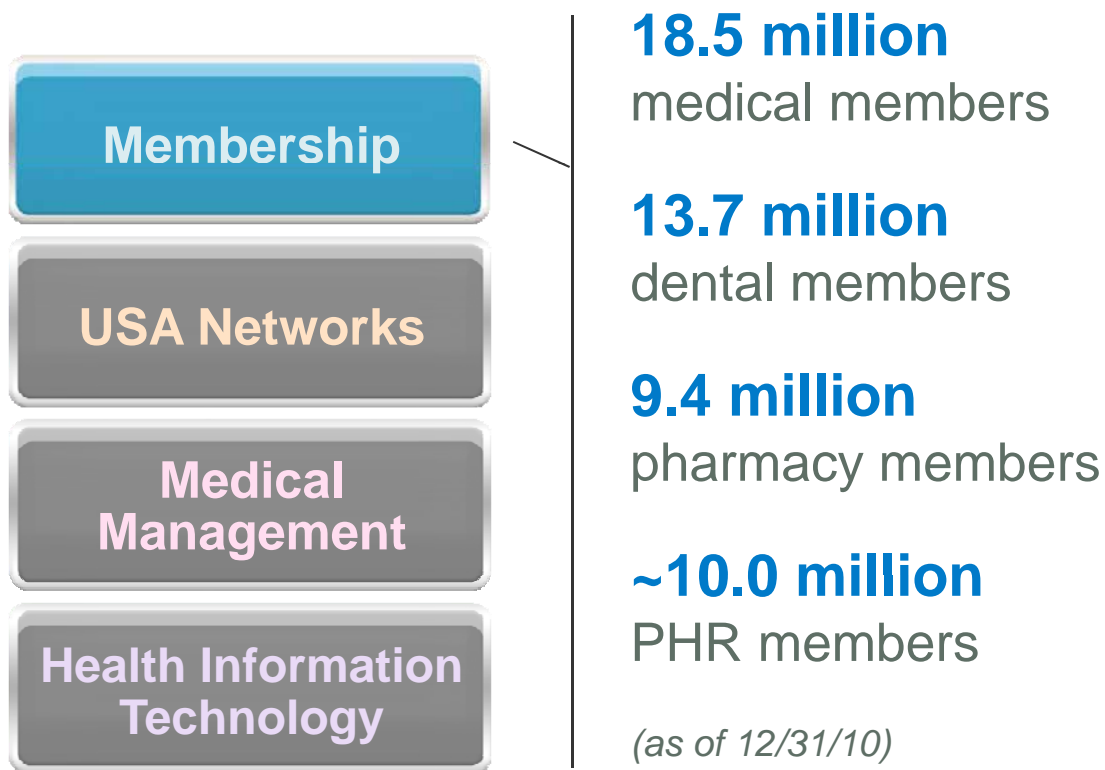**aetna**℠

Why Data Sharing is So Important for Making Quality Healthcare More Affordable and Accessible

Brian Kelly, M.D.

Head, Informatics and Strategic Alignment

Aetna Today

"Making Quality Healthcare More Affordable and Accessible"

Membership

USA Networks

Medical Management

Health Information Technology

18.5 million
medical members

13.7 million
dental members

9.4 million
pharmacy members

~10.0 million
PHR members

(as of 12/31/10)

Aetna Today

"Making Quality Healthcare More Affordable and Accessible"

Membership

USA Networks

Medical Management

Health Information Technology

1M+ health care professionals (561K+ primary care doctors & specialists) **and 5K+ hospitals**

aetna

Aetna Today

"Making Quality Healthcare More Affordable and Accessible"

Membership

USA Networks

Medical Management

Health Information Technology

Over 3,000 nurses and 100 physicians on staff

Aetna Today

"Making Quality Healthcare More Affordable and Accessible"

- **Membership**
- **USA Networks**
- **Medical Management**
- **Health Information Technology**

Aetna has invested over $2B in HIT over the past five years

Acquired Medicity, a leading Health Information Exchange

Evidence-based clinical rules engine (CareEngine®) identifies gaps in care

One of the largest clinical data warehouses in the U.S.

Over 3000 health information technology personnel

aetna ACO providers need new capabilities and Aetna is transforming itself to support the new healthcare ecosystem

- New risk-bearing organizational structures (ACO, PCMH)
- Align and manage financial incentives
- HIE and HIT infrastructure
- Care management
- Population risk analysis and management
- Health plan services
- ACO "products" in the market

aetna

Aetna is helping ACOs succeed by offering services to hospitals and physician groups to improve the quality of care. This requires new data sharing capabilities.

This transformation requires the use of data from many sources, including publically available data sets!

Risk Management

Population Management

Care Management

Clinical Analysis

Personal Healthcare Record

Aetna | Payer Gateway

Pharmacy Prescription Hub

Practice mgmt

Electronic health record

Health Information Exchange

M E D I C I T Y

Radiology

Lab

Hospital info

Electronic health record

7

Case Study: How public-private healthcare data sharing makes healthcare better

- **FDA has sponsored the Mini-Sentinel Project** - this project helps the FDA monitor the safety of drugs in the marketplace

- **The FDA and the Mini-Sentinel project team** develop hypotheses about drugs and their side effects and send these queries to a network of data providers

- **Aetna is a major data provider,** however no PHI data ever leaves Aetna because we run the queries at Aetna and just send summary data to the FDA

- **The FDA get the benefit of being able to query Aetna's 18M member database,** greatly helping their ability to monitor the safety of drugs

aetna

This is just the beginning!
Future opportunities for improving health and wellness depend on data sharing.

- **Continue current HHS efforts regarding data sharing** – Todd Park and the data liberation efforts

- **Educate consumers and policy makers** on the importance of data sharing

- **Combine public and private data** to facilitate comparative effectiveness research – allow health plans to use CMS data for comparative effectiveness and clinical research (with appropriate PHI safeguards)