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Personal Health Records - An Overview
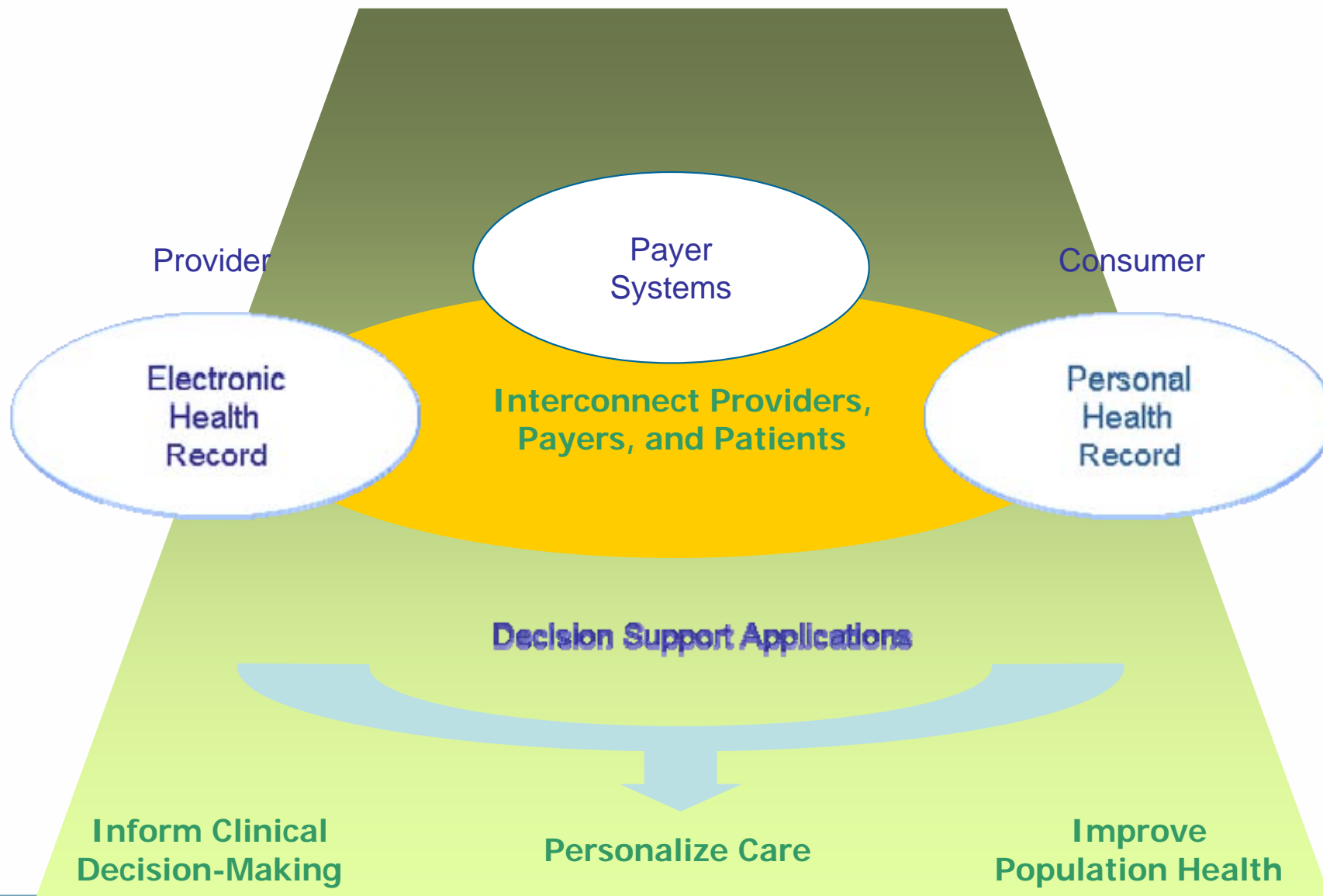## NCVHS Hearing
January 6, 2005
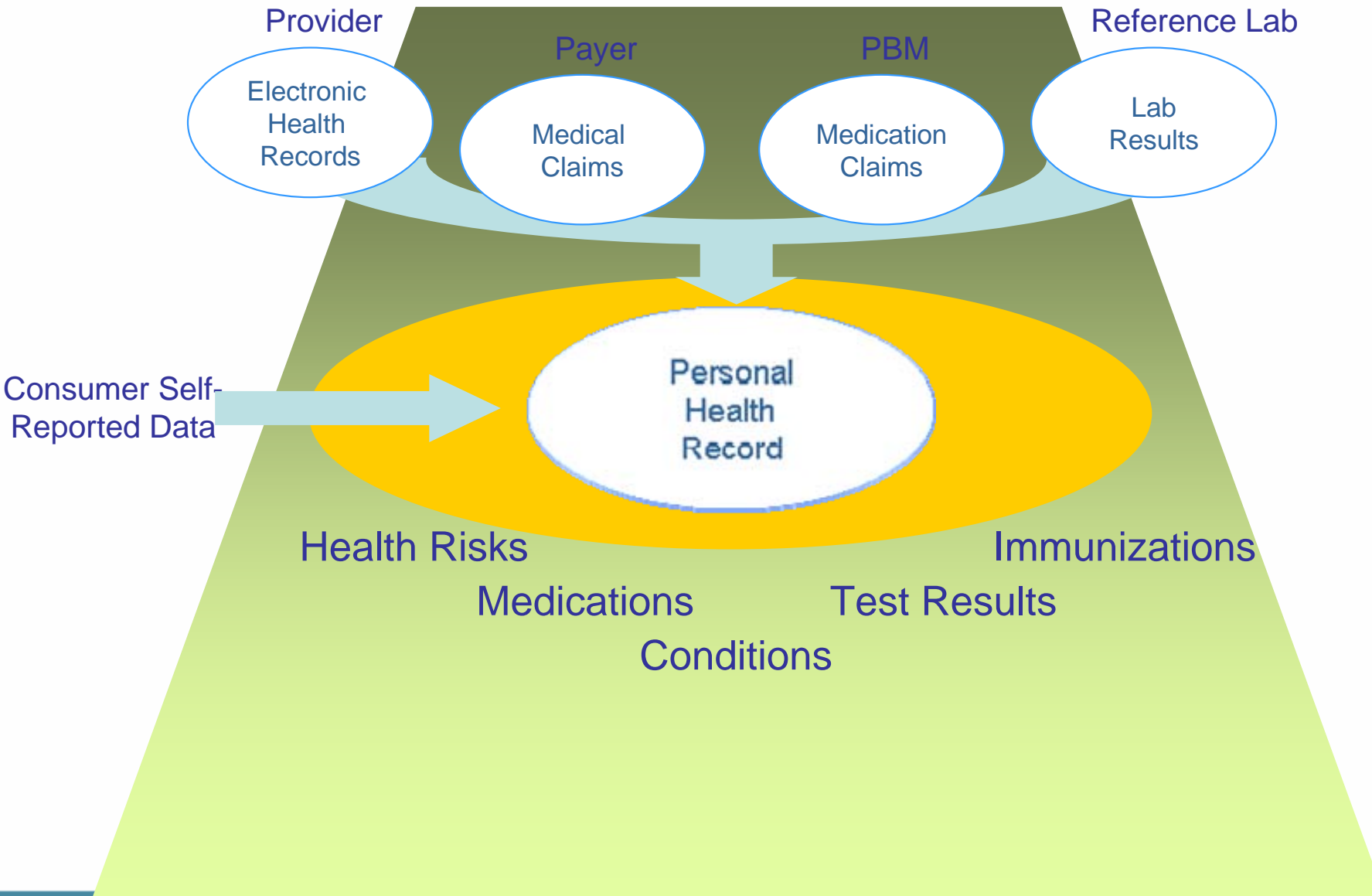
Philip Marshall MD, MPH
VP, Product Strategy

Presentation Summary

- Personal Health Records are beginning to play a critical role in the evolving landscape of consumer-centric health care
- Although EMR systems and a "National Health Information Infrastructure" will provide valuable data to PHRs in the future, self-reported, lab and claims data have already become the "life blood" of the WebMD consumer-centric PHR
- By making a longitudinal, portable profile available to consumers and care providers, PHRs can help facilitate better communication, higher quality care, and lower health care costs
- Today's PHR at WebMD is already achieving many of the following goals:
  - Integrating self-reported and professional data including medical and medication claims to create a complete profile of health history and health status
  - Facilitating optimal benefits choices including HSA participation within employers and health plans specific to the individual's health and financial status
  - Facilitating education around and optimal selection of treatment options
  - Facilitating targeted, personalized information and messages to consumers that can impact key health issues
  - Sharing essential health data with care providers
- An opportunity exists for a public-private collaboration whereby federal support for PHRs and related standards and private sector innovation can foster even greater PHR success
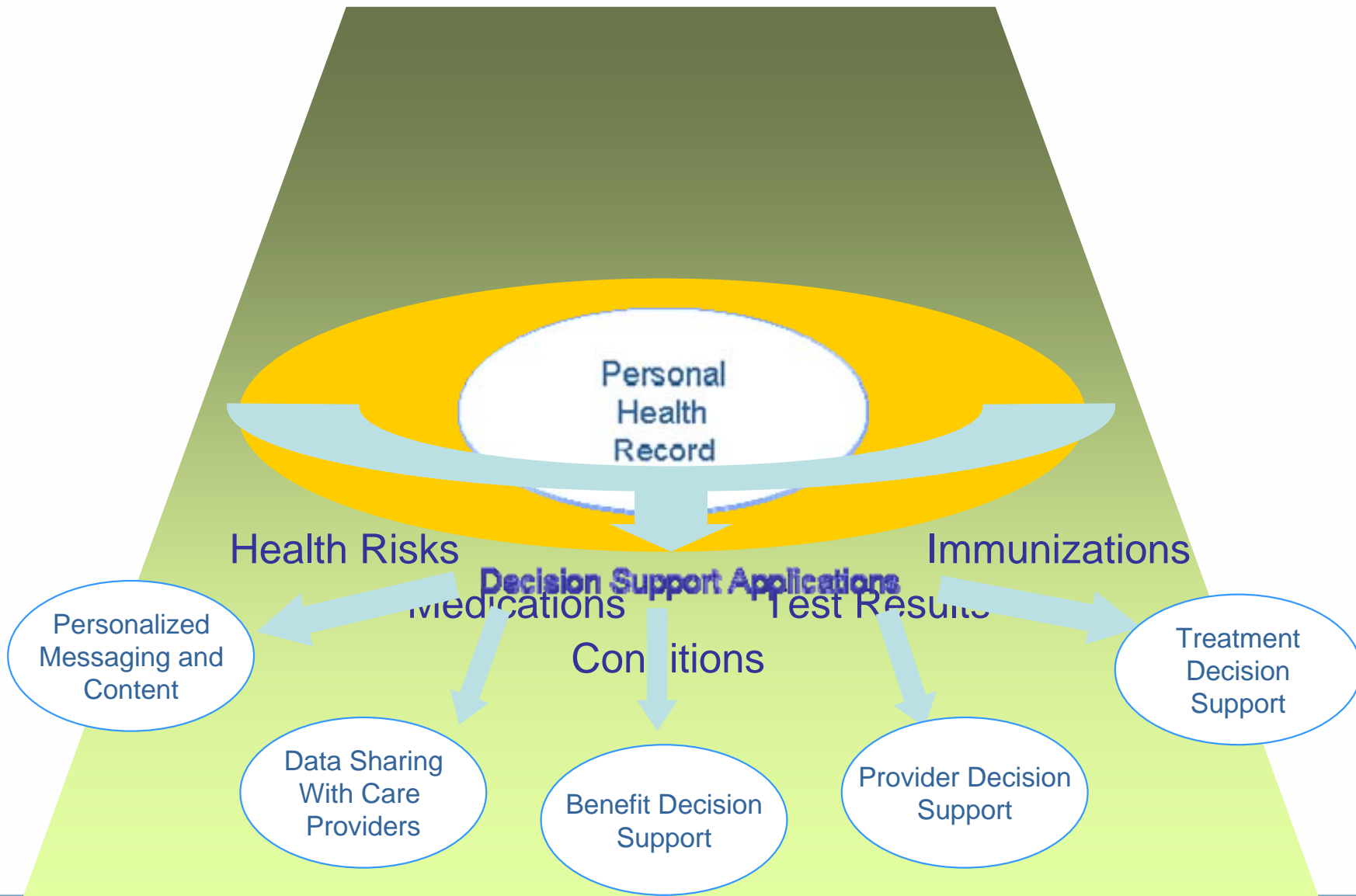
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The PHR is an Important part of the WebMD Framework

Provider

Payer Systems

Consumer

Electronic Health Record

Interconnect Providers, Payers, and Patients

Personal Health Record

Decision Support Applications

Inform Clinical Decision-Making

Personalize Care

Improve Population Health

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The WebMD PHR is becoming the foundation of standardized data from multiple sources

Provider

Payer

PBM

Reference Lab

Electronic Health Records

Medical Claims

Medication Claims

Lab Results

Consumer Self-Reported Data

Personal Health Record

Health Risks

Immunizations

Medications

Test Results

Conditions

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The PHR Enables *Smart* Consumer Decisions

Personal Health Record

Decision Support Applications

Health Risks

Immunizations

Medications

Test Results

Conditions

Personalized Messaging and Content

Treatment Decision Support

Data Sharing With Care Providers

Benefit Decision Support

Provider Decision Support

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The PHR is Gaining Market Momentum

- The Current Market Status of the WebMD PHR
  - Approximately 15 Million people have access to WebMD's PHR through their employer's or health plan's website
  - Over 20 million unique visitors to webmd.com each month provide an opportunity to offer even greater PHR access
- PHRs can Integrate Self Reported and Professional Data
  - Six professional data feeds are enabled today, including claims and lab data
  - Over 20 data feeds are planned for 2005
- PHRs are driving valuable services
  - Personalization of health and benefit information
  - Benefit decision support
  - Treatment decision support
  - Targeted clinical messages
- The WebMD PHR is Poised for Future Success
  - Greater data gathering/sharing through CCR with multiple EMR systems
  - Greater data portability through leading ID/authentication solutions

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Benefits of a PHR to Consumers

- Ensures that a private, portable, longitudinal health record is available across the continuum of patient care, making essential health data available wherever, whenever it is needed

- Enables a common profile to drive secure, targeted and personalized information and services, leading to higher consumer engagement, satisfaction, and ultimately positive behavior change

- Within an employer or payer-specific environment, the PHR facilitates optimal plan selection and Health Savings Account participation

Benefits of the PHR to Payers and Employers

- Provides a centralized health and benefits profile for employees and members, resulting in:
  - Increased consumer engagement and awareness of their health
  - Improved decisions around benefits, treatments and providers
- Enables profile-based targeted messaging that addresses key health issues
- Increases the value of aggregate data reporting
- Enables essential health data to be available at the point of care and encourages conversations with care providers
  - Improving Quality
  - Lowering Costs

PHR Examples

Current Medication List Management

Information is
organized into
convenient
summaries:

Medications
Conditions
Allergies
Surgeries
Immunizations
Test Results
Visits

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, and
•Review data imported from 3rd parties.

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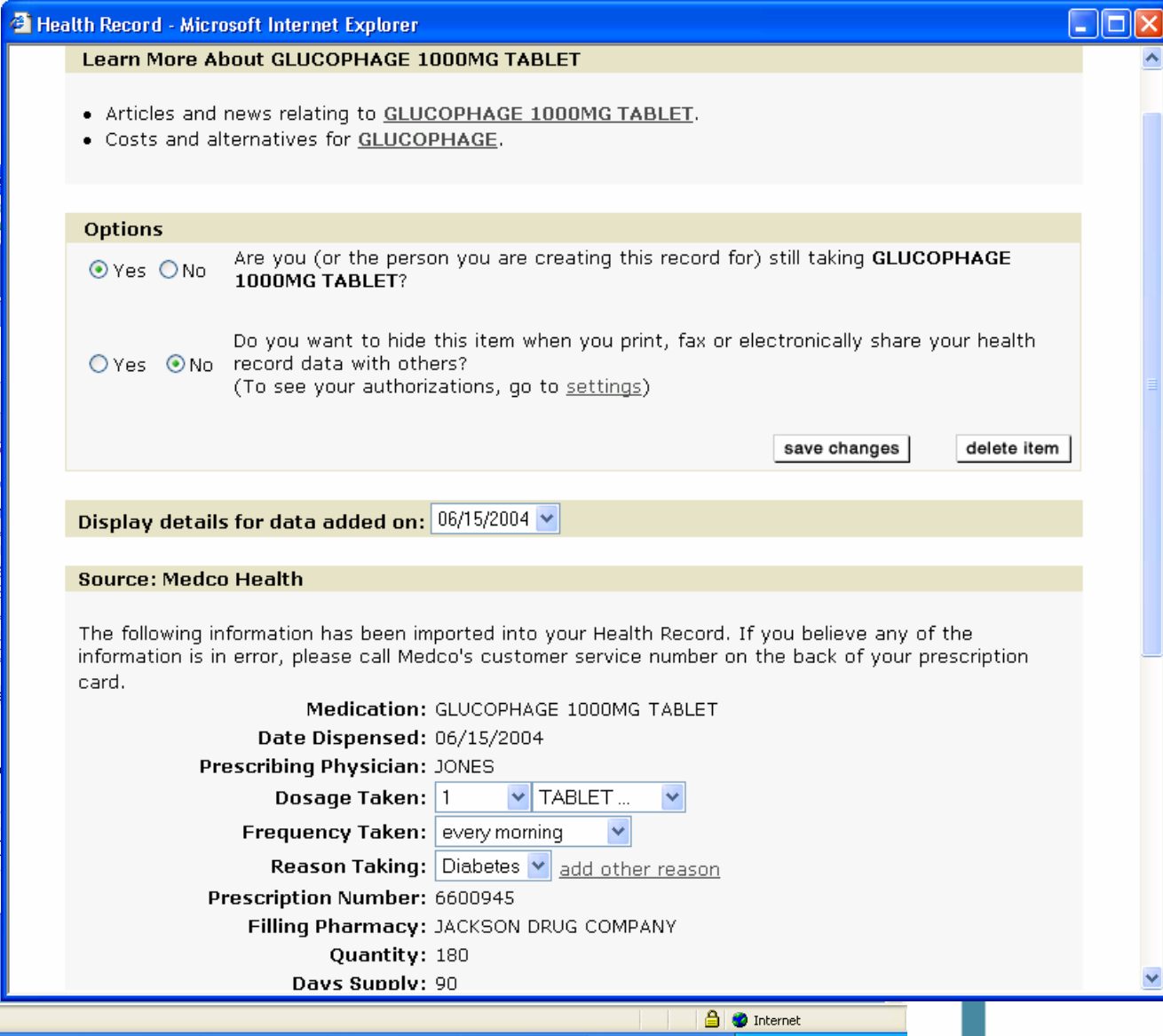
Visit Summaries

Visit information summarizes data relating to inpatient, outpatient and doctor's office visits.

A summary of an inpatient visit from medical claims data are shown in this example.

Trackers

Self-reported or home medical device data is tracked over time to provide insight into important trends.
Data imported from an implanted blood sugar monitor is shown in this example.

Health Record Summary for Communication with Physicians and EMR Systems

A Health Record Summary is available for printing, faxing or electronically sharing with health care providers.

Health Record Summary for Philip Marshall

Important Information about this Health Record Summary

The information in this document reflects the information in this patient's WebMD Personal Health Record sponsored by <<client name>>. The patient controls his/her own Personal Health Record. WebMD and <<client name>> do not represent the accuracy or completeness of this information.

To retrieve this patient's Health Record information through your Elec[...] on the web at www.webmd.com, use the unique access code: **j784[...]**

Personal Information:
Name: Philip Marshall
Date of Birth: 04/05/1968
Gender: Male
Blood Type: AB +

Contact Information:
Phone: 503-222-1515
Cell Phone: 503-555-4545
Address:
22700 NW Gillihan Rd
Portland, OR 97231

Emergency C[...]
Name: Marci [...]
Relationship: [...]
Phone: 503-5[...]

Emergency C[...]
Name: Marci [...]
Relationship: [...]
Phone: 503-5[...]

Physician Information

Primary Care Physician:
Name: Dr. Brad Bowman
Phone: 503-555-6767
Fax: 503-666-5656
Address:
4545 Atlanta Terrace
Atlanta, GA 98765

Insurance In[...]

Primary Insur[...]
Name: Empire[...]
Policy #: JWE[...]
Group ID: We[...]
Phone: 444-5[...]
Address:
3456 Lakesho[...]
New York, NY [...]

Medication Be[...]
Name: Medco[...]
Policy #: 456-[...]
Group ID: We[...]
Phone: 444-5[...]
Address:
3456 Lakesho[...]
Trenton, NJ 9[...]

Current Conditions

Diabetes Mellitus Type 1
    Date Diagnosed: 04/05/1987
    Diagnosing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Empire BCBS

Hearing Loss
    Date Diagnosed: 04/05/1987
    Diagnosing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Empire BCBS

GERD
    Date Diagnosed: 04/05/1994
    Diagnosing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Empire BCBS

Past Conditions

Tinnitis
    Date Diagnosed: 04/05/1987
    Diagnosing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: EMR Data

Current Medications

Nexium
    First Prescribed: 04/05/1987
    Prescribing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Claims Data
    Number of Refills: 7

Lexipro
    First Prescribed: 04/05/1998
    Prescribing Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Empire BCBS
    Number of Refills: 7

Codeine
    Date Discovered: 04/05/1987
    Reaction: Upset Stomach
    Severity: Mild
    Last Updated Date: 05/06/2004
    Information Source: Self-Reported

Immunizations

Influenza
    Data Administered: 04/05/2004
    Treating Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Claims Data

Tetanus Booster
    Date Administered: 04/05/2004
    Treating Provider: Dr. Paul Greenhouse
    Last Updated Date: 05/06/2004
    Information Source: Empire BCBS

Surgeries

Total Hip Replacement
    Date Performed: 04/05/1987
    Information Source: Empire BCBS

PHR-Driven Services

Personalization

As part of the user's Master Health Profile, health record data drives site personalization and targeted messaging

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Benefits Selection

Medication and medical data from claims can help the user better anticipate their health care utilization, their costs, and lead them to the right health plan, FSA contribution, and even HSA contribution.

Drug Costs and Alternatives

Medications in the Health Record that are self-reported or imported from 3rd parties link directly to WebMD's DrugCompare product to facilitate appropriate drug switching. Generic alternatives are shown in this example.

DrugCompare™ - Microsoft Internet Explorer

DrugCompare™

close

Step 1: Select the medications you would like to compare:

DrugCompare™ for GLUCOPHAGE   Plan: EMC Rx

Select ↓	Medication (Most commonly prescribed strength)	Type info	EMC Total cost (30-day supply)	Your Cost (30-day supply) Note: Prices below estimate how much you pay per 30-day supply. Home delivery prescriptions are available in up-to 90-day supplies.		Notes
				Retail info	Retail info	Home Delivery info
☐	GLUCOPHAGE 500 MG TABLET	Non-preferred Brand	$47.41	$40.00	$18.33 (54% savings)	
☐	METFORMIN HCL 500 MG TABLET	Generic Equivalent	$23.80	$10.00	$5.00 (50% savings)	

Alternatives in the same medication class

☐	METFORMIN HCL ER 500 MG TAB	Generic	$41.39	$10.00	$5.00 (50% savings)	
☐	GLUCOPHAGE XR 500 MG TAB SA	Non-preferred Brand	$48.20	$40.00	$18.33 (54% savings)	
☐	RIOMET 500 MG/5 ML SOLUTION	Non-preferred Brand	$19.49	$19.49	$15.88 (19% savings)	

DISCLAIMER AND RELEASE OF LIABILITY - PLEASE READ CAREFULLY

The information provided in this tool may not be completely up-to-date or reflective of your particular health status, and this information should not be used as a substitute for medical advice from a physician. For

new comparison   next ▶

[Copyright]   [Policies]   *Web*MD   [Medical Review]   [Feedback]

Targeted, Secure Messaging

The user's Health Record information can be used to deliver targeted, secure communication to members.
A drug recall notice, targeted to users on the medication, is shown in this example.

Subject: NEWS ALERT: Arthritis Drug Vioxx Pulled Off Market
Date: 9/30/2004 2:30 PM

Dear Liva18,

Based upon information in your Personal Health Record, it appears that you may be taking a form of the popular medication Vioxx (Rofecoxib). A recent study by the U.S. Food and Drug Administration (FDA) suggested patients taking Vioxx for longer than 18 months faced a 50 percent greater risk of heart attacks and sudden cardiac death than those taking alternative therapies. If you are taking Vioxx, please discuss therapeutic options with your physician.

To learn more about the study and its findings, click here.
To view the FDA press release, click here.

To update the information in your Health Record, click here.

Your Partner in Health.

Poised for Future Success

Connectivity

Portability

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A New Generation of PHRs

Communicate
- Gather my health records from my doctor's office
- Send my health records
- Send my health records access code to my doctor
- Upload my date from my home devices
- Print my health records
- Export my health records to a portable device (approved devices)

Take Action
- Prepare for an up-coming visit with a care provider
- Manage my share-able health record summary
- Change or disable the access code used by doctors to access my health record
- Create my emergency wallet card

Find Out
- Who has been accessing my health records
- What data has been loaded into my health record:

  From my pharmacy
  From my doctor's office
  From my health plan

- How to control my health records
- How to get smart feedback from my health record

My Unique Code

XRP838-10NY
Change/disable my code

Current Challenges

- Uncertainties around whether HIPAA allows, enables, or even *requires* payers and providers to make personally-identifiable data available to the consumer using a PHR

- Technical and business complexities for health plans, employers and other entities in making claims data, laboratory data and other clinical data available for use within the Personal Health Record

- The lack of standards and incentives for EMR-PHR data exchange

- The nascent demand by consumers to take an active role in managing their essential health data to ensure that accurate and up-to-date information is available for themselves and for care providers

Public and Private Sector Collaboration

Support the PHR as an essential part of the Health Information Technology Framework by encouraging entities such as employers and payers to offer a private, portable, standards-based and interconnected PHRs as a central part of their consumer-facing health and benefits management strategy.

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Requests of Policy-Makers

- Continue to support the universal provider identifier
- Support the CCR standard for information exchange between PHRs and EHRs
- Support standards for common data fields stored and shared between PHRs and EHRs
- Continue to support SNOMED CT as a common reference terminology standard and as part of the NLM's UMLS Metathesaurus.
- Support the creation of a set of "Best Practices" for information security
- Support government employees and CMS beneficiaries being among the first to benefit from this new technology

Conclusions

- Personal Health Records are beginning to play a critical role in the evolving landscape of consumer-centric health care
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January 6, 2005