



## *Personal Health*

# REPORT FROM PERSONAL HEALTH

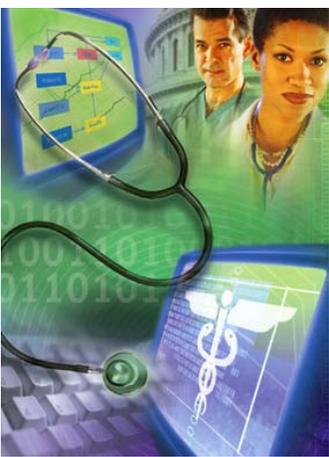
Marc Boutin, JD, Vice President  
National Health Council  
Suzanne Bakken, RN, DNSc  
Columbia University



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# KEY RECOMMENDATIONS

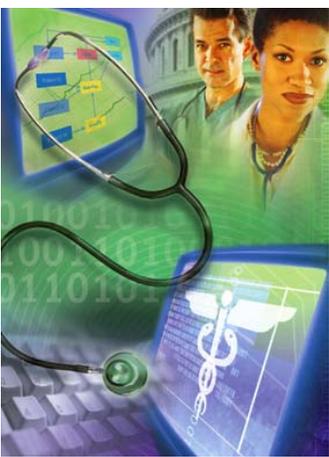
- Brailer's office should accelerate momentum toward national scale adoption of PHRs
  - Convene stakeholders (60 days)
  - Foster basic consumer research (6 months)
  - Develop messaging and branding strategy (9 months)
  - Implement education strategy (12 months)



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# KEY RECOMMENDATIONS

- Consumer representation on policy bodies and advisory groups



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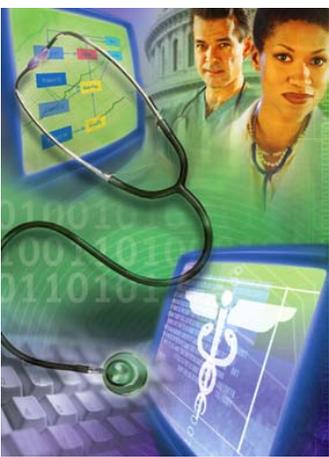
- PHR Standards
  - Brailer's office should ensure the creation of a core functional standard for the PHR (ANSI-accredited SDO) (12 months) to enable subsequent certification
  - Brailer's office should collaborate with Consolidated Health Informatics group with identifying data standards needed to support PHR (6 months) and commit to the development and/or adoption and implementation of those standards (12 months)



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# KEY RECOMMENDATIONS

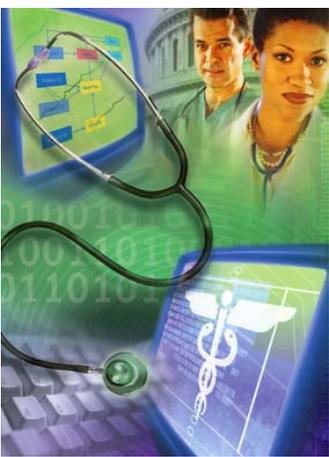
- Establish an approach to uniquely identifying patients



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# KEY RECOMMENDATIONS

- Demonstration projects:
  - CMS pilot to establish beneficiary access to a free PHR including standard intake/history/health summary forms
  - Privately funded demonstration projects related to PHR support of chronic medical conditions and lifestyle management
  - PHR projects with broad applicability to help manage medications and immunizations



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# KEY RECOMMENDATIONS

- Secretary of HHS will present to Congress by January 2005 a bill supporting tax reform that gives an individual purchasing a PHR a tax deduction/credit for PHR purchase