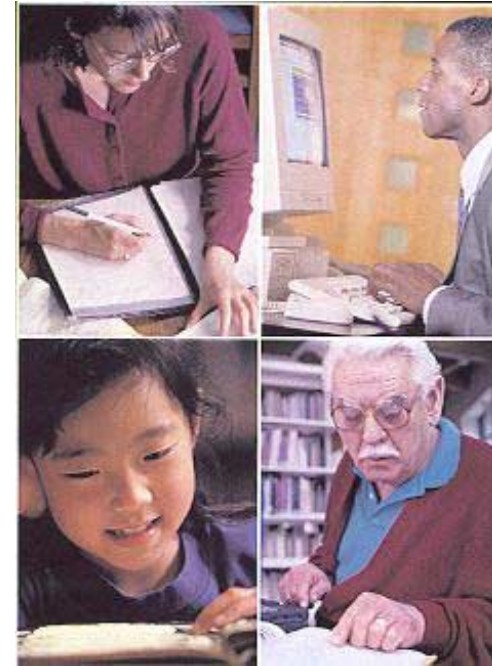
Example:
The Drug Risk Navigator



Q4 What are the benefits of e-health?

#2: Consumer Self-Education

- Urgent need for better consumer education
- Internet can be invaluable educational tool
- Consumers willing participants in Internet education





Q4

What are the benefits of e-health?

#2: Consumer Self-Education

- Benefits of using the Internet to educate:
 - Electronic publishing more timely and dynamic than traditional publishing
 - Also less expensive than paper-based publishing
 - Personalized physician websites build image, credibility, and the trust of patients



Q4

What are the benefits of e-health?

#3: Improved Disease Management

- High cost of chronic disease
- Online tools and home health devices can improve outcomes and lower costs

Q4 What are the benefits of e-health?

#3: Improved Disease Management

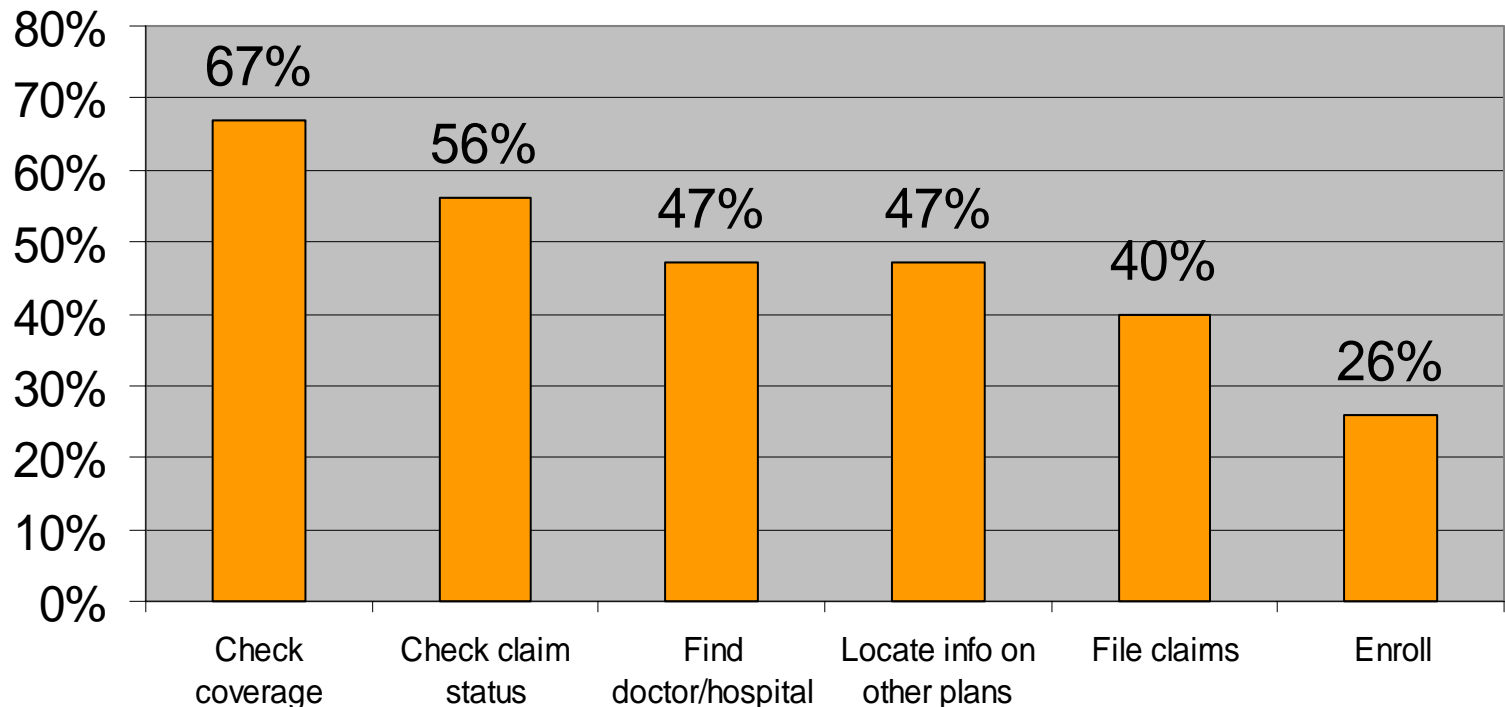
Examples:
Benefits of
Online
Disease
Management



Q4 What are the benefits of e-health?

#4: Simplified Processes

Consumers impatient with inefficient processes; they want to use the Internet to:



Q4 What are the benefits of e-health?

#4: Simplified Processes

Example:

Partners Healthcare





Q4

What are the benefits of e-health?

#5: Improved Communication

- More clinicians beginning to use e-mail with patients
- Still, many remain wary
- E-mail experiencing explosive growth
- More and more consumers want to use it to communicate with caregivers

Q4 What are the benefits of e-health?

#5: Improved Communication

Potential benefits of physician/patient e-mail





Q4 What are the benefits of e-health?

Achieving E-Health Integration: Action Steps

- Focus on online services, not online information
- Create and promote a website
- Take an active role in guiding online education
- Address privacy, security, and confidentiality
- Use e-mail--wisely



The goal of the e-health
revolution:



Better care for all.

With your leadership, we
can make this goal a
reality!



