

Engaging Patients and Communities using Health Information Technology

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(on sabbatical)

February 1, 2008

pchit.org

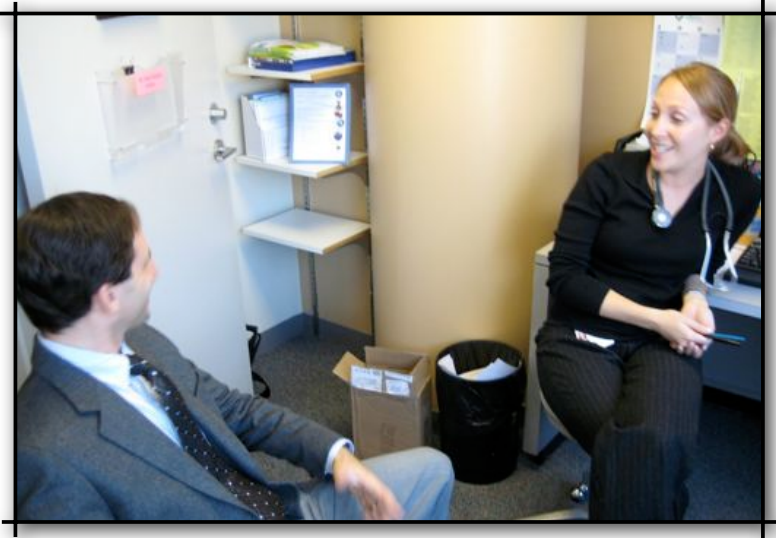
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GROUP HEALTH COMMUNITY FOUNDATION • CENTER FOR INFORMATION THERAPY



Disclosures

No Commercial Interests

PCHIT is sponsored by:
California Healthcare Foundation
United Hospital Fund of New York
City
Kaiser Permanente
Group Health Community Foundation
Center for Information Therapy



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Agenda

- The Patient Centered Approach
- The Impact in an Ideal Health System
- Experiences from the rest of health care





Now you and your medical file can be alone together in the same room.

Seeing your medical file shouldn't mean sneaking a look. Now you can see portions of your medical record online, securely and privately. At home, at the office, on vacation. See recent office visits, get lab and test results, and more when you get care at a Group Health medical center. Just log on to MyGroupHealth at www.ghc.org. And feel more informed. Without feeling guilty.

Not yet a member? Ask about Group Health where you work. Or for information about individual and self-employed coverage, call us at 206-448-4140 or 1-800-542-6312.



When's the last time you saw
your medical record
without having to
sneak a peek?

Register and start browsing.

It's the Web site that lets you view, control, and track your care at Group Health. And now it's easier to sign up. Just register in minutes, then get a verification code by mail. Type it in and you're set. That's it. Securely e-mail your doctor. Get test results. View your online medical record. All when you get care at a Group Health medical center (online prescription refill service available to all members.)

Register at www.ghc.org. It's a simple step that simply gives you health access like no other.



We'll Be Right Back

We are showing copyrighted
information that cannot be
broadcast

pchit.org

About Group Health Cooperative

Consumer governed, not for profit
financing and care delivery system

537,000 patients

892 Medical Staff

25 Medical Offices, 2 Hospitals

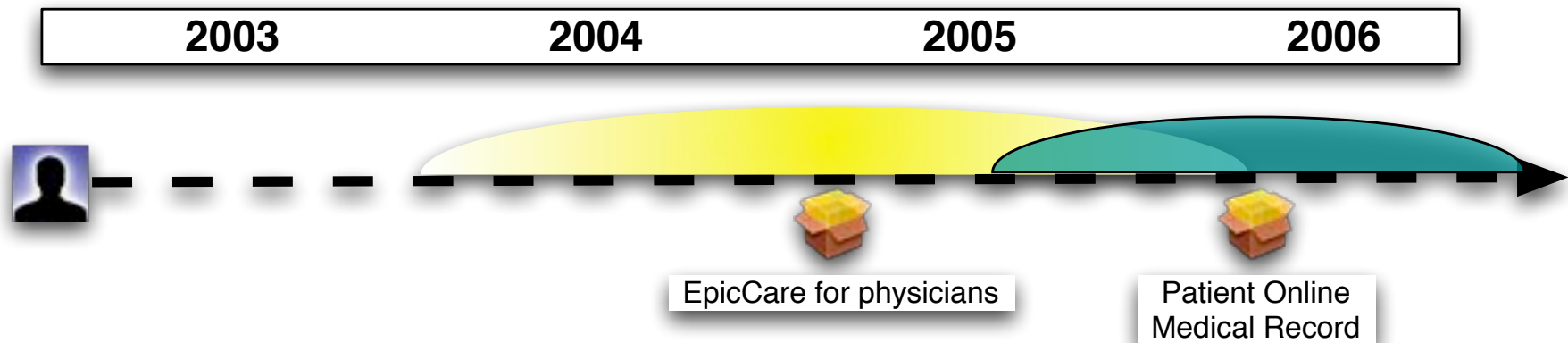
Washington and North Idaho

Contracts with 9,100 practitioners
and 39 hospitals



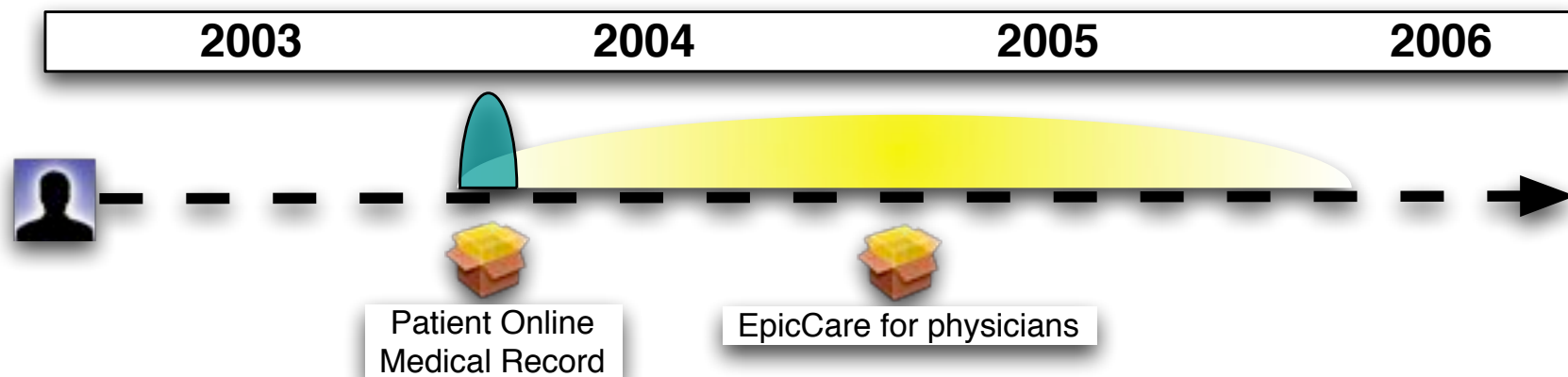
Clinical Information System Implementation

Traditional: “Doctors First”

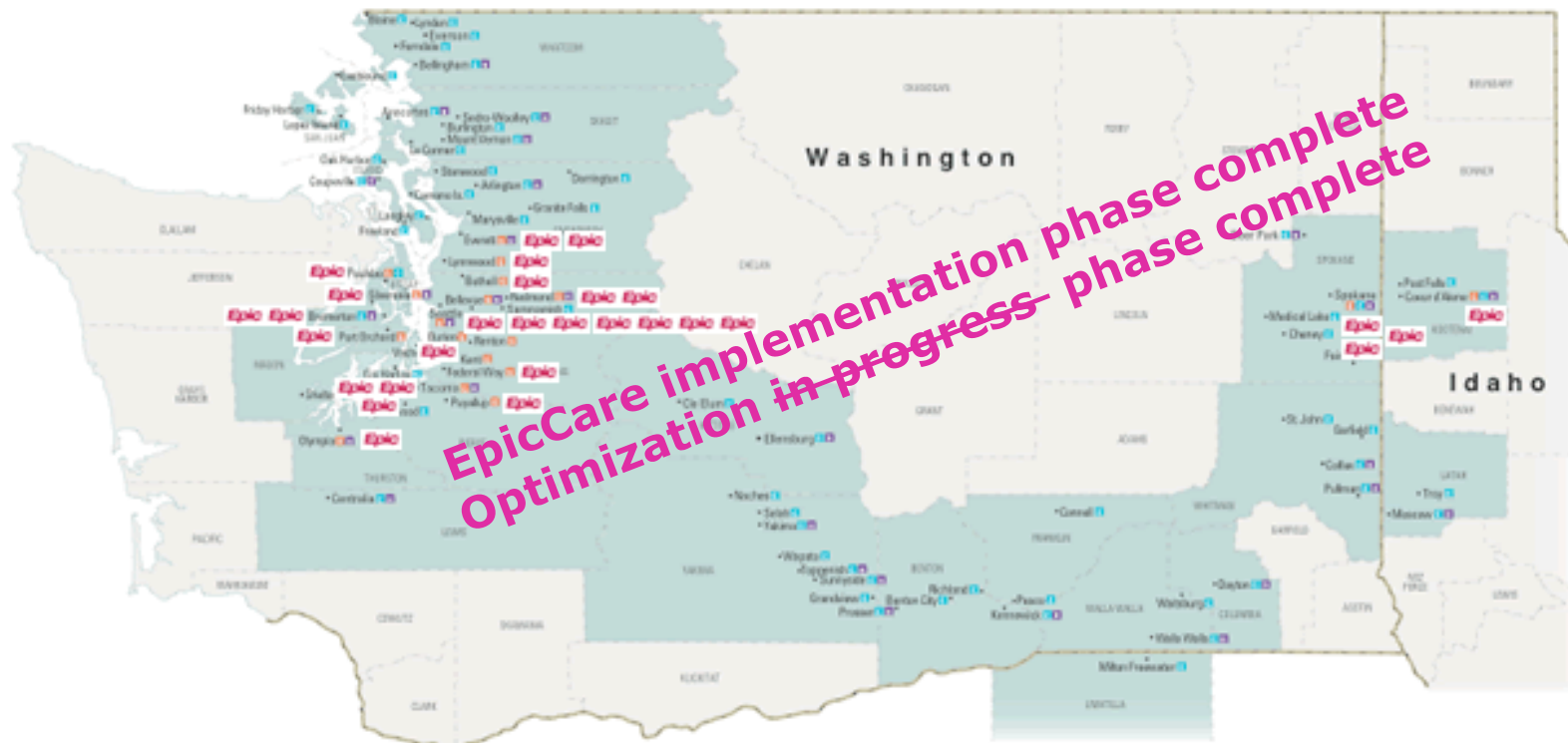


Clinical Information System Implementation

Group Health: Patients First!



Statewide Implementation



Done!



MyGroupHealth for Adults: Continuing to Roar

— 141,225 Enhanced Services Members as of September 30, 2007

Date	Membership Count	Event
Jan 2002	28,245	
Jul 2003	56,400	MyGroupHealth Big Bang 8/14/03
Jan 2005	84,735	
Jan 2006	112,880	Health Profile launch
Sep 2007	141,225	

44%
Eligible Adults

The future gets brighter...

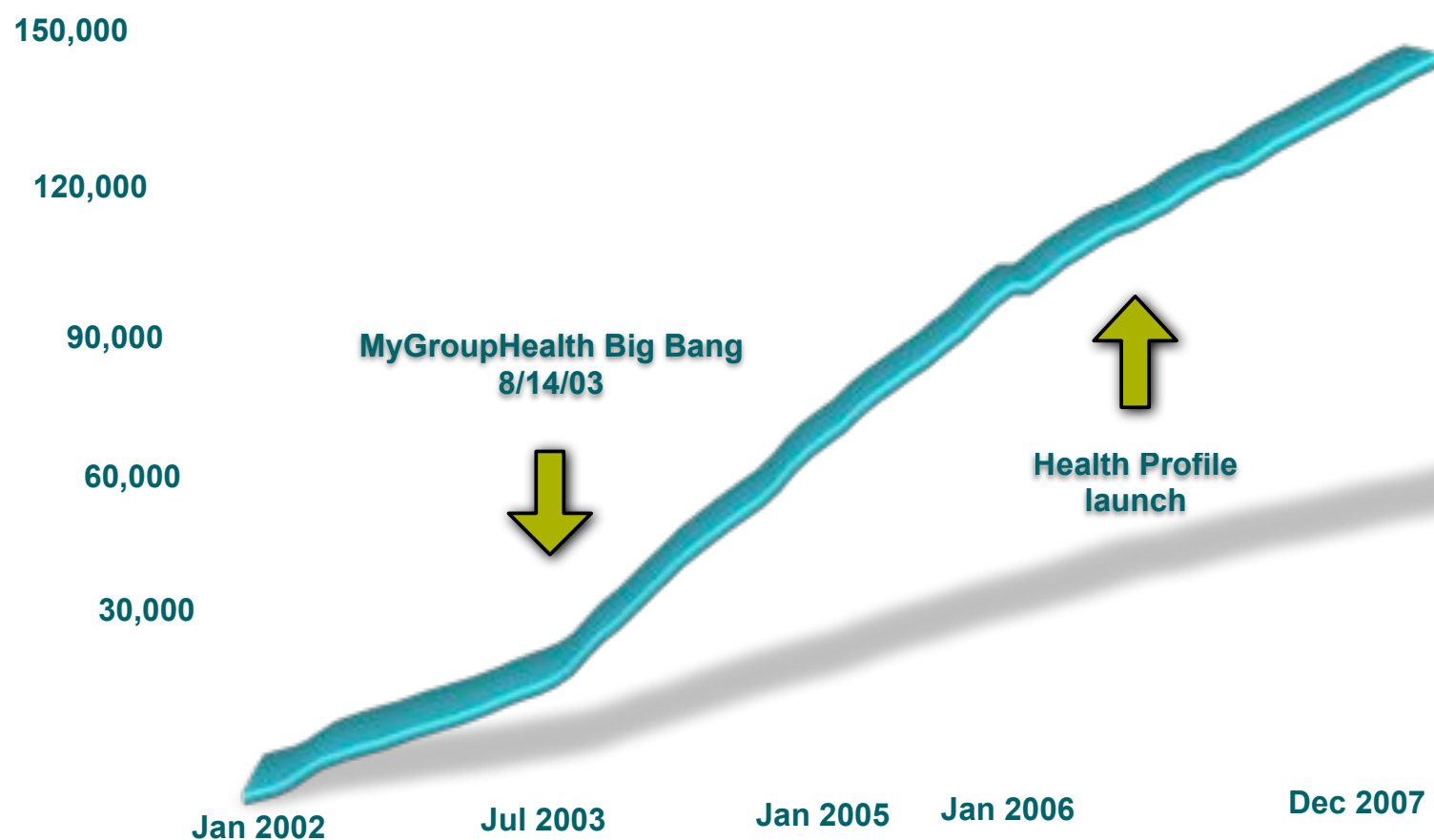
GroupHealth

Create your own path to wellness based on Your Health Profile.

MyGroupHealth | ghp.com

MyGroupHealth for Adults: Continuing to Roar

— 146,304 Enhanced Services Members as of December 31, 2007



Anticipating needs, before they come to see us

The screenshot shows an email interface for MyGroupHealth. The header includes the GroupHealth logo, a search bar, and navigation links like 'Home > Your Messages' and 'LOG OUT'. The email subject is 'Information related to your upcoming visit' from 'Mvs Z Test' to 'Mvs Z Test', dated 3/1/07 3:40 PM. The body of the email contains a reminder for an appointment on 3/14/07 with Harry Shriver, MD, and mentions lab tests (Lipid Panel) and immunizations (Influenza). A circled text at the bottom says: 'In addition, prior to your visit, we would like you to fill out your Health Profile questionnaire. It is right here: [Health Profile](#)'.



The screenshot shows the 'Your Health Profile' page on the MyGroupHealth website. The header includes the GroupHealth logo, a search bar, and navigation links like 'Home > Your Health Profile' and 'PRINT-FRIENDLY VERSION'. The page title is 'Your Health Profile'. The content explains that the Health Profile is an assessment to help take better control of health and provides instructions on how to use it. It includes links for 'Start a new questionnaire', 'Continue with a questionnaire', and 'See your report'. The footer contains links for 'Site Map', 'Help', 'About This Site', 'Contact Us', 'User Agreement', 'Copyright 2007 Group Health Cooperative', 'Disclaimer', and 'Privacy Policy'.



GroupHealth

Member Summary Report

MyGroupHealth

search GO

notPassed link

HOME

Update Your Profile

MANAGE YOUR HEALTH CARE

- Your Messages
- Your Appointments
- Your Medical Record
- Your Medications
- Your Health Profile
- Fill Out Questionnaire
- See Your Report
- Your Health Coverage

RESEARCH HEALTH TOPICS

- Healthwise® Knowledgebase
- Condition Centers
- Other Health Resources
- Discussion Groups

FIND YOUR WAY AROUND GROUP HEALTH

- Doctors & Health Care Services
- Medical Facilities
- Pharmacy Services
- Health Plans
- Customer Service
- About Group Health
- Health Products
- Northwest Health Magazine
- Classes & Events
- Newsroom

Home > Your Health Profile

PRINT-FRIENDLY VERSION

Your Health Profile

Report

HELP

Your report assesses how you're managing your health and steps you're taking to lower your risk for certain diseases and conditions. The summary chart is followed by the results and recommendations section, which includes actions you can take to maintain or improve your health.

If you have questions about your health, contact your health care team. If you have non-medical questions about the health profile, contact Group Health's [Customer Service](#) at 1-888-901-4636.

After reading your report, please fill out a [short survey](#) to qualify for the pilot program gift certificate.

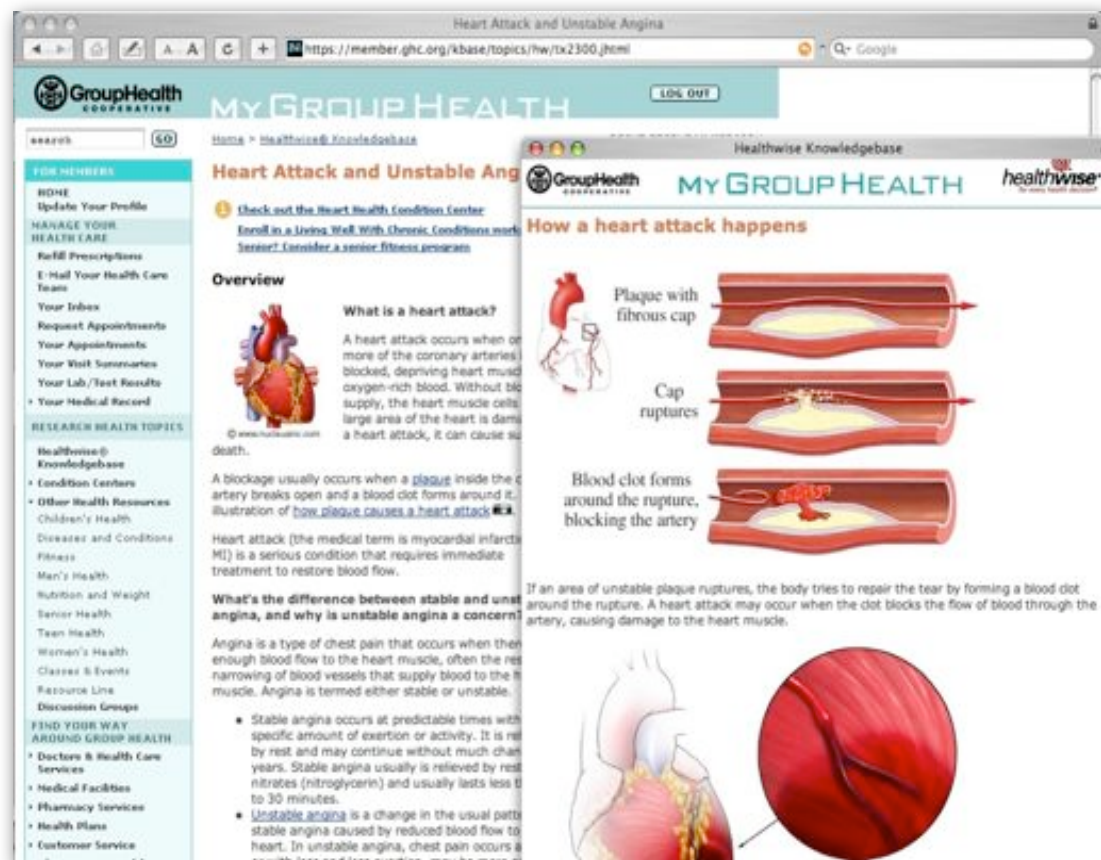
Summary Chart

Click on a category in the summary chart to see the full text below.

Category	Current Aug-07-2006	Previous Aug-04-2006
General Health		
• Current age	43	43
• How I rank my general health	Poor	Very good
• Sick/injury days in last year	7 or more	1-3
• Prescription medications	0	0
Lifestyle		
• BMI (weight-to-height ratio)	Change needed	Consider changes
• Nutrition	Change needed	Consider changes
• Physical activity	Consider changes	Consider changes
• Alcohol use	Healthy	Healthy
• Tobacco use	Healthy	Healthy
• Substance abuse	Healthy	Healthy
• Stress	Healthy	Healthy
• Sexual health	Healthy	Healthy
• Birth control	Consider changes	
Disease Risks - Known Factors		
• Colorectal cancer	Low risk	Low risk
• Diabetes	Strong risk	Moderate risk
• Lung cancer	Low risk	Low risk
Preventive Screenings		
• Cholesterol	Overdue	On target
Immunizations		
• Pneumonia	Overdue	Overdue
• Tetanus	Overdue	Overdue
Preventive Medications		
• Vitamin D	Consider changes	Consider changes
• Calcium	Consider changes	Consider changes
Health Planning		
• Advance directives (living will)	Consider changes	Consider changes

Information Therapy: Doctor as Teacher

- “Ix” is effective, more affordable, and with less side effects than “Rx”
- The same information, from the exam room to the living room



A Very Special Piece of Paper....



The After Visit Summary

Jill Ellis (03000144)		Group Health Cooperative			
After Visit Summary					
This document contains confidential information about your health and care. It is provided directly to you for your personal, private use only.					
Visit Information					
Appointment Information	Date	Time	Department	Provider	
	08/22/2007	1:28 PM	NGT FAMILY PRACTICE	PAULA SMITH, MD	
If you have questions or need further information, call this department at 206-527-7100 or send a secure message to your provider.					
Vitals	Blood Pressure	Pulse	Temperature	Height	Weight
	160/90	80	98.1°F (36.7 °C) (Oral)	5' 5" (1.65 m)	160 lbs (72.58 kg)
	Body Mass Index	Oxygen %	Respirations		
	26.63	97%	16		
Reason for Visit	Diabetes Blood Pressure				
Diagnoses	DM W/O COMPLICATION TYPE II [250.00] FINGER SPRAIN [842.13J] NEED FOR VACCINE FOR TD (TETANUS-DIPHTHERIA) [V06.5C] BIRTH CONTROL [V25.90]				
Patient Information and Follow-up					
Patient Instructions	Diabetes Condition Center Learn the basics and what to do after diagnosis, including how to use information from your blood glucose tests. Other tools, lists of common questions and answers, and information about exercise, food, and emotions help you and your family manage your diabetes.				

Making the care less complicated

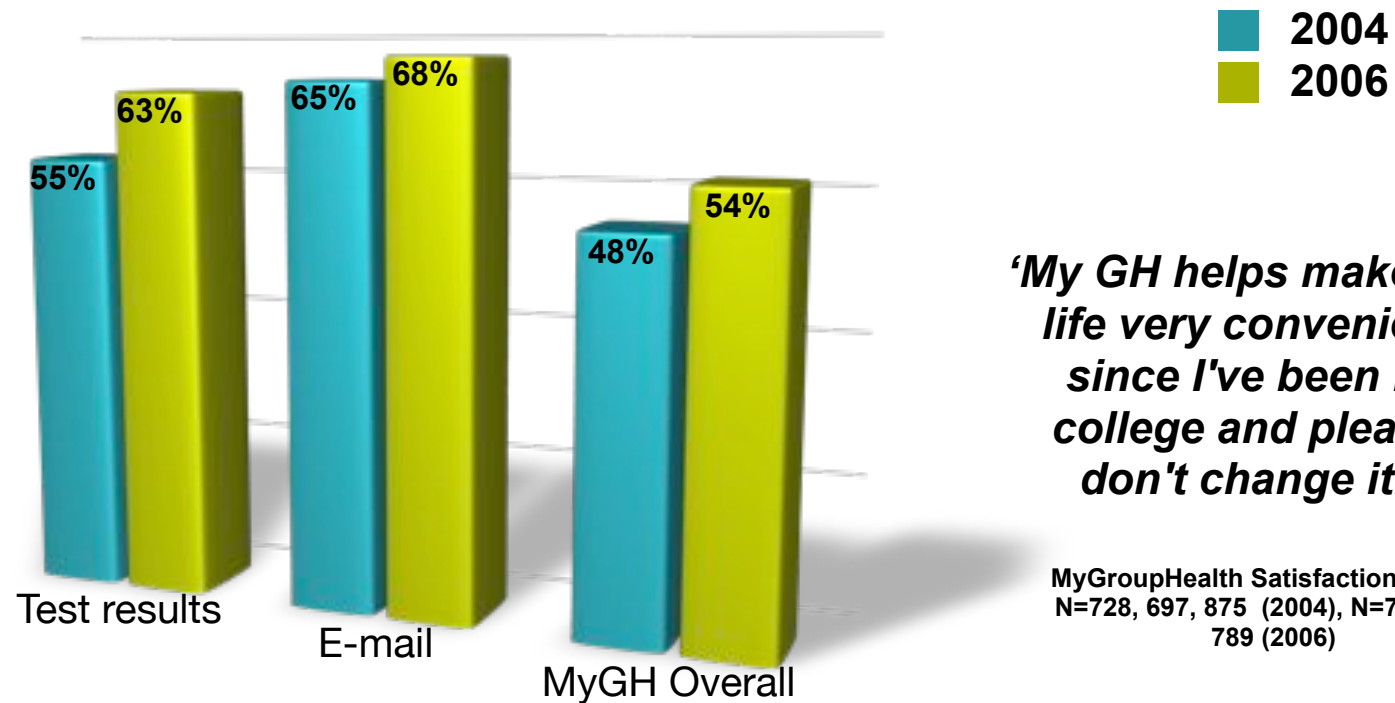


...for Patients and Families



Gains in satisfaction

“Very Satisfied” responses for online services



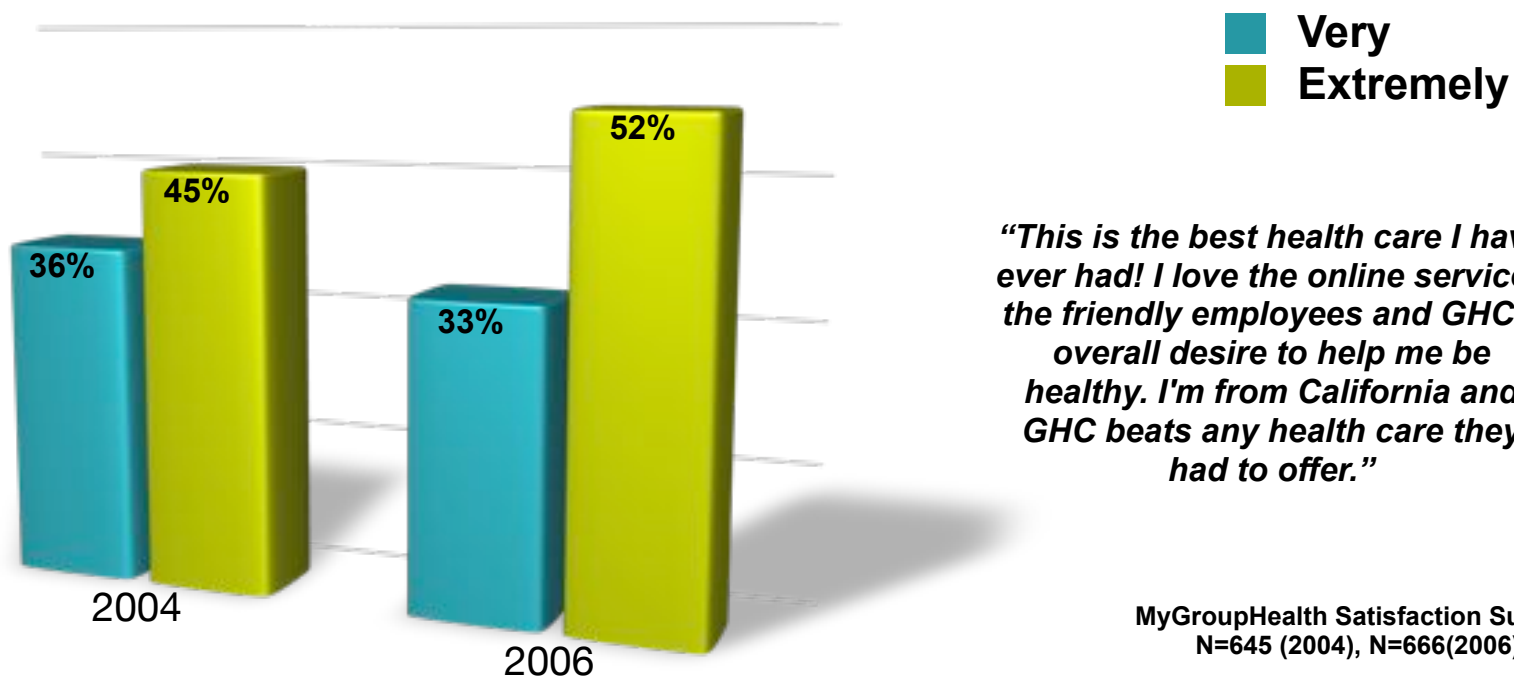
‘My GH helps make my life very convenient since I’ve been in college and please don’t change it.’

MyGroupHealth Satisfaction Survey,
N=728, 697, 875 (2004), N=724, 700,
789 (2006)



Adding meaning:

How would you rate the value of secure e-mail in enhancing in person visits?



"This is the best health care I have ever had! I love the online services the friendly employees and GHC's overall desire to help me be healthy. I'm from California and GHC beats any health care they had to offer."

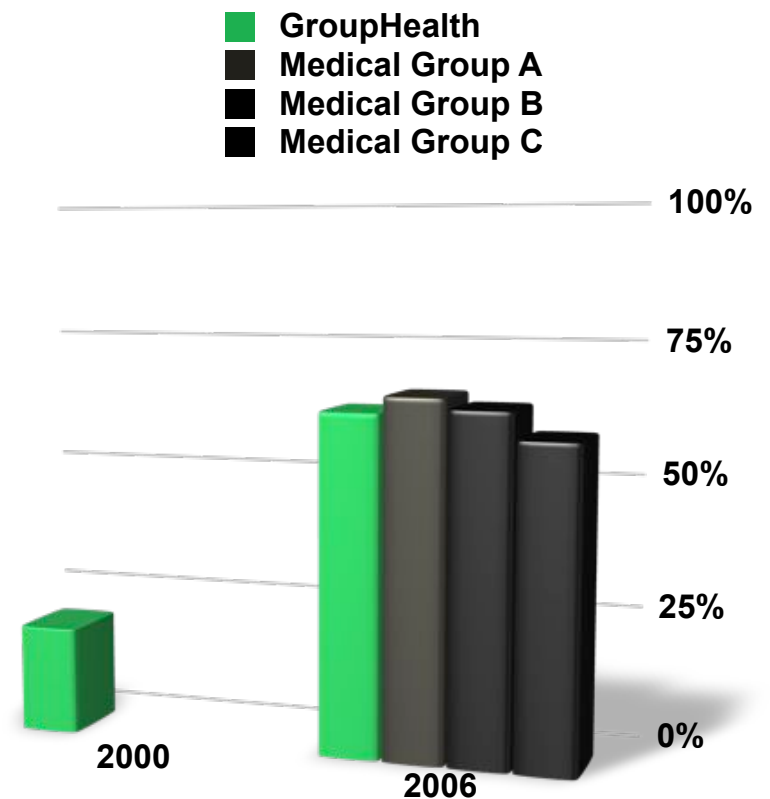
MyGroupHealth Satisfaction Survey,
N=645 (2004), N=666(2006)



Positive perceptions increased in *unadvertised* areas

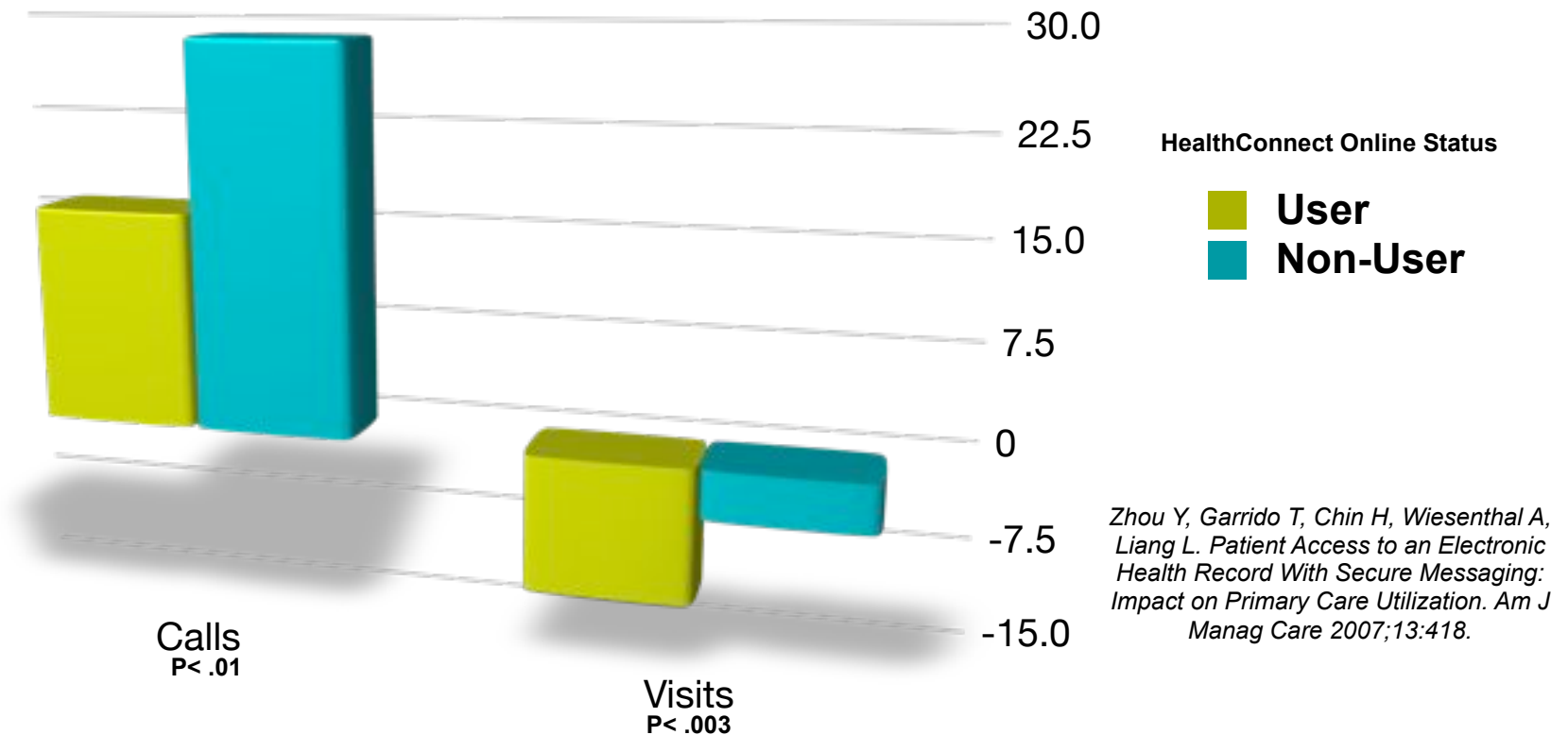
Taking into account everything you have heard or read or experienced about Group Health, please rate your agreement with the statement, “Group Health has qualified, well-trained physicians.”

Source: Group Health Cooperative Ad-Tracking Telephone Survey, November, 2006 (n=1250 healthcare decision makers)



Shifting demand

Telephone call and visit volume changes after PHR Implementation
Kaiser Permanente, Northwest Region



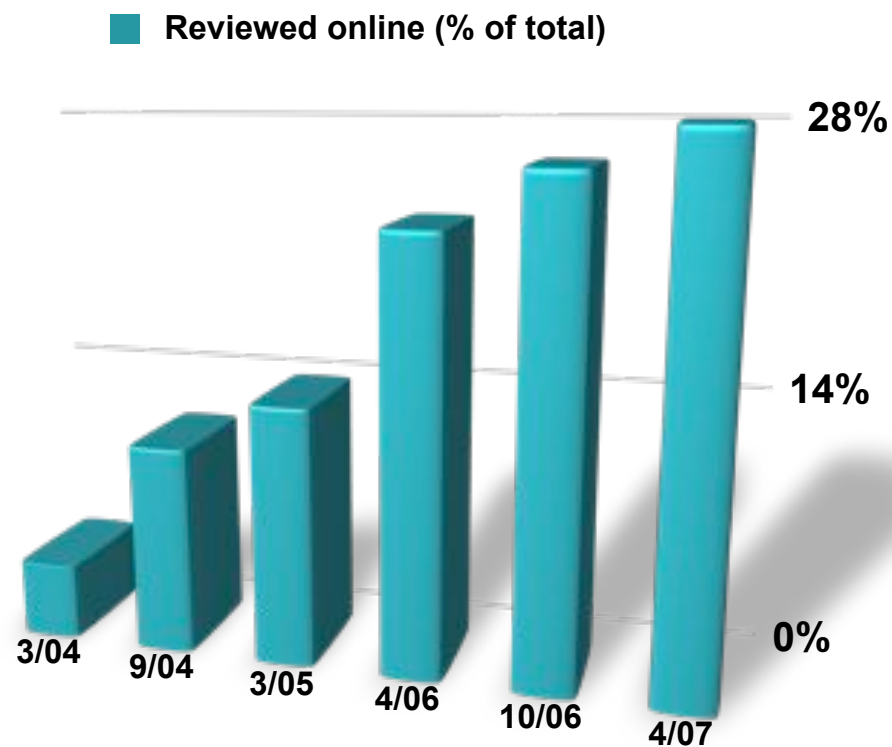
Your patients will tell your story

“Comments: I am both very impressed by and very appreciative of the superb access to information at Group Health. I just received results of a lab tests and could, to the limited extent of my medical knowledge, drill down to whatever level I desire to understand these results. Fantastic!

You all deserve credit for the the idea, for the implementation, and for effectiveness of this on-line support. Few systems I have used are as user friendly and as useful.”

Location: Olympia; Internet Connection: Cable; ISP: Comcast

Online Lab Results



The percentage of *all* patients receiving their results on MyGroupHealth increased 700% from 2004 - 2007.

Not just technology: Leadership Toyota Management System



Make it better every day (LEAN)



The Shop Floor Tour

Genchi Genbutsu: Go and observe a situation yourself so that you can understand it. Toyota managers commonly watch a business process take place and then ask “why” over and over until they understand it.



Don Kemper, MPH, Molly Mettler, (CEO and SVP of Healthwise, Inc.), and Matt Handley, MD, Assoc. Medical Director of Quality&Informatics

Patient Centered Health Information Technology (PCHIT)

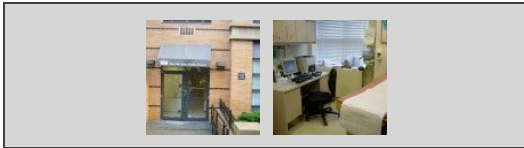
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« [New Pew Data on How People with Special Needs Use the Internet](#)

[Information Maze vs. Information Therapy](#) »

Small Practice, big ideas

I spent my last day in New York shadowing in one of Institute for Family Health's smallest practices - two physicians and a nurse practitioner. Like the other practices in the system, this one is busy, taking scheduled patients and walk-ins. And like the others, it is fully enabled using an electronic health record. Pictures are below. Click on any to see full size.

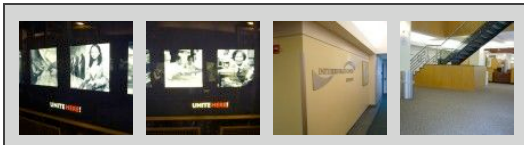


I saw the art of family medicine here, which is that regardless of the time pressures always faced in medicine, physicians are able to focus and be there for their patients. The physician I saw practice on this day had a really nice rapport with her patients and I noticed was able to connect with them on topics important to them outside of health care - trips they might be taking, or significant family issues. This is always great to see in the context of an electronically enabled practice - doctors can still be doctors. The other significant thing for me was the kindness of the patients in their willingness to let me learn about their relationship with their doctor by watching the interaction. The several that I observed were welcoming after an informed consent was obtained by their physician.

Also, a new best practice for me (I think) - sitting while shadowing. I have traditionally stood in a corner to be as unobtrusive as possible, but it was brought to my attention that my height may be a little imposing in the exam room. I liked it - more at the level of the patient, and more blended in. With great thanks to the 13th street practice.

What about the PHR? I was informed that this practice is diligent about sending patients results and other important health information, which made me think about the value of a personal health record here. What if patients could retrieve their own information, accompanied by information about each test automatically (Information Therapy)? It was important for me to come visit and see that reality for this practice. I think there could be win here in physicians empowering patients to become informed about their own care on their own time. One issue this system will face is in their use of external ancillaries, such as lab and radiology. The PHR may force the issue of establishing a solid interface to both, and this is a good thing - the patients will expect their data to be available to them and to their provider. Everyone wins.

Later in the day, I met with Karen Nelson, MD, MPH, the CEO of [Unite HERE](#) Health Center. The facility is beautiful and modern (see pictures below), and also fully electronic, using the General Electric Centricity Product.



October 2007

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Basics

- [About](#)
- [Contact](#)
- [Subscribe to updates](#)

Recent Comments

"I think in the era of the electronic health record..." (Ted Eytan on [Small Practice, big ideas](#))

"Ted, You make the good point that working with the computer..." (Josh Seidman on [Small Practice, big ideas](#))

"I agree that this study lays out the rationale for..." (Ted Eytan, MD on [New Pew Data on How People with Special Needs Use the Internet](#))

"Definitely, Josh. Stay tuned..." (Ted Eytan, MD on [Institute for Family Health, New York](#))

"Ted, Thanks for giving such a good sense of the practice..." (Josh on [Institute for Family Health, New York](#))

Recent links

- [Major U.S. payers support Patient-Centered Primary Care Collaborative](#)
- [Picking up steam - a way to support these activities in every day practice](#)



Plan • Do • Check • Act | DO

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PCHIT - The Personas

- Safety Net Providers
 - Uninsured does not mean Uninformed
 - Many getting PHR-less EHR's
 - Emerging workforce issues related to HIT adoption



PCHIT - The Personas

- Small Practice
 - Innovative, and Pressured
 - Concerning level of HIT adoption
 - Receiving of ambiguous messages regarding PHRs



PCHIT - The Personas

- Group Practice
 - Rich toolset, underleveraged
 - Business model and priorities synchronized
 - Adoption Best Practices Available in Pockets



PCHIT - The Personas

- Integrated Care System
 - Benchmarks in Alignment and Scale
 - Knowledge Transfer to Other Systems



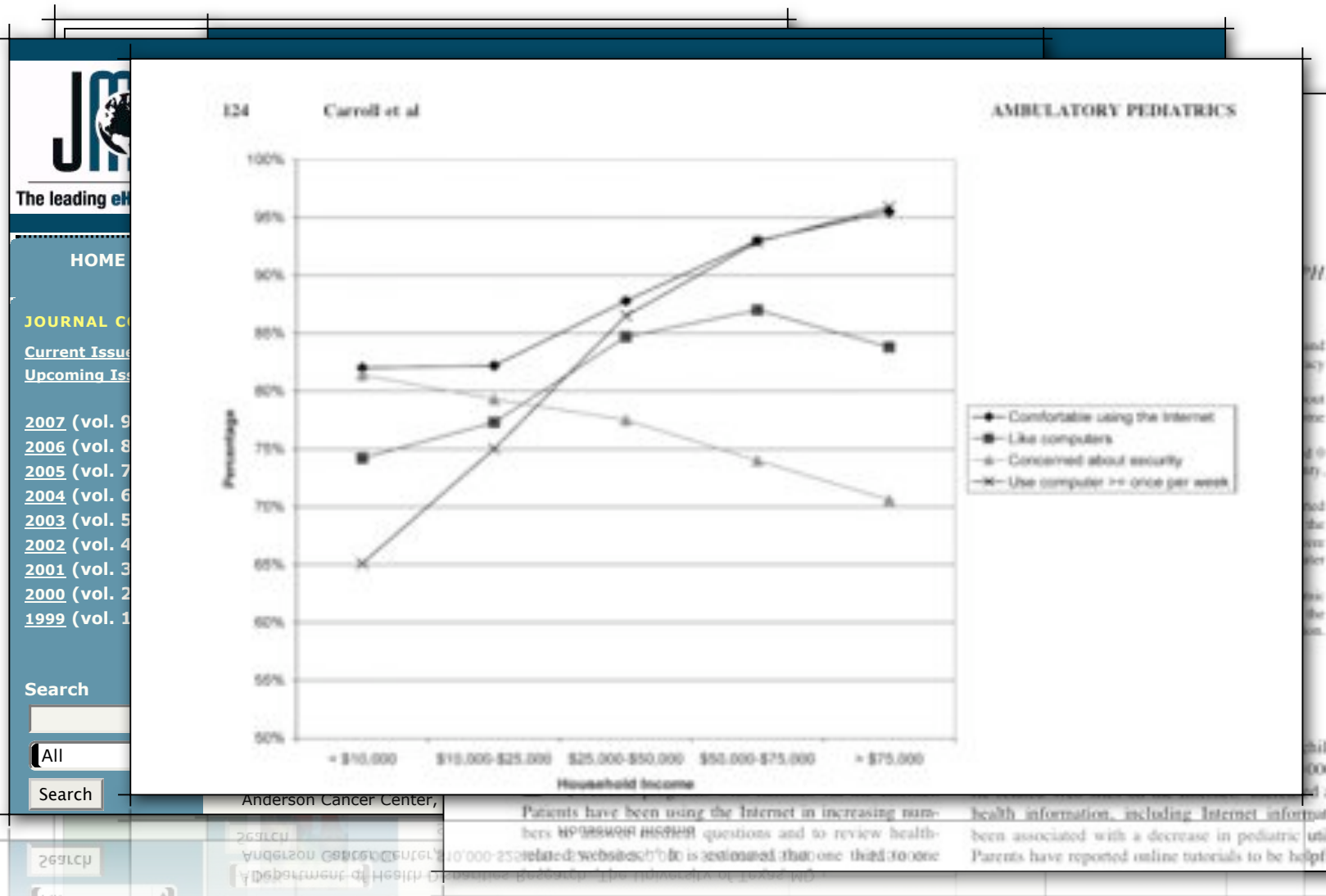
PCHIT - The Personas

- Health Plan
 - More Questions Than Answers
 - A Critical Source That “sit at a crossroads of data”
 - “Will payers be cut out of the conversation? No way.”



Delano, Jack., 1914-, photographer.
General view of one of the classification yards of the Chicago and Northwestern Railroad,
Chicago, Ill.
1942 Dec.
1 transparency : color.
Format: Transparencies--Color
Rights Info: No known restrictions on publication.

What about digital disparities?



Physicians, Leaders, Communicators



Ruby Kadota, MD

“The best physician leaders always behave as if they have a patient at their elbow, and they bring the patient’s perspective into every conversation.”

James Reinertsen, MD



Questions, Answers, and Ideas (Yours and Ours)

Bransby, David,, photographer.

Woman aircraft worker, Vega Aircraft Corporation, Burbank, Calif.
Shown checking electrical assemblies

1942 June

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