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Personal eHealth Records and Development of a Regional Health Information Organization (RHIO)

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What is a PHR?

A private confidential electronic portfolio that organizes a consumer's health information including health records, health costs, communication, education, and calendaring of health care issues and events.

Jane Doe
myHealthFolio

MY HEALTH RECORD MY MEDICATIONS CALENDAR/REMINDERS MY FAMILY MY CARE PROVIDERS HEALTH FACTS & EDUCATION

- MY HEALTH BENEFITS
- SCHEDULE APPOINTMENTS
- HEALTH SAVINGS ACCOUNT
- PRIVACY & SECURITY
- MANAGE MY HEALTHFOLIO

CALENDAR

- June 2, 2:00 pm
Dental checkup
Midway Dental
- July 19, 9:00 am
Immunization appointment
Central Medical

REMINDERS

- "You're due for a Colonoscopy"
• [click here](#)
- "A cholesterol check is recommended"
• [click here](#)

Welcome to your HealthFolio!

- You have two new messages.
[Click here.](#)
- Manage your account.
[Click here.](#)

My Health Headlines

- [New Treatment for low back pain](#)
- [Breakthrough on skin cancer treatments](#)
- [Clinical trial volunteers sought for depression](#)

Health & Wellness Guide

- [Lower back pain](#). 5 exercises that are quick, easy and can be done at home, office or while travelling. [Read more.](#)
- [Seasonal Allergies](#). Tips for avoiding the worst part of spring. [Read more.](#)

OPEN ENROLLMENT

- Lorem ipsum dolor sit amet, consectetur adipisicing elit. Praesent. Lorem juter. Dolor isumer amet dolor.
- ▶ [Click here for the latest news](#)

LET US MANAGE YOUR CONDITION ONLINE!

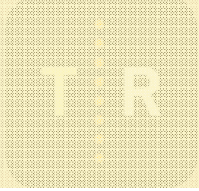
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- ▶ [Click here for details](#)

FREE SMOKING CESSATION HELP

- Lorem ipsum dolor sit amet, consectetur adipisicing elit. Praesent. Lorem juter. Dolor isumer amet dolor.
- ▶ [Click here for information](#)

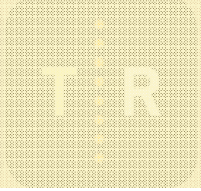
PRIVACY POLICY

- Privacy Pledge
- URAC
- Security
- Feedback



PHR Market Drivers

- **Consumer:** Aging baby boomers, wellness, e-commerce, access records
- **Industry:** Control costs of health care and employee health
- **Health plans:** Consumer driven health care plans
- **FDA:** Improve post-market surveillance of devices
- **Federal Government:** Interoperable e-health records
- **State Government:** Support rural health, health data exchange
- **CMS and Medicare:** Need to control costs and provide access
- **Health providers:** Need health information exchange, empower patients
- **Military:** Need for immediate remote health record retrieval



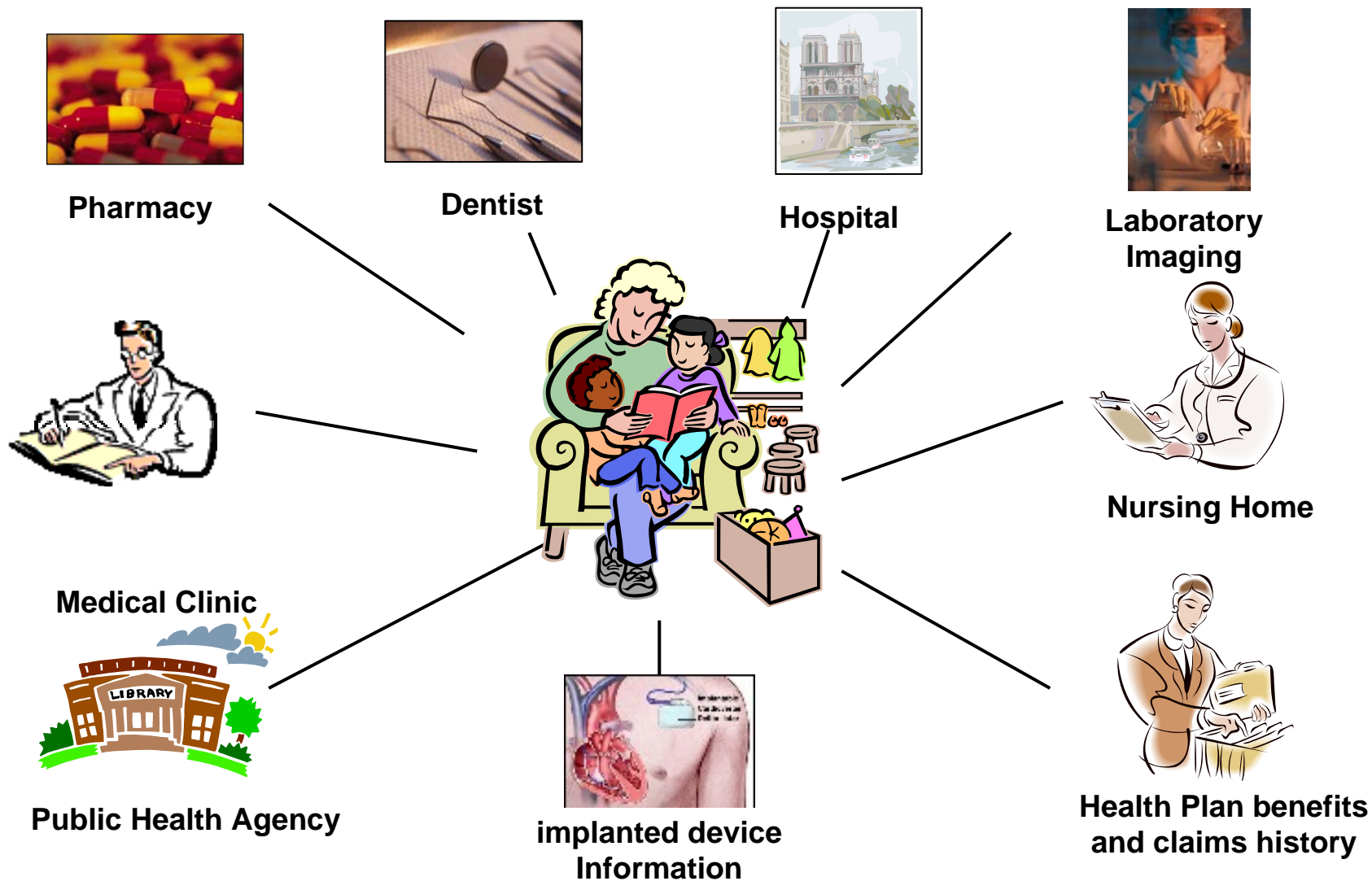
Individuals' Interests/Beliefs



August 2004

- > 42% of adults keep personal or family health records
- > 84% of those who do not keep a PHR think it would be a good idea to do so
- > 13% who have a PHR have an electronic form, but 40% who do not think they will use an electronic form, do so
- > More women (45%) than men (38%), and the elderly (58%) keep PHR
- > Reasons:
 - Ability to provide physicians information (78%)
 - Ability to recall care (78%)
 - Access in emergency (77%)
 - Proper use of drugs (54%)
- > Concerns:
 - Threat to privacy (68%)
 - Security (66%)
 - Errors (37%)
 - Not accessible in emergency (37%)
 - Not current (33%)

The Complexity of Health Information Exchange



“1st Generation” Personal Health Records

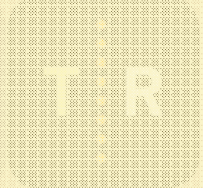
- Owned by health plan or provider
- Often not portable or customizable
- Self populated
- No access to health records
- Little research on utility and efficacy
- Sponsored by commercial advertising
- Low utilization by consumer (less than 4%)

“2nd Generation” PHR Engages Consumer

- Owned by consumer
- Permanent lifetime health information portal
- Portable between providers, plans and employers
- Research based development
- Intuitive, personalized, customizable, needs based
- Incentives for drive health enhancement and cost controls
- Secure and immediate access to records

“2nd Generation” Controls Health Care Costs

- Consumer selection of health plans and benefits
- Reduce administrative health care costs with e-claims
- Reduce duplication of tests and evaluations
- Allows for one card to pay for all health care services
- Improves self management of illnesses
- Transparency of health care fees
- Improves preventive care and health maintenance
- Incentives to drive cost controls
- On-line pharmacy and health services



PHR Examples in Minnesota

- Willmar Project with myHealthfolio to facilitate health information exchange and patient empowerment
- Allina, Fairview and HealthPartners offers Mychart through the Epic Systems
- Park Nicollet Health Systems has implemented Patient Online
- Children's Hospitals and Clinics of Minnesota in Minneapolis has offered the Children's Medical Organizer
- Winona Health offers a free community based PHR for organizing health information
- Carlson Companies PHR benefit for employees

Engaging consumers to manage their wellness, health care and costs

Calendar and reminders

health care appointments, health maintenance timelines and preventive schedules, and daily health routines

Health record organizer

health history, medications, immunizations, implanted device information, health care directives and access to EMRs, imaging, laboratory tests

Communication portal

between consumers, health care providers and health plans includes on-line consults, prior authorizations, and benefit queries

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Cost management tools

Pay for and track health care services and cost, budgeting of HSAs and HRAs, definition of benefits of individual consumer plan

Incentive programs

Receive redeemable points for maintaining wellness schedule of risk assessment, healthy routines, preventive programs, and maintenance timelines

Health education

Be able to enroll in disease management programs, health risk assessment and management, and health maintenance timelines