



POWERED BY ADMINISTRATIVE NETWORK

An Oakland Southfield Physicians Initiative

iHealth Patient Services

***A Clinical and Competitive Advantage for OSP Physicians
to enroll call OSP 248.357.4048 or
email Kristen Lorenzo at kristen@aniosp.com***

September, 2008

OSP Position

- Patient-Physician secure communication component of BCBSM Physician Group Incentive Program
- Secure patient communication is component of Patient Centered Medical Home
 - NCQA designation program
 - BCBSM designation program
- Physician cost: OSP will support technology for one (1) year license term
 - Assuming minimum % of patient enrollment achieved (10% within 1 year term)
 - Projected second year license fee \$395.00
- Medem is an approved BCN eVisit vendor

Medem Background

- Founded by AMA/Medical societies; 1999
- Largest patient-physician network in the country; 70k physicians
- Creator of iHealth; Partnership and promotion with liability carriers, FDA, CDC, American Heart Association., etc
- Partners and integration including Medical Mutual of Ohio, Perot, Allscripts, WholeHealth, MEDecision and AmerisourceBergen
- CEO Dr. Ed Fotsch is a trusted PHR expert for CMS and Congress
 - Member of JCAHO, HL7 and Markle PHR committees AHRQ, Connecting for Health

iHealth Provides Physician Practices With



- **A customizable Web site for your practice to attract new insured patients.** Your practice Web site features:
 - a practice-specific video to promote your practice or inform patients of procedures or care instructions
 - a comprehensive library of peer-reviewed articles, learning centers and education resources for your patients, developed by leading medical societies, the AMA and patient advocacy groups
 - updated news and other information
- **Increased practice efficiency through Secure Messaging with patients for:**
 - appointments requests
 - prescription renewals
 - questions about bills or records
- **Increased revenue from Online Consultations.** Provide follow-up care or ongoing instructions to established patients, create direct revenue for your practice, and increase patient satisfaction
- **A personal health record (PHR) for your patients means fewer clipboards for your staff.** Patients can use their PHR to prepare for their appointment, replacing the need of medical clipboards and engaging patients in their own care.
- **Privacy and security,** governed by a not for profit healthcare organization with representatives from medical societies, patient safety groups, and medical malpractice carriers.
- **Google partnership,** may help millions of consumers identify, select and reward practices who have quality web sites and offer a higher level of patient connectivity and service.

What Medem's iHealth Online Patient Connectivity Solution Can Do



1. Replace the Medical Clipboard with the iHealthRecord (PHR) when offered online from a physician's website as an inexpensive first step in bringing clinical automation to the office
2. Information such as demographics, medical history, medications, conditions, allergies, immunizations, etc., travels with patient and is accessible anytime from anywhere.
3. Provides an online registration/intake for physicians so the best information can be recalled/entered by patient. The iHealthRecord PHR can also accept data feeds from third parties to help keep the record current (Payers, EMR's, Pharmacies, etc.)
4. Can send adherence and patient education messages to the patient; as well as send reminders, warnings and recalls from FDA, etc.
5. Provide for an online conversation - secure physician-patient email
6. Online bill pay feature
7. Allows patients to schedule appointments, request prescription renewals and send administrative messages to office - major CONVENIENCE FACTOR for patients and physicians alike

Personal Health Record (PHR) vs Electronic Medical Record (EMR)



PHR

- Owned and controlled by patient
- Basic set of patient data from all physicians & encounters
- Available anywhere via the Internet (i.e. any specialist office, clinic, ER, hospital, etc.)
- Viewed by patient and physician
- Provides automated education and reminders to patients
- Can stand alone or integrate with EMRs
- Similar to ATM, online banking or online flight check-in

EMR

- Owned and controlled by physician
- A full suite of patient data but only from the physician who owns the EMR
- Available only to the physician who owns the EMR
- Viewed by physician
- Physicians automated education and reminders to physicians
- Can stand alone or integrate with PHRs
- Similar to internal banking systems or internal airline systems

iHealth Market Drivers: Consumer Demand for Online Physician Connectivity



"If you could choose between two doctors, but only one used the following types of information technology in his or her practice, how much would this influence your choice of doctors?"

Base: All adults



	A Great Deal/To Some Extent (Net)	A Great Deal	To Some Extent	Not Much/Not at All (Net)	Not Much	Not at All	Not Sure
An electronic medical record to capture medical information	54%	18%	36%	34%	17%	17%	12%
Email to communicate directly with me or a family member	62	23	38	29	15	14	9

iHealth Dashboard – Direct Access to All Services

Key Point- This manages the Practice and Physician Offices won't have 2 of these!



iHealth Dashboard Jane Bluestein Friday, November 11, 2008 Log Out

Home Messaging Web Site My Account

View For **Bluestein, Jane (Bluestein Medical Office)** Manage Group Manage Staff

Messaging Show messages for all 8 mailboxes

Inbox Messages: 24

Compose messages, access Address Book, or change your mailbox settings

Messages By Type	
Requests for Messaging	14
General Messages	5
Appointment Requests	2
Prescription Renewals	0
Online Consultations	3

Messages By Status	
Unread	14
Routed to Me	5
Routed to Others	2
Drafts	0

Bluestein Medical Office 100 Main Street, Suite A, San Francisco, CA 94111

Who's Using iHealth Invite others

iHealthRecords	14
Secure Messaging	5
Health Risk Assessments	2

Web Site Unpublished Publish Now

www.jbluestein.medem.com/bluestein

Update Web Site

Search

iHealthRecord Patient List
 Messaging Address Book
 3rd Party Clinical Summaries

Name: Last First

Services

- eRx NOW e-Prescribing
- Instant Medical History
- Adherence Programs
- MEDVIRGINIA
- Learn About...

iHealth Services

- Secure Messaging
- Online Consultations
- iHealthRecords
- Online Patient Registration
- Video Resource Center
- Health Plan Directories

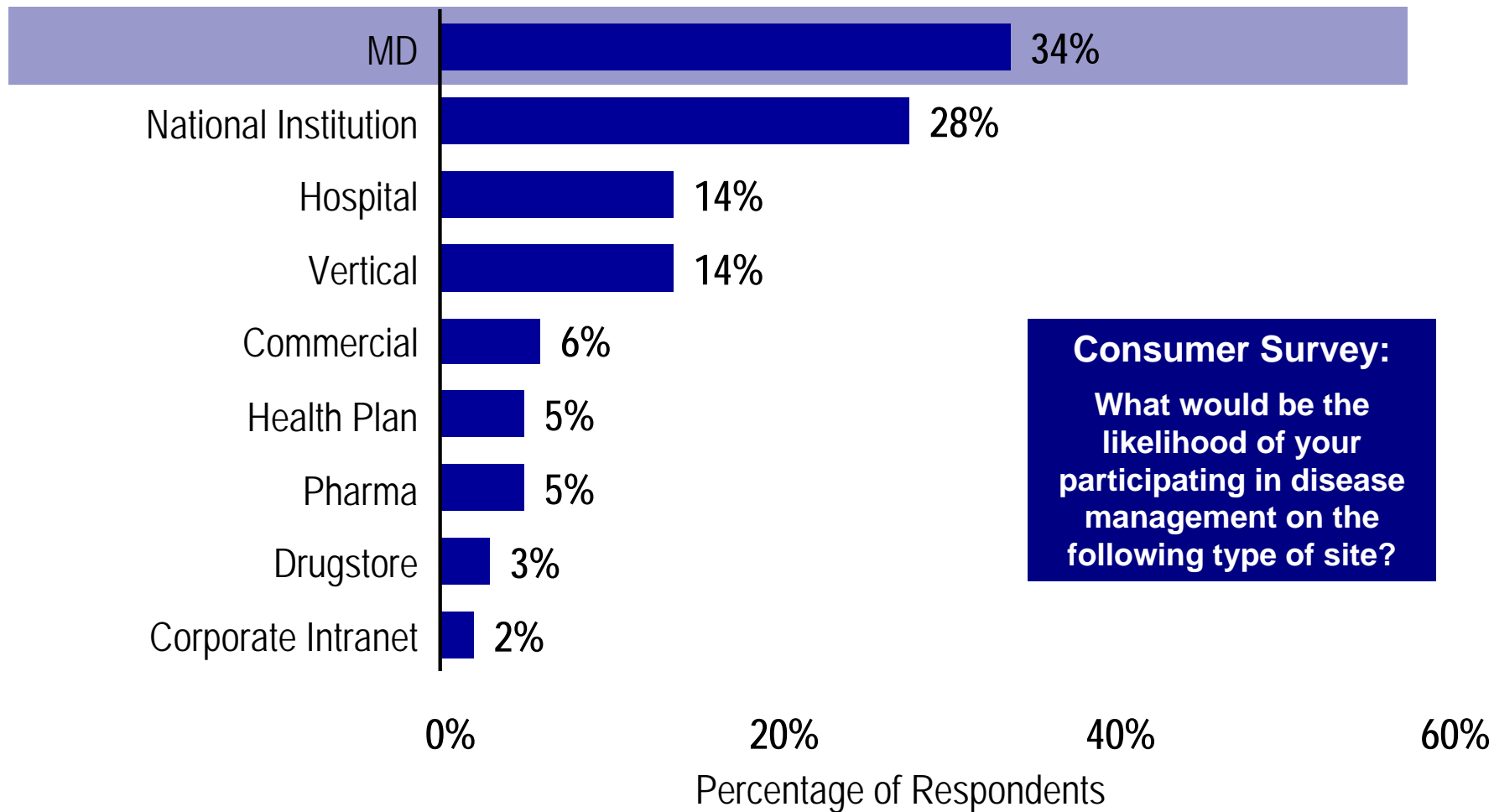
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Practice Staff and Physicians Log-in to the iHealth Dashboard to Access Messaging, Update the Web Site, and Link to Other Services SINGLE SIGN ON Available


Patients Want Online Disease Management From Their Own Doctors



Source: Jupiter/NPD (12/00); n=1,943 (US only)



Secure Patient Email, PHRs and Reminders Can Improve Health & Care



REUTERS Health

NEW YORK (Reuters Health)—A Web-based reminder system can significantly increase the rates of mammography screening among eligible women.

SOURCE: Archives of Internal Medicine, March 26, 2007.

MINNEAPOLIS (Jan. 29, 2008) – Personal Health Messages are encouraging more consumer-driven health (CDH) plan enrollees to get the recommended preventive screenings they need for early detection of cancer and other illnesses.

68 % more likely to get a mammogram

82 % more likely to get a cervical cancer screening

31 % more likely to get a cholesterol screening

71 % more likely to have an office visit in which their blood pressure is checked

SOURCE: ???????

Google Health and Medem's iHealth Partnership



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mariarobinson9

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Find a doctor

Allergy and Immunology

Results 1 - 10 of about 2171 for Allergy and Immunology J. Allen Meadows, A

[Meadows L Allen MD](#)

4284 Lomac St, Montgomery, AL 36106
(334) 272-6062

[Directions](#) - [Save to medical contacts](#)

[Allergy & Asthma Associates: Levenson Toby MD](#)

4050 Moorpark Avenue, San Jose, CA 95117
(408) 243-2700

[Website](#) - [Directions](#) - [Save to medical contacts](#)

[American College of Allergy Asthma & Immunology](#)

85 W Algonquin Rd # 550, Arlington Hts, IL 60005
(847) 427-1200

[Website](#) - [Directions](#) - [Save to medical contacts](#)

[National Jewish Medical and Research Center](#)

1400 Jackson St, Denver, CO 80206
(303) 388-4461

[Website](#) - [Directions](#) - [Save to medical contacts](#)

[University Health Care: University Pediatric Clinic \(Clinic 6\)](#)

400 N Medical Dr # 2000, Salt Lake City, UT 84143

Medem physician,
links to Google
Maps listing

Google Health Find a Doctor
Search by specialty, name and location

Simple Practice Workflow Connects Patients Online



Dr. Gilbert's office phone rings...

- "Dr. Gilbert's office may I help you?"
- "Yes, this is Jenny Flowers and I'd like to bring my dad James in for a follow up appointment. Is there time next week Wednesday or Thursday afternoon?"
- "Yes Jenny. We can see your dad on Thursday at 2:00pm. Do you use email Jenny?"
- "Yes. Why"
- "Dr. Gilbert now offers online services and secure email for patients. We'll email instructions to you and you can register your dad online and get questions and refills handled by email for now on."
- "Wow that's great. I've heard that some doctor's offices offer email and I'm glad that Dr. Gilbert is doing this. I'll look for the email; thanks loads and we'll see you next week."

1, 2, 3 Patient Connectivity Plan for Physician Practices



1. Offer interactive iHealth services including PHRs to all patients
 - set up iHealth practice Web site; includes expansive peer-reviewed clinical library and is linked to health system and health system physician directories
 - enable eConsults, online appointment requests, Rx renewal and general email as appropriate
 - determine appropriate eConsult fee

2. Direct patients to register online for appointments, office requests or eConsults
 - online patient registration creates PHR and enrolls patients in practice's online services
 - no more clipboards; patients arrive with paperwork completed
 - use EHR integration to help patient keep PHR current

3. Use marketing and PHR synergies
 - patient and employer advertising and outreach
 - consider synergies with hospital--Stark relaxation helps them underwrite PHRs
 - offer iHealth as a stand-alone to affiliated physicians

Oakland Southfield Physicians & Medem Support Services



- Medem's Client Operations team and OSP will create a customized implementation plan for you that includes:
 - customization of your physician Web sites, including look and feel, content, etc.
 - setting up secure email and other services
 - how to include video on physician Web sites, for practice promotion and on various procedures, services
 - training on all services
 - marketing plans
 - template materials for practice promotion, including scripts for offices to use, patient marketing materials, etc.
 - ongoing support for your physicians and patients via email and an 800# that is available 24 x 7
- Medem also provides quarterly service upgrades (enhancements, new features, etc) at no additional charge.

Some Folks using iHealth/Medem- beyond the 70,000 docs in small practices.....



- Brown & Toland IPA- 1,800 Physicians, Northern California
- White Oak Pediatrics- 25 Pediatric Physicians, Raleigh, NC
- St. Vincents Health System- Employed and Independent Medical Staff, Indianapolis, IN
- Eastern Virginia Medical School- 150 physicians, Norfolk, VA
- Community Care Physicians- 200 multi-specialty group, Albany, NY
- Northeast Medical Center- 400 bed hospital and physician group, Concord, NC
- UMASS Memorial- 500 physicians- Central MA
- LSU Physicians- 300 physicians, Baton Rouge, LA
- Atlanta Womens Health- 80 OB/GYN's, Atlanta ,GA
- St. Joseph's/Covenant Health System- 6 hospitals and Physicians-So Calif. &Texas
- FEMWELL- 120 OB's Miami, FLA
- AvMed Health Plan- 220,000 member plan in SE. Florida
- Central Utah Medical Group- Salt Lake City, UT
- Florida HealthCare Plan- 100,000 member plan and 50 employed physicians, Daytona, FLA
- Medical Mutual Ohio- 1.7 million member plan, Cleveland, Ohio
- Qualcomm- San Diego's Largest Non governmental Employer
- Medical Edge- 300+physician MSO, Dallas, TX
- Fairfax Family Practice- 80+ Primary Care group, VCU Residency, Farifax, VA