



Investing In Our Human Capital

Personal Health Records – NCVHS Hearing

David Scherb
Vice President, Compensation & Benefits
PepsiCo, Inc.
April 27, 2005



- ◆ PepsiCo has made a major commitment to wellness through its HealthRoads program...including Personal Health Records available to all employees
- ◆ PHRs are integral to PepsiCo's goal of making employees informed and empowered health care consumers
- ◆ Strategically, PHRs are a critical missing component in America's fight to control medical cost and improve quality (provider based EHRs cannot provide the needed functionality)
- ◆ Unless barriers are removed, PHRs will be slow to develop and reach only a fraction of their potential

Investing In Our Human Capital Returns Much More Than Just Medical Savings





- ◆ Our goal is to encourage healthy lifestyles and good health care decisions among employees and their families



- ◆ PepsiCo is partnering with some of the most trusted partners in health and wellness to deliver HealthRoads:

WebMD

Harris Health

AOM

Weight Watchers

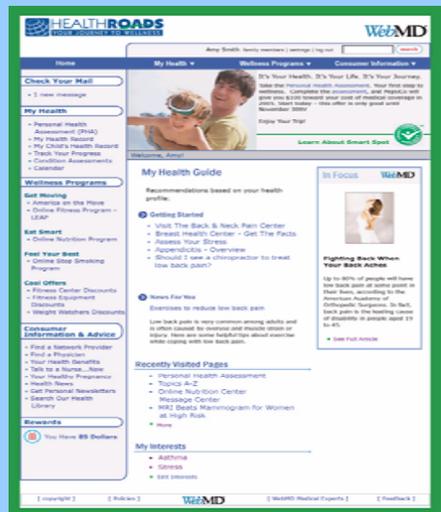
Broader Goals and Greater Integration Than Traditional Wellness Plans



Employee and Family

HealthRoads Website

Wellness Programs



Fitness & Nutrition

- ◆ Support for Diet and Exercise

Consumerism

- ◆ Tools for Smart Health Care Decisions

Health Promotion

- ◆ Behavior Change Through Targeted Programs and Coaching

- ◆ Available from Work or Home 24/7
- ◆ Top Priority is Confidentiality
- ◆ Inclusion: Adults, Kids, Healthy, Chronically Ill, Diverse Populations

- ◆ The "Hub" of the Program
- ◆ Customized Content and Links
- ◆ Smart System: Tailors Content to Each Individual



It's Your Health. It's Your Life. It's Your Journey.

What is key to improving your health?

Take the [Personal Health Assessment](#) and find out. It takes about 15 minutes and you will receive a personal health assessment immediately.

Start your journey to health today!



Learn About America on the Move!



Welcome, 123456!

My Health Guide

Getting Started

- [Visit The Back & Neck Pain Center](#)
- [Visit The Prostate Health Center](#)
- [Online Stop Smoking Program - Get Support To Quit Smoking](#)
- [Coronary Artery Disease - Overview](#)
- [Prostate Cancer - Overview](#)

News For You

[A Nutty Way to Improve Cholesterol in Diabetes](#)

Recently Visited Pages

- [Personal Health Assessment](#)
- [Online Fitness Program - LEAP](#)
- [Trackers](#)
- [Asthma Center](#)
- [Healthy Weight - Overview](#)

My Interests

- [Weight Management](#)
- [Edit Interests](#)

Win a ski trip for 4 to **Steamboat**

How to enter February raffle
[Raffle rules](#)
[Raffle winners](#)

Dr. Pamela Peeke is an internationally recognized expert and speaker in the fields of nutrition, metabolism, stress, and fitness.

- [About Dr. Peeke](#)
- [Tips & Tools](#)
- [Ask Dr. Peeke](#)
- [Video Message from Dr. Peeke](#)

Check Your Mail

• You have 0 new messages

My Health

- [Personal Health Assessment](#)
- [My Health Record](#)
- [My Child's Health Record](#)
- [Track Your Progress](#)
- [Condition Assessments](#)
- [Calendar](#)

Wellness Programs

Get Moving

- [America on the Move \(\\$25\)](#)
- [Online Fitness Program - LEAP](#)

Eat Smart

- [5 A Day Program \(\\$25\)](#)
- [Online Nutrition Program](#)

Feel Your Best

- [Online Stop Smoking Program](#)

Cool Offers

- [Fitness Club Discounts](#)
- [Fitness Equipment Discounts](#)
- [Weight Watchers Discounts](#)

Consumer Information & Advice

- [Find a Network Provider](#)
- [Find a Physician](#)
- [Your Company Health Benefits](#)
- [Talk to a Nurse...Now](#)
- [Your Healthy Pregnancy](#)
- [Health News](#)
- [Get Personal Newsletters](#)
- [Search our Health Library](#)

Rewards

- [Complete the Personal Health Assessment](#)
- [HealthRoads Programs \(\\$25\)](#)

Secure messages

Personal Health Assessment

Personal health record

Condition Assessments

Fitness Programs, Nutrition Programs, Cool Offers

Find doctors, health news & information, PepsiCo benefits

Track your participation incentives

Personalized content and messages based on your data and interests



Health Record - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links »

HEALTHROADS
START YOUR JOURNEY

WebMD

Test UserJM [family members](#) | [settings](#) | [log out](#)

Home My Health Wellness Programs Consumer Information

Health Record

QuickStart
[Click here](#) to quickly add to your record.

View My Records
[Visits \(2\)](#)
Prepare summaries for my visits with care providers.
[Home](#)
[Conditions](#)
[Medications \(2\)](#)
[Allergies](#)
[Surgeries](#)
[Immunizations](#)
[Tests \(10\)](#)
[Coverage](#)
[Basics](#)

Family Health Files
One secure place for my family's health



Automatic alerts
This tool automatically scans for potentially harmful interactions among the medications, herbs, vitamins, and allergies entered in your files.

Common Questions
How can this tool [benefit me](#)?
How is my information [kept private](#)?
How can I [print or fax](#) my records?
How may I view my [past activities](#)?

Internet



Information is organized into convenient summaries:

- ◆ Medications
- ◆ Conditions
- ◆ Allergies
- ◆ Surgeries
- ◆ Immunizations
- ◆ Test Results
- ◆ Visits

https://www.webmdhealth.com - My Medications Review - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links »

HEALTHROADS
START YOUR JOURNEY

WebMD

Test UserJM family members | settings | log out search

Home My Health Wellness Programs Consumer Information

Health Record

Home Visits Conditions Medications Allergies Surgeries Immunizations Tests Coverage Basics

add medication check interactions Health Record summary how to

Current Medications	Date	Frequency
Click on an item to edit, delete or view related information.		
Advil Cold & Sinus	11/20/2004	
Lipitor 20MG Tablet	10/01/2003	every morning

Past Medications	Date	Frequency
------------------	------	-----------

[Copyright] [Policies] WebMD [WebMD Medical Experts] [Help & Feedback]

Done Internet



Medication Details

Detailed views enable consumers to:

- ◆ Determine whether the item is current
- ◆ Hide sensitive information from viewing by others
- ◆ Link to related articles and products
- ◆ Review data imported from third parties

https://www.webmdhealth.com - Health Record - Microsoft Internet Explorer

Review Medication close

Learn More About Lipitor 20MG Tablet

- Articles and news relating to [Lipitor 20MG Tablet](#).

Options

Yes No Are you (or the person you are creating this record for) still taking **Lipitor 20MG Tablet**?

Yes No Do you want to hide this item when you print, fax or electronically share your health record data with others? (To see your authorizations, go to [settings](#))

Set up reminders for this medication?

No Reminder needed

Remind me to take my medication

Remind me when to re-order my medication

save changes delete item

Display details for data added on: 10/01/2003

Source: Self-Reported

Medication: Lipitor 20MG Tablet

* Date Dispensed: 10/01/2003 (* Indicates a required field.)

Prescribing Physician: dr. collier

Dosage Taken: 1 TABLET ...

Frequency Taken: every morning

Reason Taking: Cholesterol Control [add other reason](#)

Prescription Number:

Internet

Health Record Summary For Communication With Physicians and EMR Systems



A Health Record Summary is available for printing, faxing or electronically sharing with healthcare providers

Health Record Summary Page 1 of 7

Health Record Summary close

fax my summary create my wallet card

Health Record Summary for Test UserJM

Test UserJM
 Gender: Female
 Age: 42
 Address: 520 NW Davis
 Address2: Ste 300
 City: Portland
 State/Province: Oregon
 ZIP: 97209
 Home:
 Cell:
 Work:
 Fax:
 Email: jmustain@webmd.net

BASICS

Date of Birth: 12/16/1963
 Social Security Number
 Blood Type
 Primary Race: White, Non-Hispanic
 Second Race

Primary Emergency Contact
 Relationship to patient
 Phone
 Cell

Second Emergency Contact
 Relationship to patient
 Phone
 Cell

Employer
 Employer Phone

Health Record Summary Page 3 of 7

Advil Cold & Sinus
 Date prescribed: 11/20/2004
 Dosage: 1 TABLET ...
 Frequency
 Reason Taking
 Prescription provider

Lipitor 20MG Tablet
 Date prescribed: 10/01/2003
 Dosage: 1 TABLET ...
 Frequency: every morning
 Reason Taking: Cholesterol Control
 Prescription provider: dr. collier

ALLERGIES
 No allergies listed

SURGERIES
 No surgeries listed

IMMUNIZATIONS
 No immunizations listed

TESTS: Self-Reported

Five A Day Fruits
 Date Diagnosed: 04/22/2005
 Numeric results: 3
 Results or comments

Five A Day Vegetables
 Date Diagnosed: 04/22/2005
 Numeric results: 3
 Results or comments

Five A Day Fruits

PepsiCo's Experience* – First 7 Months



Registered for HealthRoads	26,870
Personal Health Assessment (Completed)	24,800
Accepted Lifestyle Program (Coaching)	8,617
Personal Health Record Usage	7,613
Registered for America On the Move	3,230

* Represents USA Only – International Expansion Currently Underway



- ◆ Individuals are primarily and ultimately accountable for their own health information. PHR covers:
 - MD Visits
 - Medical Conditions
 - Tests
 - Medications
 - Allergies
 - Benefits
 - Surgeries
 - Immunizations
 - Etc., etc.

- ◆ The PHR supports consumer engagement and improves decisions around treatments and providers
 - Profile-based messages that address key health issues
 - Encourages and improves quality of conversations with doctors and other providers
 - Information search capability provides critical education to help select treatment options



- ◆ Increases the value of aggregate data reporting
 - Ability to marry self-reported data, claims data, and professional data to create a total health data profile
 - Integrated data is a necessity for managing cost and quality of health care

- ◆ Portable, private, accurate information available wherever and whenever needed
 - From emergency room to the doctor's office, information supports both patient and provider needs
 - Reduces medical errors including drug interaction
 - Owned by the patient who has the greatest need and right to control the information



- ◆ Slow development of a consumer-centric health care system
- ◆ Concerns about privacy (overweighted vs. PHR advantages)
- ◆ Lack of enthusiasm within the provider community
- ◆ Lack of standards and incentives for data exchange
- ◆ Cost and funding concerns (despite potential for large net savings in health care)



- ◆ A compelling national vision and Federal leadership for a consumer-centric system driven by Health Information Technology
- ◆ Leverage private sector experience to tackle standards and logistics for data exchange
- ◆ Leverage provider expertise to determine EHR – PHR content, uses, functionality, etc.
- ◆ Use of Federal purchasing power to accelerate the adoption of HIT among health care providers (incentives where possible...mandates only if necessary)



PEPSICO

