Medicare Personal Health Record Choice Pilot

NCVHS Presentation
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Discussion

- Background
- Medicare PHR Choice Pilot
- Evaluation

Current Predominant Health Care Model

Consumer with phone and paper

Health Plan

Hospital

Doctor's Office

Medicare and Medicaid

Devices (e.g. blood pressure)

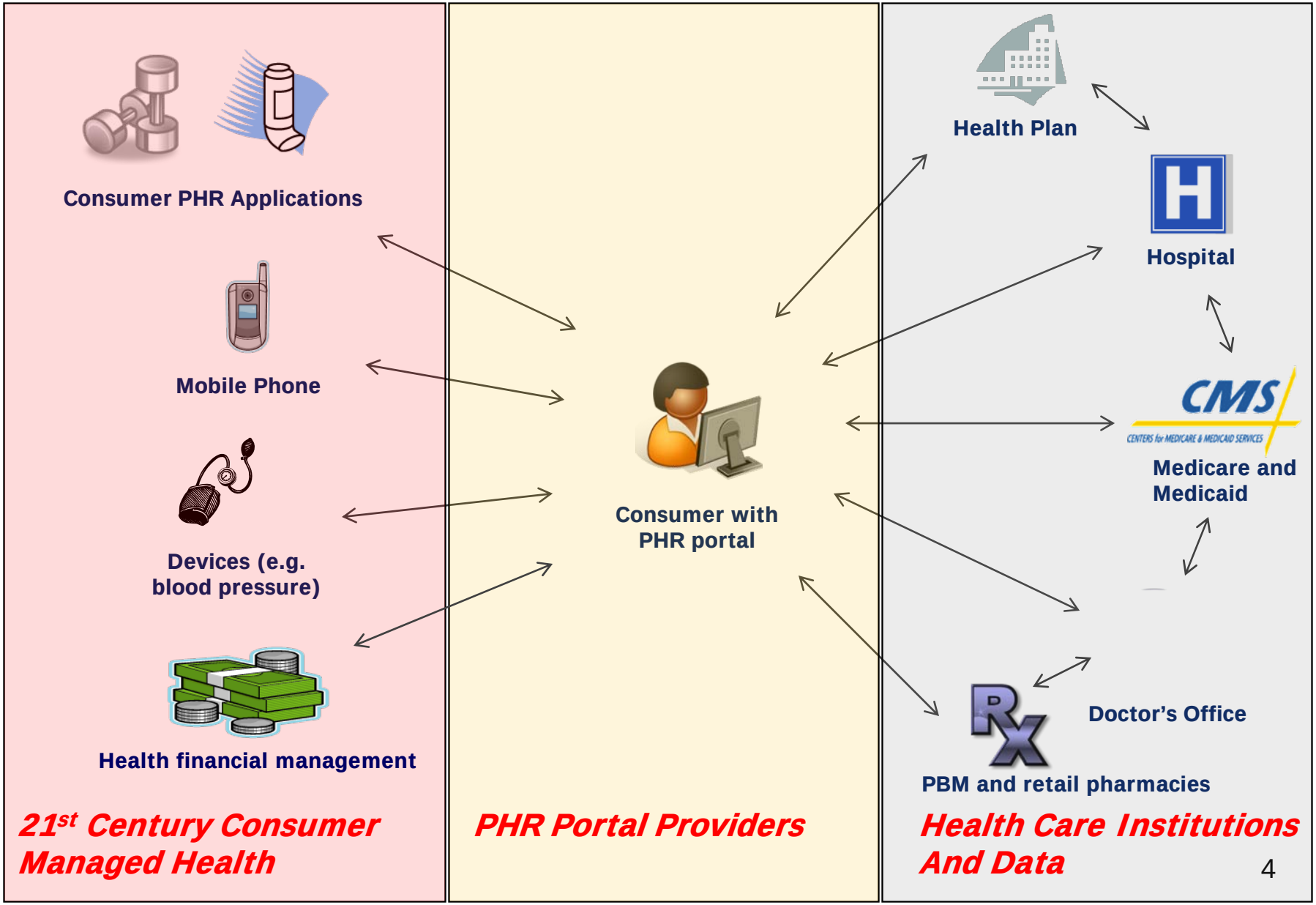
Health financial management

PBM and retail pharmacies[1]

One way electronic transfer of claims/billing data

[1] Most prescriptions to pharmacies still paper-based

Potential Consumer Centric Health Care Model



Adapted from model presented by Markle

CMS PHR Efforts

- Feasibility Pilot (Fall 2006): Demonstrated that claims information could be "translated" into PHR
- Plan Pilot (June 2007-Present): Working with seven Medicare Advantage and Part D plans to support the use of PHRs by beneficiaries
- South Carolina Pilot (April 2008-Present): Testing single PHR platform (HealthTrio) offering to fee-for-service beneficiaries in SC

Medicare PHR Choice Pilot

- Launched in January 2009 in Arizona and Utah for Fee-for-Service Beneficiaries
- 4 PHR vendors for beneficiaries to choose from
  - GoogleHealth
  - HealthTrio
  - Nomoreclipboard
  - PassportMD
- PHR vendors selected through criteria-based competition
  - Required criteria
  - Differentiating criteria

Pilot Set-up

- CMS utilizing Medicare Administrative Contractor (MAC) Noridian as contractor for pilot and to transfer claims data
- PHR vendors receive no funding from CMS but all signed data use agreement including security provisions

Beneficiaries Opt-in to Pilot

- Fee-for-Service Beneficiaries can choose to sign up for pilot and give authorization for PHR platform vendor to obtain Medicare claims data on their behalf
- Noridian manages authentication process
- Medicare will auto-populate up to 2 years of Part A & Part B claims into a PHR and continue to add new claims as they are available
- Medicare can not access any information in an individual's PHR.
- Individuals keep claims data and PHR after pilot is over.
- If beneficiary decides to delete their account, the claims data is deleted with their PHR file.

Medicare PHR Choice

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Helping beneficiaries have access to their health information online, anytime.

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- Preventive Services
- Personal Health Records
- Address Change
- Replacement Card

Personal Health Records (PHR)

A personal health record (PHR) is a confidential and easy-to-use tool for managing information about your health. A PHR is usually an electronic file or record of your health information and recent services, such as your medical conditions, allergies, medications, and doctor or hospital visits that can be stored in one place, and then shared with others, as you see fit. You control how the information in your PHR is used and who can access it. PHRs are usually used on the Internet so that you can look up your information wherever you are. See our new brochure on personal health records - **CMS Publication No. 11397.**

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Be a part of Medicare's recent PHR programs. Click on one of the boxes to learn more and sign-up.

PHR Programs & Medicare

Medicare PHR Choice
For people with Original Medicare living in Arizona & Utah

MyPHRSC
For people with Original Medicare living in South Carolina

Medicare Advantage Plan PHRs
For people with some Medicare Advantage Plans

Learn More about Personal Health Records

For more information about Personal Health Records, what they offer, how they keep your information safe and how to get one, click on Learn More About Personal Health Records in the blue box above or select one of the links listed here:

- How would a Personal Health Record (PHR) work for me?
- Is my health information private and secure in a Personal Health Record (PHR)?
- What kind of information should I keep in a Personal Health Record (PHR)?
- How do I find and choose a Personal Health Record (PHR)?

http://www.medicare.gov/phr/PHRChoice.asp Internet 100%

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Medicare PHR Choice

My Medicare.
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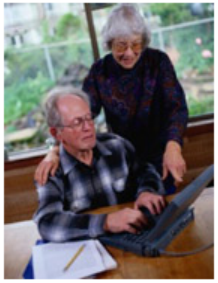
Starting in January 2009, Medicare will begin a new program to offer Personal Health Records (PHRs) to people living in Arizona and Utah who have Original Medicare - this program is called Medicare PHR Choice. In this program, you will be able to have your health information safely stored in one place and available anywhere you can access the Internet. You can allow your doctors to view your PHR on-line, or you can print a hard copy report with a summary of your health history and medicines and take it with you to an appointment.

When you have a PHR through Medicare PHR Choice, Medicare will automatically add your Part A and Part B claims directly into your PHR. You can add other personal health information, such as medications, allergies, contact information for your doctors and dentists, and information about your family health history. Each PHR tool has unique features and services, so you will want to look at each one and decide how well it meets your needs.

To be a part of the Medicare PHR Choice program, follow these steps:



1. **Review each of the different PHR tools available.** Some PHRs are free and others have a monthly or annual fee, so you will want to think about this as you review the different features offered.
2. **Select the PHR you want to use, and sign-up for a PHR on their website.**
3. **Request that your Medicare claims be added to your record automatically.** Once you have set-up your PHR, you can request for your Medicare claims to be added.

Choose one of the following PHR vendors participating in the Medicare PHR Choice:

- PassportMD
- NoMoreClipboard.com

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Participating Vendors

Medicare PHR Choice

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Beneficiary Choice

- Beneficiaries choose
  - Whether to sign up for pilot
  - Which PHR to use
  - Who has access to their PHR (e.g. can give family member access)
  - Whether to link to other data sources (e.g. pharmacy) if available from PHR vendor

PHR Vendor Options

- Different PHR platforms have different functionalities, data connections, tools, and educational materials
- Summary table on Medicare PHR Choice website
- All offer no cost option to beneficiary and several offer higher level of service for a fee

Outreach

- Initial Launch events attended by Acting CMS Administrator and Deputy Secretary for HHS
- CMS outreach (e.g. initial mailing to beneficiaries, website)
- PHR vendor outreach

Data Standards and Linkages

- Noridian is transferring data to PHR vendors based on recognized data standards
- PHR linkage to other sources of data (e.g. providers, medications, labs) was a differentiating criteria in selection

Evaluation

- Potentially 2 major components
  - Survey of beneficiaries
  - Analysis of impact on select quality measures and health care utilization

Survey

- Survey will assess factors such as:
- How satisfied are beneficiaries with the pilot and PHRs and the factors associated with satisfaction?
  - What features do beneficiaries like and dislike in their PHR?
  - What types of PHR outreach and education made beneficiaries willing to use a PHR?
  - What effect do beneficiaries feel PHR use had on their health and health care?
  - Did the PHR facilitate communication with their providers and if so, how?
  - What factors made beneficiaries decide to continue to use their PHR or stop using it?