

Personalizing Health Care

Creating a Medical Home

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Outline

- Defining PHR, personal health record
- Connecting patients with their information
- Creating a patient partnership
- Using HIT to *transform* management of chronic diseases – creating a medical home for patients

IOM Principles for 21st Century

What's the Gap?

“Patients should have unfettered access to their own medical information and to clinical knowledge.”

Crossing the Quality Chasm, 2001

Answer: PHR?

Question: Defining PHRs?

One PHR Definition

- “An electronic application through which individuals can access, manage and share their health information, and that of others for whom they are authorized, in a private, secure, and confidential environment.”

Markle Foundation, Connecting for Health, 2003

Who, then What?

Jim Collins, Good to Great

What do patients want?

Deriving a PHR Definition
based on Patients' Perspectives

Wants - Fears + Loves = CSF for PHRs

Patient Education Focus Groups

Methodology

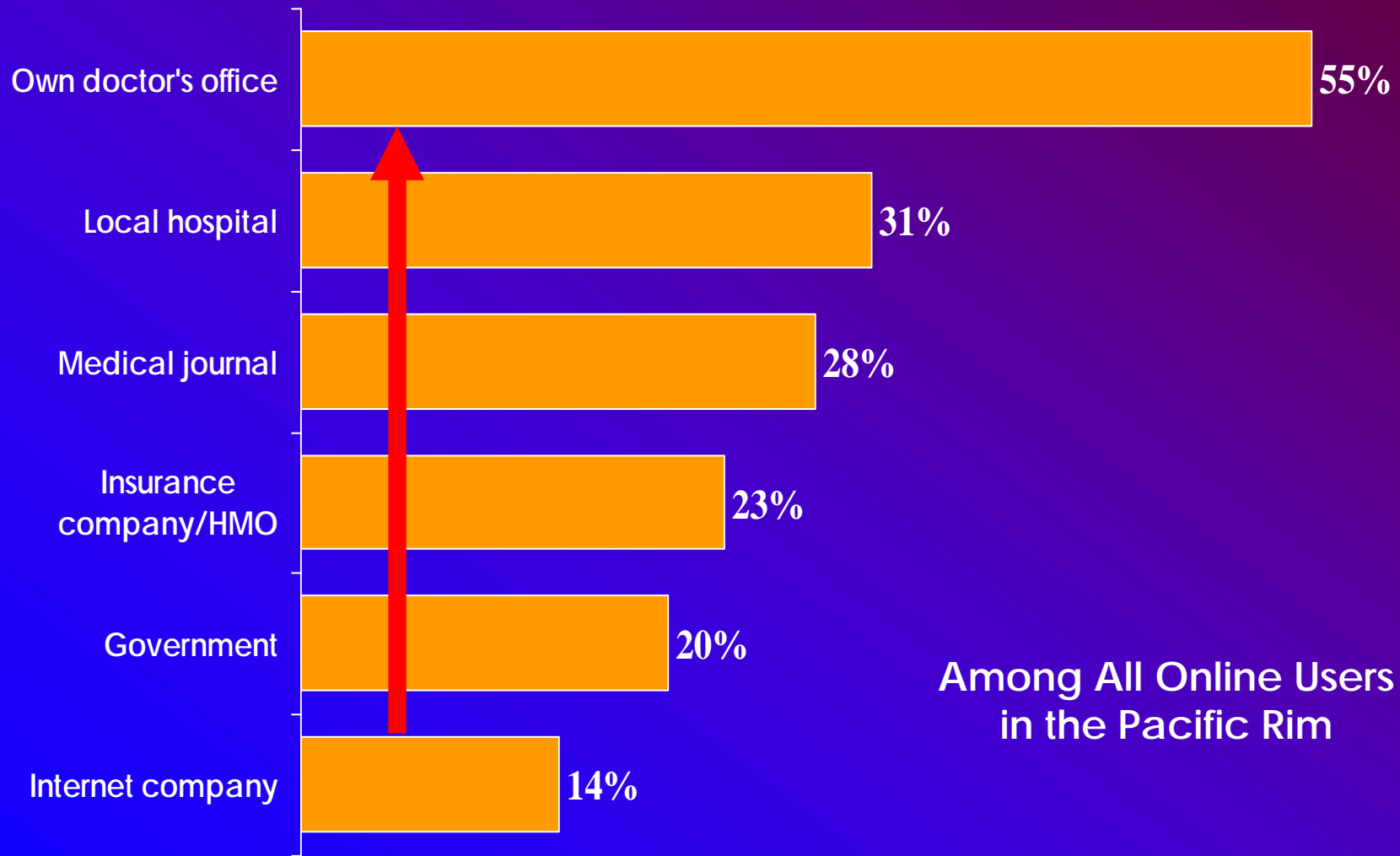
- Independent market research firm
- Random selection of patients seen within 2 months in 5 clinics
- 24 patients in 2 focus groups
- One-way mirror

Patient Information Needs

Focus Group Results - Themes

- Patients *do* seek information about diagnosis and treatment plan (including alternatives)
 - Friends, relatives
 - Libraries, Internet, pharmacy inserts

Preferred Source for eHealth Information



Among All Online Users
in the Pacific Rim

Sources of Health Information

Barriers Affect Use

- 62% of US adults trust their physicians as a source of health information
 - 50% would want to go to their physicians first
 - 11% go to their physician first
- 49% actually go online first

Patient Information Needs

Focus Group Results – Themes II

- Patients prefer custom-tailored information
 - *Their* own data (lab results, findings)
 - Information on *their* problem and possible solutions
- Need for their physician endorsement
 - Physician endorse material as relevant to them
 - Physician should briefly review with them

Patient Information Needs

Focus Group Results – Themes III

- Timing should be when the *questions* arise
 - Not in the exam room!
 - At home, with friends and family

Desired Online Services

Harris Interactive Poll

- **"Which of the following technologies would you like to have access to when seeking care from a doctor or hospital?"**
 - 77% Reminders about being due for visit or care
 - 75% Make appointments online
 - 74% Email directly with my doctor
 - 67% Receive test results
 - 64% Access my electronic medical record
 - 57% Send home monitoring results to my doctor

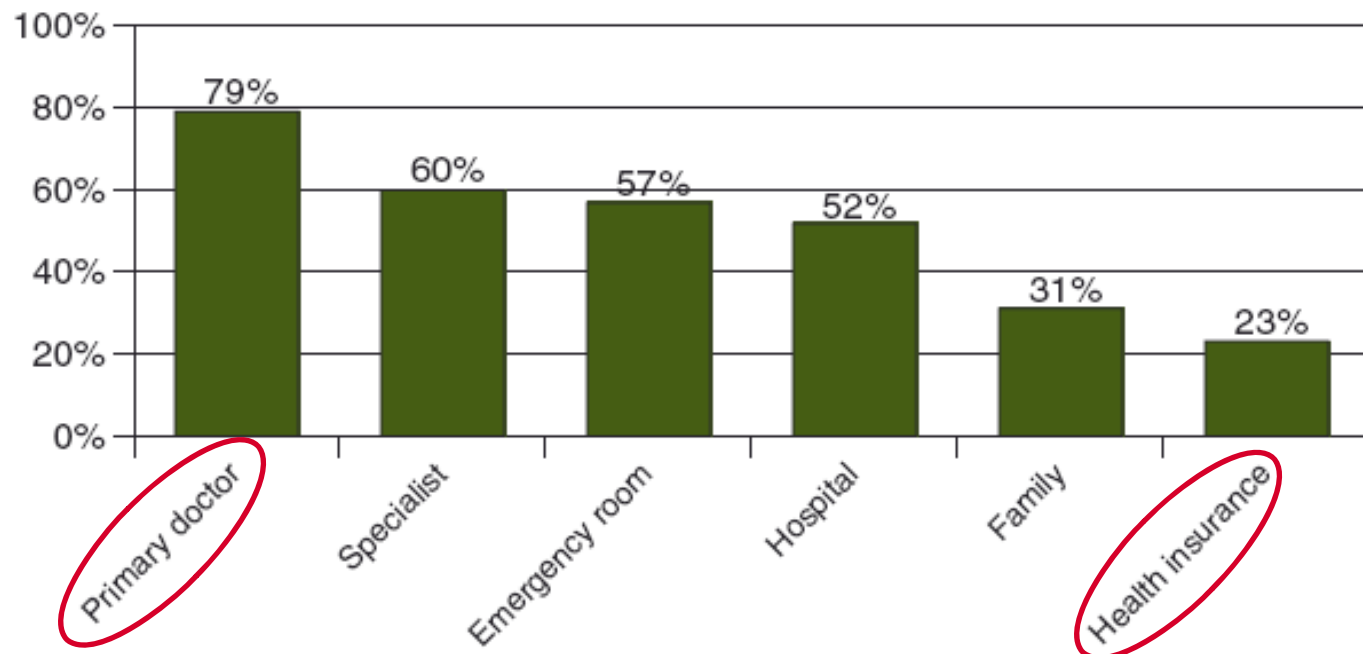
Wants – *Fears* + Loves – CSF for PHRs

Markle Online Survey

June, 2003

- 91% Very concerned about privacy and security

Based on responses to the question, "If you kept your medical records online, how comfortable would you feel having the following people access your records *only after you have given your explicit permission.*"



PHR User Experience

Wants – Fears + *Loves* = CSF for PHRs

“Try it; you’ll like it.”

Demo of PAMFOnline

Learn More

Online Demo

Security/Privacy

Register Now!

Home



A Convenient Connection To Your Doctor

PAMFOnline helps you meet your health care needs quickly and conveniently by giving you a secure, confidential and innovative way to view your health information while at home, work or anywhere you have internet access.

Sign Up
for PAMFOnline
Today!

- It's convenient
- It's efficient
- It's always there

Available at no cost to you:

- View test results
- View your medical record
- Request appointments
- Renew prescriptions
- Ask questions about your bill

View
PAMFOnline Video
Requires Flash

WORLD WIDE WEB

Thanks for using PAMFOnline. You have been logged out.

PAMFOnline ID

zztest

Password

Sign In

[Forgot your password or ID?](#)

First Time User

Access Code

-

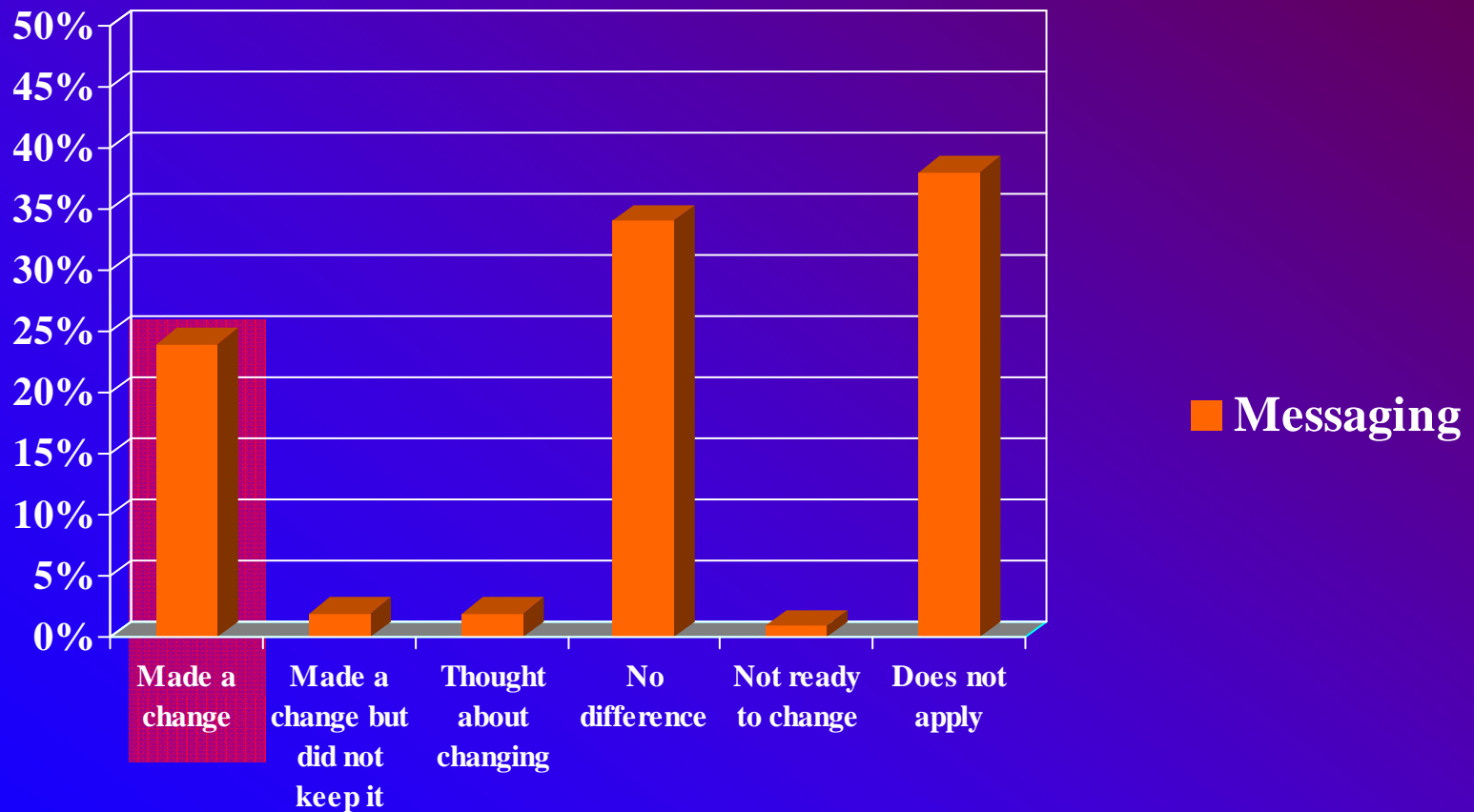
[Expired or invalid access code?](#)

Submit

MyChart® by Epic Systems Corp

- [Check Your Browser](#)
- [Problems Logging In](#)

Change in Health Behavior *Specifically Due to Using PAMFOnline*



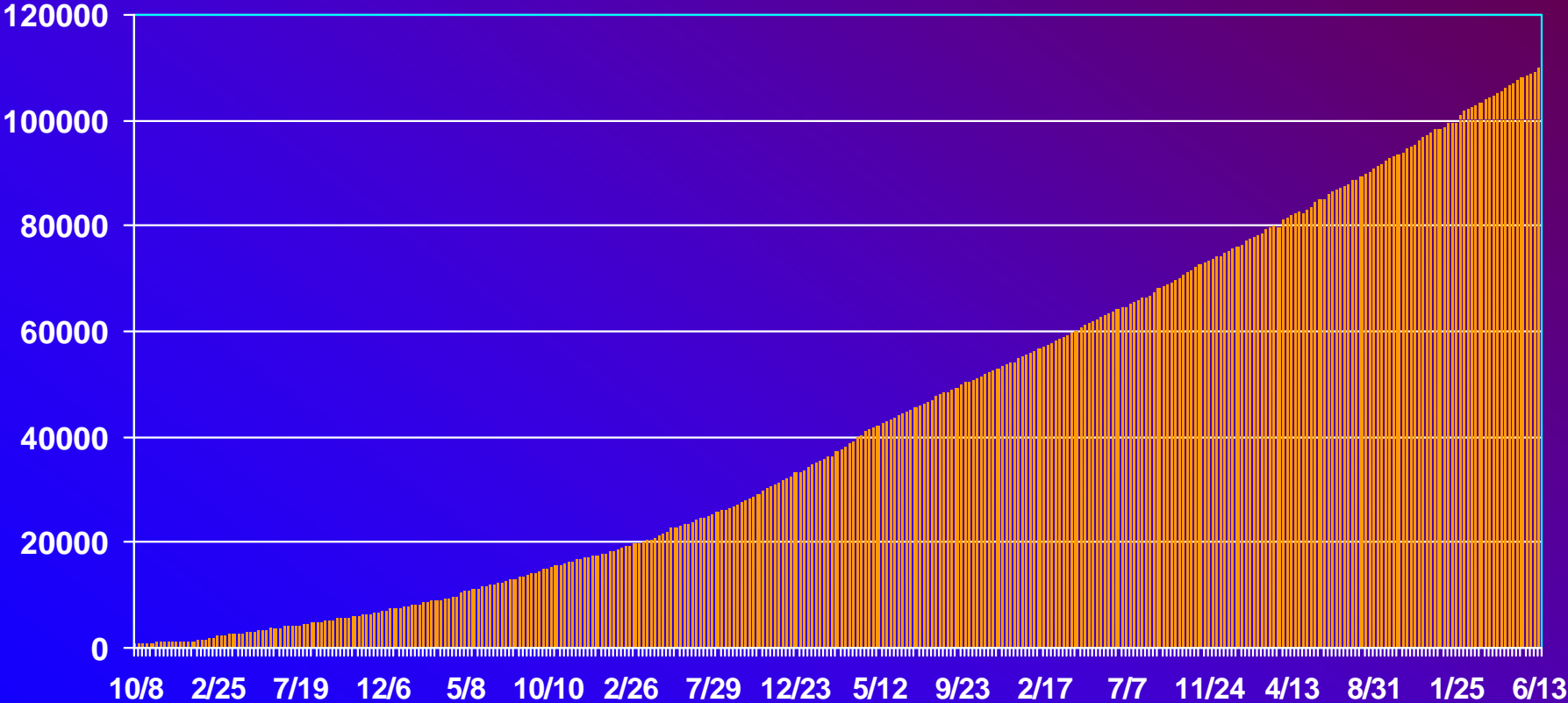
PAMFOnline Survey Results

Self Efficacy

- “The **test charts** are a **eye opener** and makes me **pay more attention** to health management issues.”
- “Getting direct access to **lipid panel results** **incented** me to adopt a **low-fat diet** (which I have **maintained** pretty well for a year now).”
- “I feel more confident!”
- “I see myself as **more accountable** for my health.”
- “I lost weight to get the **overweight designation** off my record.”

PAMFOnline *Enrollment*

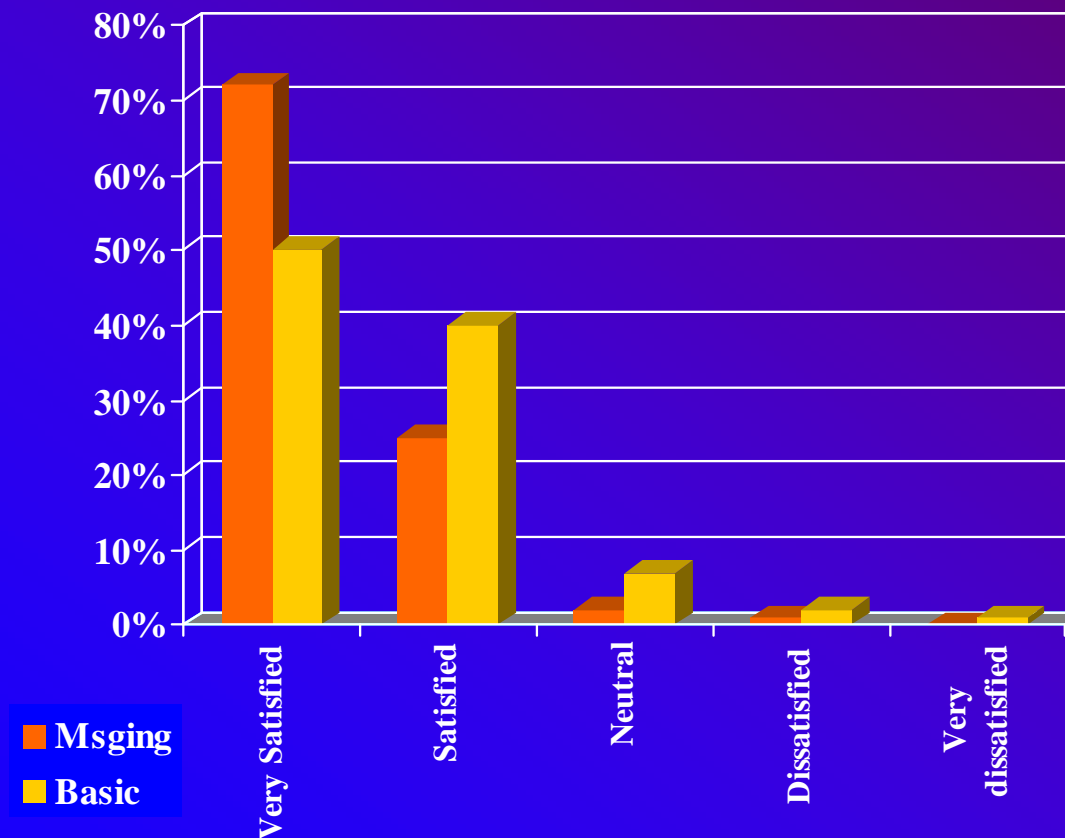
49% of adult primary care base



PAMFOnline 2007 Survey

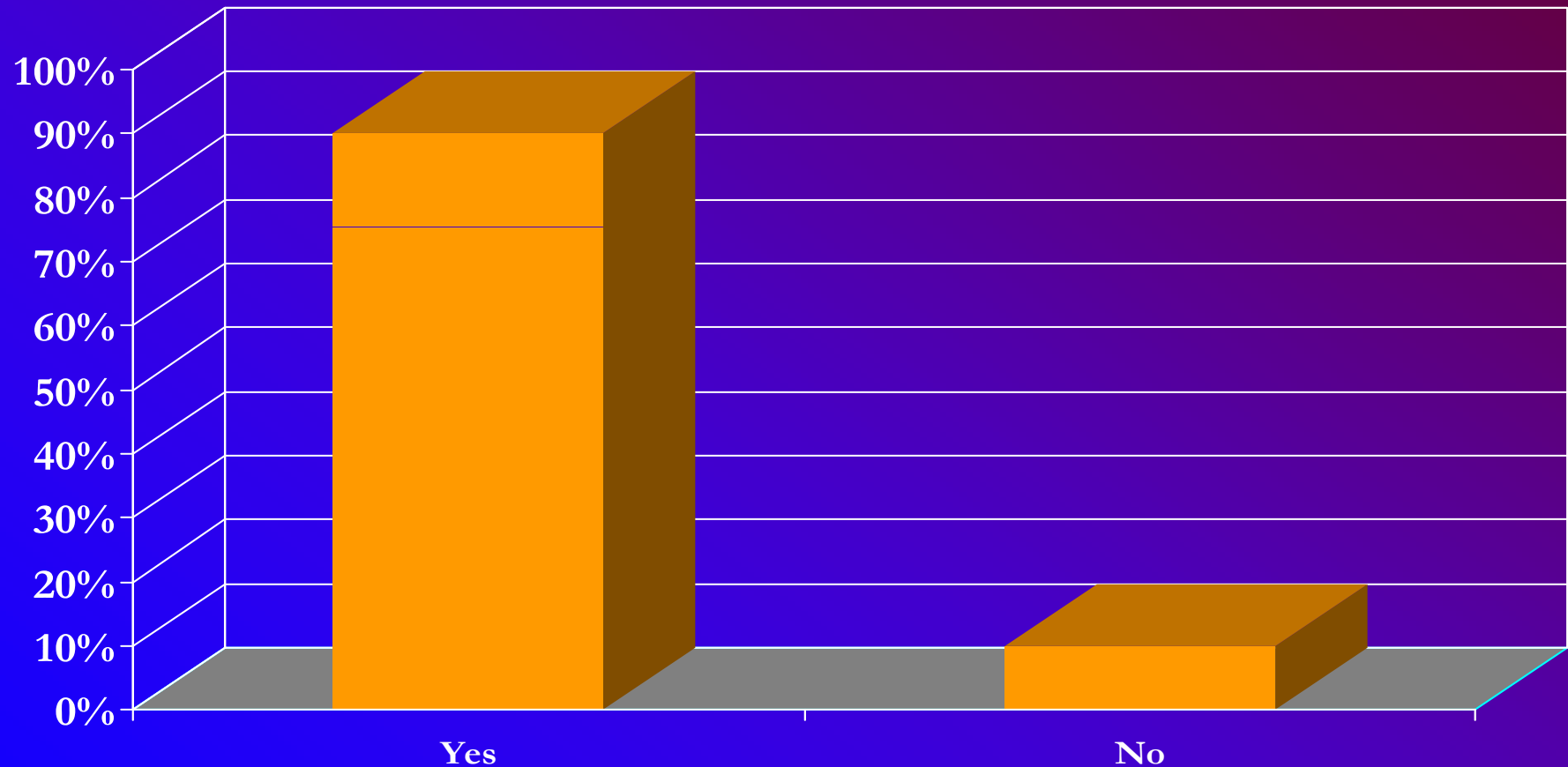
Overall Satisfaction

97% of messaging subscribers are very satisfied/satisfied
90% of basic subscribers are very satisfied/satisfied



Physician PAMFOnline Survey

“Are you satisfied with PAMFOnline?”



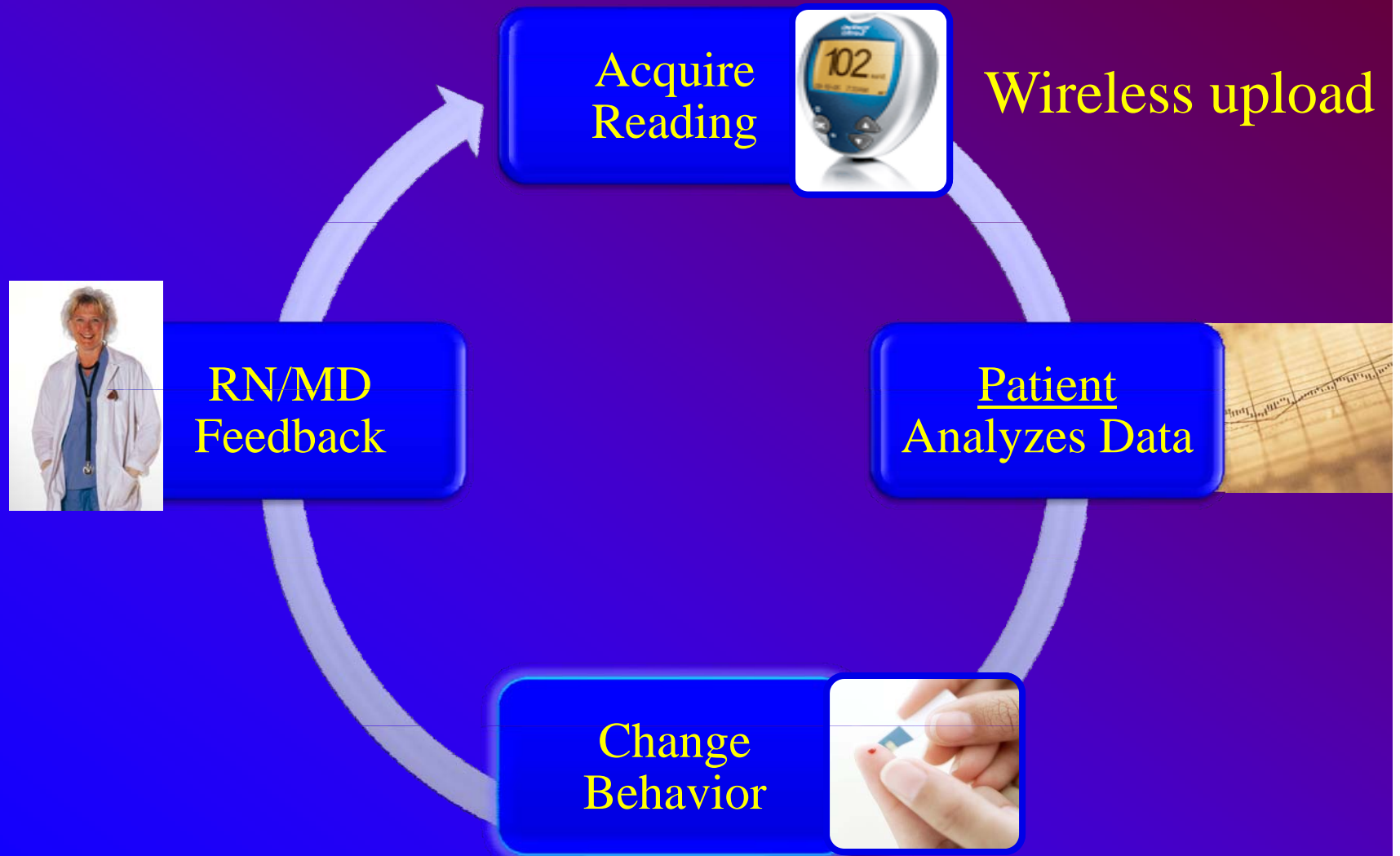
Physicians with 100+ PAMFOnline patients

Online Disease Management

*Establishing a “Continuous Healing
Relationship” [IOM, 2001]*

Disease Management

Self Management



A Personalized Health Care Program

Demo

Proving Whether It Works

A Randomized Controlled Clinical Trial

- Funded by the Agency for Healthcare Research and Quality
- 400 diabetic patients to be recruited (200 intervention, 200 controls)
- Outcome measures:
 - HbA1c, BP, lipids, wt, microalbumin
 - Self-management behavior
 - Patient and provider satisfaction
 - Utilization
- Establishing evidence for reforming health care reimbursement

Summary

Connecting for Better Health

- Need to put patients (and their caregivers) on the health care team
 - Break through the “glass ceiling” of health care delivery effectiveness
 - Leverage an untapped resource (patients and their family caregivers)
- EHRs *and* PHRs are essential technologies for health care
- Personalizing health care is key to engaging patients in healthcare transformation