

The Implications of Change: Align your Web Strategy with Healthcare Reform

Presented By:
Ben Dillon, MBA
Vice President & eHealth Evangelist
Geonetric, Inc.

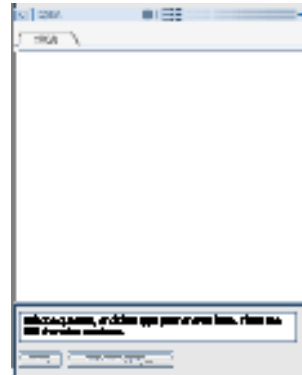
Who is Geonetric?

Geonetric develops award-winning Web sites for the healthcare industry. A sample of our clients includes:



Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our Webinar archive 48 hours after event
- Be sure to mute your phones



Take the new eHealth Insights Survey
on Healthcare Reform

About Today's Presenter



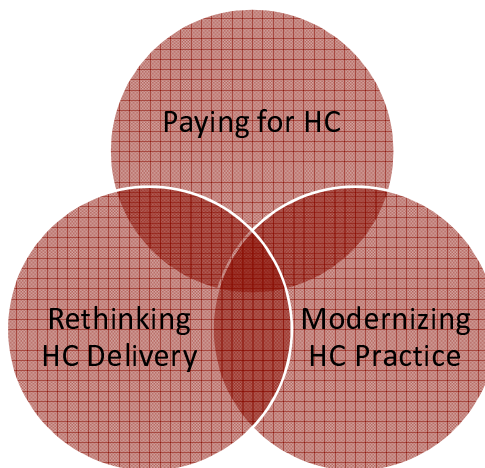
Ben Dillon, MBA, Vice President & eHealth Evangelist

Ben is a co-owner of Geonetric. He writes and speaks extensively about our research and the industry-leading efforts of our clients. Ben is co-chair of the HIMSS eHealth Special Interest Group and a member of the Microsoft Healthcare Users Group and SHSMD. He has been a judge of the eHealth Leadership Awards for the past five years.

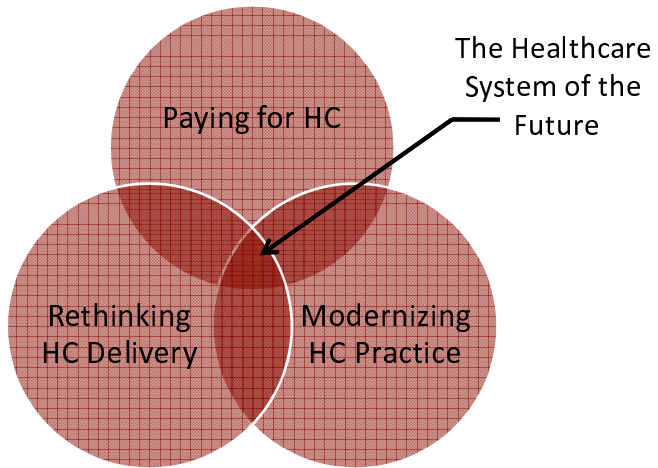
The Implications of Change: Align your Web Strategy with Healthcare Reform

Presented By:
Ben Dillon, MBA
Vice President & eHealth Evangelist
Geonetric, Inc.

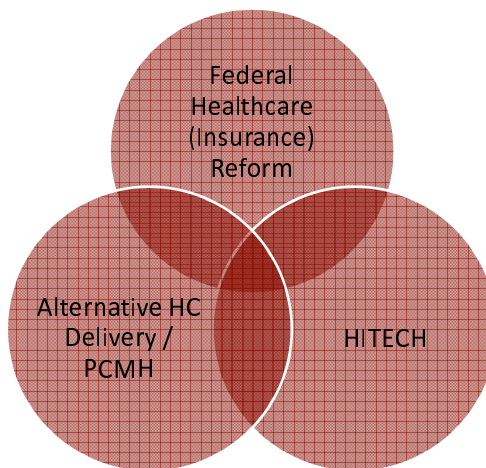
Change Comes From All Directions



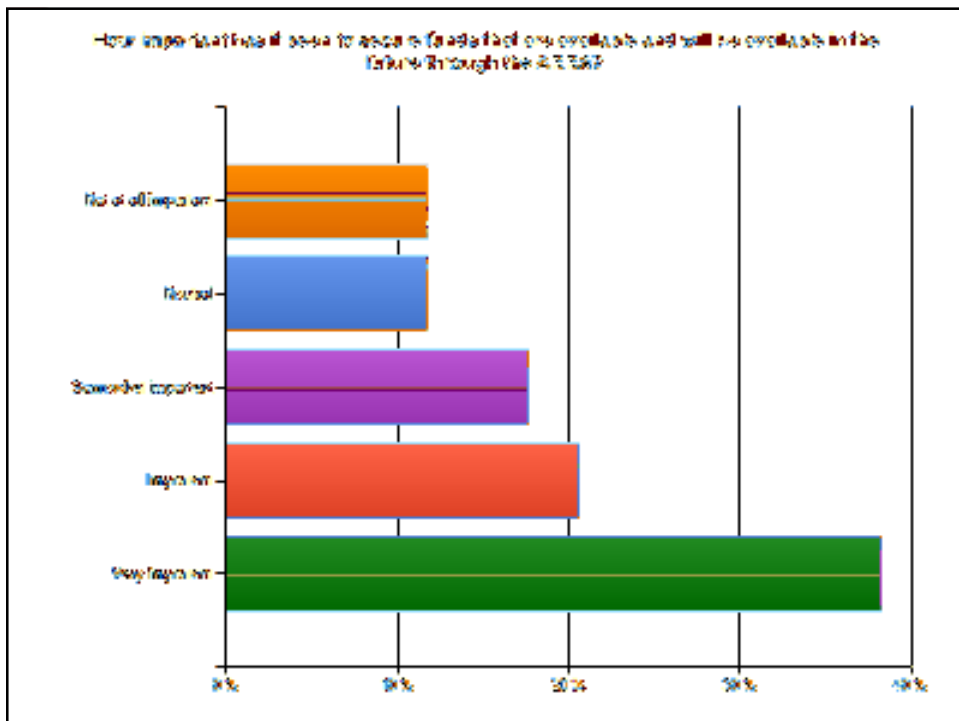
Change Comes From All Directions

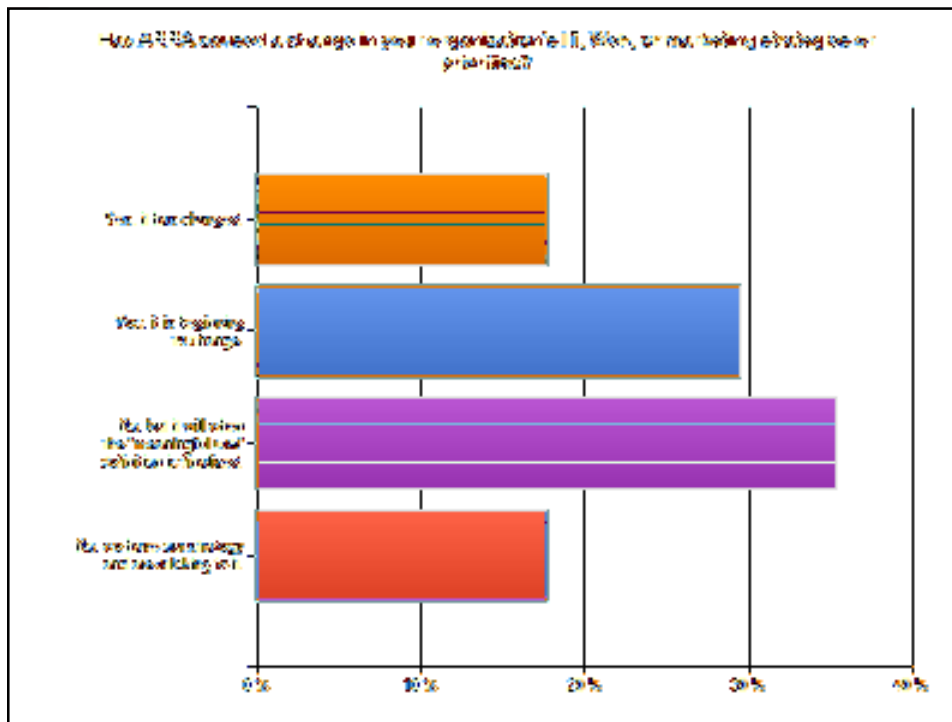


Change Comes From All Directions



Why are we talking about this?





Topics

- Healthcare Reform
- Alternative Care Delivery Models/
Patient Centered Medical Home
- ARRA/HITECH/Meaningful Use
- What to Look for in Technology

HEALTH (INSURANCE) REFORM

Consumer Views

- Majority view health reform **as key to reviving the economy** (81.4%).
- People believe that health reform **will improve their finances** (76.1%).
 - Additionally 62.2% believe that health reform will improve the country's finances.
- People are **worried about being able to afford** future care in the event of a serious illness (53.2%).
 - Additionally, 48.2% are worried that they will not be able to afford all of the routine health care services they need.

Source: Robert Wood Johnson Foundation
Health Care Confidence Index - October, 2009

■ eHealth Insights - Quotes

- "The Democratic proposals for health reform, if made into law, will annihilate the American health care system and do irreparable damage to the American economy."
- "Universal coverage will benefit the hospital system which is currently burdened by people who simply don't pay their bill. Pay for performance opens the door for less expensive but highly effective treatment options."
- "...EMR and pay for performance will significantly reduce the numbers of tests necessary to validate the diagnosis and treatment"
- "...The voice of the provider needs to be louder in these debates. I fear that politicians who don't understand the complexity of the system are making sweeping generalities that are not the true experience of the consumer."
- "single payor simplify everyone's life"

Source: eHealth Insights Survey on Healthcare Reform, Fall, 2009 - Preliminary results

■ Goals of Health Reform

- Dramatically increase the number of insured
- Make the insurance landscape more competitive, offering greater value to health consumers
- Reduce barriers to coverage
- Reduce long-term growth of healthcare costs
- Guarantee choice of doctors
- Grow focus on prevention and wellness

Health Reform Implications

- How does this change your competitive situation?
- How does this change your relationship with referring physicians?
- How does this change your market targeting?
- Does this change the mix of services that may be profitable?
- New preventative services to develop and grow – could these be differentiators for your organization?

Health Reform Implications

- Healthcare will be more subject to market forces than ever before in the U.S.
- Providers are going to need to work harder to acquire and retain patients

PATIENT-CENTERED MEDICAL HOME

Alternative Care Delivery Models

- Primary care practices are getting squeezed between specialists and retail medicine
- Patients don't get enough time with physicians
- Physicians spend too much time on tasks other than taking care of patients
- System expenses are dominated by chronic disease not well suited to the encounter-based model

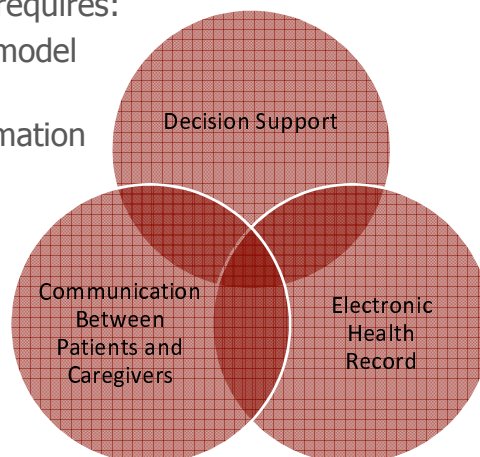
Alternative Care Delivery Models

- What is Patient-Centered Medical Home?
 - The brief encounter model is replaced with a new model
 - Every person gets a personal physician to provide ongoing comprehensive care at all stages of life
 - The care team engages in continuous management and monitoring of patient populations
 - A whole-person orientation is used
 - Care is coordinated between providers
 - Focus on comprehensive and personal care
 - A new, revised business model for primary care practices

Patient-Centered Medical Home

Accomplishing this requires:

- Reimbursement model changes
- Practice transformation
- Technology



ECONOMIC STIMULUS AND HEALTHCARE INFORMATION TECHNOLOGY

■ ■ ■ ARRA/HITECH/Meaningful Use

- American Recovery and Reinvestment Act (ARRA)
- Health Information Technology for Economic and Clinical Health (HITECH)
- Financial incentives to providers achieving:

Meaningful Use of a Certified EHR

Why Is Meaningful Use Important?

For Individual Providers

		2011	2012	2013	2014	2015	2016	Total
Year Achieving Compliance	2011	\$18,000	\$12,000	\$8,000	\$4,000	\$2,000		\$44,000
	2012		\$18,000	\$12,000	\$8,000	\$4,000	\$2,000	\$44,000
	2013			\$15,000	\$12,000	\$8,000	\$4,000	\$39,000
	2014				\$12,000	\$8,000	\$4,000	\$24,000
	2015	Penalties begin for failing to comply						

For Hospitals

More complex, but beginning at \$2 Million plus a dollar amount based on level of Medicare discharges.

How Are HITECH Dollars Different?

- Trailing dollars
- After purchase
- After implementation
- After achieving Meaningful Use

Defining Meaningful Use

Policy Goals:

- Improve quality, safety, efficiency, and reduce health disparities
 - Engage patients and families
 - Improve care coordination
 - Improve population and public health
 - Ensure adequate privacy and security protections for personal health information
-
- 2011 goals expand in 2013 and 2015

Defining Meaningful Use

Of interest in 2011 goals:

- Improve quality, safety, efficiency, and reduce health disparities
 - Send reminders per patient preference for preventive/follow-up care
- Engage patients and families
 - Provide patients with...
 - Electronic copy of their health information upon request
 - Timely electronic access to their health information
 - Access to patient-specific educational resources
 - Clinical summaries for patients for each encounter
- Improve care coordination
 - Capability to exchange key clinical information among providers of care and patient authorized entities electronically



2013

- Access for all patients to PHR populated in real time with health data
- Offer secure patient-provider messaging capability
- Provide access to patient-specific educational resources in common primary languages
- Record patient preferences (e.g., preferred communication media, advance directive, health care proxies, treatment options)
- Documentation of family medical history, in compliance with GINA
- Upload data from home monitoring device



2015

- Patients have access to self-management tools
- Electronic reporting on experience of care

Why Should You Get Involved?



LOOKING AT TECHNOLOGY

What Are We Looking For?

- Communicate with patients
 - Secure messaging
- PHR/data
 - Allergies
 - Labs
 - Etc.
- Sharing data back and forth
- Device support
- Self management tools and support
- Take the opportunity to create something better than ever before

Secure messaging

Messages

Showing messages 1-3 of 3

- David Sturtz**
July 20, 2009 at 10:41 AM CDT
(GMT-5:00) My insurance group ID should be 67891
- VitalSite Administrator**
July 20, 2009 at 12:45 PM CDT
(GMT-5:00) Do you have a new member ID as well?
- David Sturtz**
July 21, 2009 at 2:24 PM CDT
(GMT-5:00) No, that's correct.

Showing messages 1-3 of 3

Set Message

Send a Seci

B / **I** / **U** / **||**

Forms Manager

Form Data	Permissions	View	Edit	Messages
Bill Pay Form	🔒	Public Form - Expanded Form	🔗	📧
Clinical Trials Basic Inquiry	🔒	Public Form - Expanded Form	🔗	📧
Contact Us Form	🔒	Public Form - Expanded Form	🔗	📧
Pre-Registration Form	🔒	Public Form - Expanded Form	🔗	📧 1 new 2 open

Health Reminders

- Help patients track information over time to:
 - Measure against a goal
 - Stay on a treatment course
 - Prevent a situation from occurring
- Format preferences:
 - Secure Messaging
 - Text message/SMS
 - Twitter?

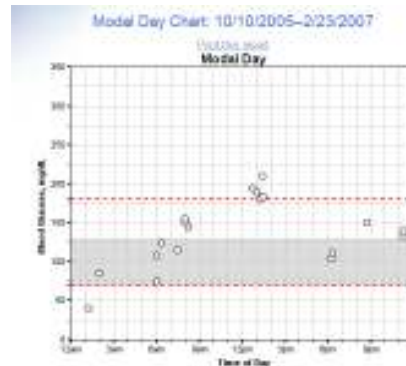
Personal Health Records

- Evaluate third parties:
 - Google Health
 - Microsoft HealthVault
- Looking for:
 - Device support for disease management
 - Leverage existing infrastructure for data storage
 - Collaboration with other vendors

System	Types	Services	Health	Devices
Example	Apple/iOS	PDF	Apple/iOS	iOS
System, Bluetooth				
Apple, Bluetooth				
System, Laptop				
Apple, Laptop				
System, Desktop				
Apple, Desktop				
Web, Time				
Apple, Time				

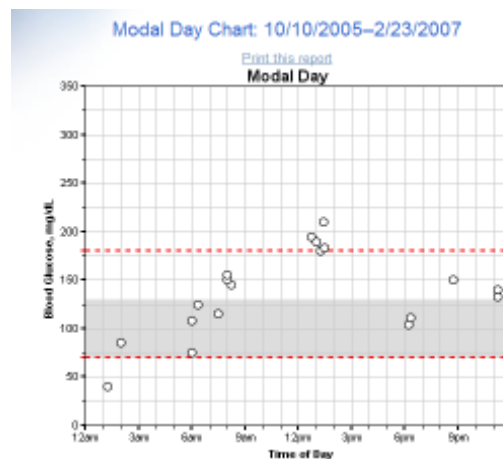
Problem/Allergy/Medication lists

- Patient/Provider agreement on precise lists
- Used for taxonomy and personalization
 - Careplan presentation
 - Related content
- One component of Meaningful Use



Lab Results

- Single data points
- Trends over time
- Fed from existing systems



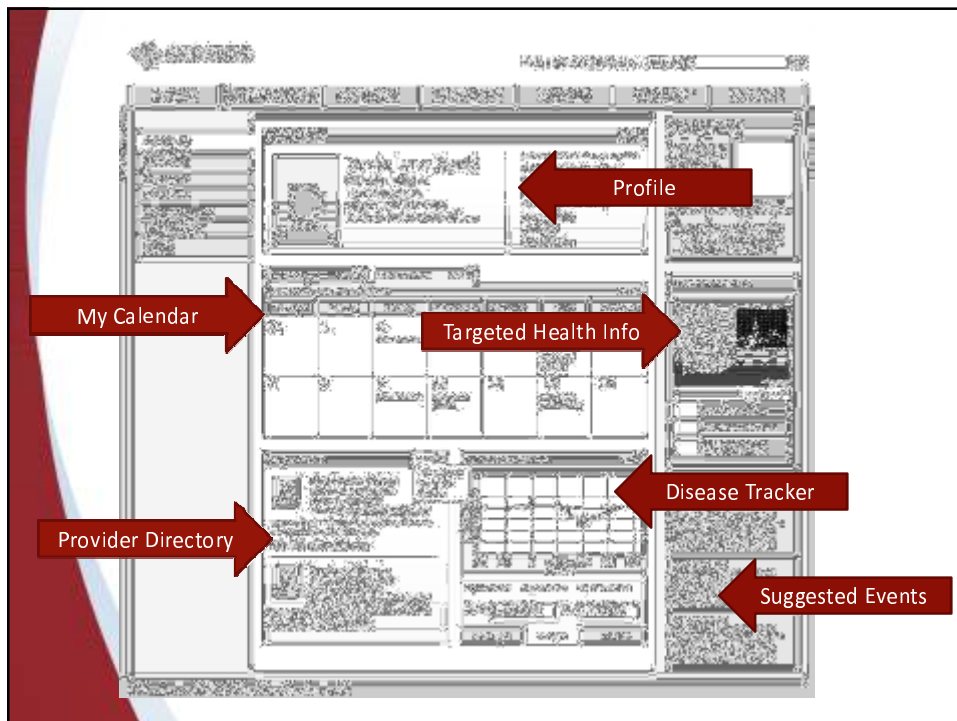
ONLINE EXPERIENCE

Family Management

The screenshot displays the CedarView Hospital website's patient portal. At the top, the CedarView Hospital logo is on the left, and navigation links for Home, About Us, Contact Us, and a search bar are on the right. Below the logo, a menu bar includes Home ID, Patients & Visitors, Services, and Locations. The main content area is titled "Family Management" and is divided into two columns. The left column, under the heading "Portal", lists "Order Bill Pay" and "Pre-Registration". Below this, it asks "For an existing person on your list" and lists "Deductions". It then asks "For a new person, who is your?" and lists "Spouse", "Partner", "Guardian", "Child", "Siblings", and "Other". The right column features a "Pre-Registration" banner with an image of a woman at a computer. Below the banner is a form titled "Patient Information (required)" with fields for "Legal First Name", "Legal Last Name", "Address", "City", "State", "Zip Code", "Date of Birth", and "Gender (Select one)". There is also a "Patient Details (optional)" section with fields for "Market Status", "Market ID", and "Previous LSC Name". At the bottom of the form, there are small disclaimers: "If unclear or for assistance," "If there is a need to obtain info available for others call our nurses," and "If you are not to be a patient please do not enter phone number or home address available."

Get Lots of Transactions Going

- Pre-registration/Patient History forms
- Appointment Request
- Bill Payment
- Prescription Renewal Request
- Referral Request





Closing Thoughts



Questions?

- To learn more:
 - Contact us
 - 319-221-1667
 - eric.george@geonetric.com
 - Visit our Web site
 - www.geonetric.com

Next Month's Webinar

November 2009

Rethink Your Web Strategy: It's More Than Just Traffic

Developing an effective Web strategy is harder than it sounds. It's easy to get caught up measuring traffic or debating what goes on the homepage and consider that strategy.

But real Web strategy forces you to answer the tough questions. Why do you want to increase traffic? What service lines should receive homepage real estate? What value does your Web site really provide your organization?

Join Geonetric to learn how to think strategically and develop goals that are connected to your organizational initiatives.