

PCHRs To Be or Not to Be? Funded, That is.

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October 10, 2006**



Our Experience Today with PHRs and Secured Messaging

SIEMENS

- Market readiness remains immature
- Requires a capitalized infrastructure and value proposition to the consumer to sustain the model
- Doctor/IPA is the preferred trusted partner in our model/experience
- Patient profiles that utilize the interactive two way communication are:
 - Working Mothers with medical proxy
 - Mid to upper Class
 - Middle Aged
 - Time challenged wage earner
 - Internet Savvy and wired users
 - Knowledgeable consumers seeking health education
- Slow adoption rate of general non-caretaker, reasonably healthy consumers

Overcoming the Barriers to Adoption

- Guaranteed Security and Privacy – opt in or out without violation of shared data – Huge issue across the spectrum of data sharing
- Low TCO to access and maintain PHR
- Ease of health care proxy transference or dual ownership with permissions for caregiver access and maintenance
- Alternative levels of user sophistication and requirements – tiered learning
- Accessibility to electronic data exchange or screen scraping techniques from critical touch points – Lab, RX, Immunizations, etc. – bi-directional push to consumer and doctor
- Incorporation of PHR into Physician workflow/task list for response
- Portal availability and diminished labor requirements for upkeep
- Alternative channels, devices for entry into PHR
- Assignment of “Personal Medical Homes” for the indigent and uninsured
- Value-added economic incentives

How does the Healthcare Industry Introduce Incentives for Adoption?

Employer to Employee Incentives:

- Reduced premium payments for both sides
- Aggregate health spending credits for formulary drugs
- Life Care Management Vouchers – tuition reimbursement, food, cleaning service, etc.
- Bonus Time off for Wellness Activities

Government to Provider Incentives:

- Relaxation of the Stark Laws
- P4P incremental payment
- Universal Healthcare Access
- Payer to Provider:
 - Advanced analytical reporting
 - Endorsement and payment of e-visits

What are the necessary attributes for a public infrastructure to survive?

- Vendor endorsement of public infrastructure:
 - Standards-based conformity
 - Widespread adoption
 - Device Integration
 - Open source?
- User adoption:
 - Web-based
 - Device enabled
 - 24x7 access
 - Affordable
- Funding Sources
 - Waste Reduction - target projects, quantify savings, execute strategy and create funding stream controls

- Who contributes to the business model?:
 - Consumers
 - Providers
 - Payers
 - Vendors
 - Government
 - All of the above

- Under what type of sustainable business model:
 - Utility Model
 - One time entry fee
 - Storage and usage fee schedule
 - Unknown - to be discovered!