



Patient Participation in their own Healthcare Experience

Phillip Deleel
Information Technology Manager
Claxton Hepburn Medical Center

Personal Health Information Management and the Role of Consumer Health IT



Personal Health Information Management (PHIM): Understanding Its Importance and Associated Challenges

- The set of activities that support consumers' access, integration, organization, and use of their PHI.
 - Emergency Medical Information
 - Biomedical, Clinical, and Genetic Information
 - Mental Health or Psychological Information
 - Health Related Insurance and Financial Matters
- More Responsibility Placed on Patient
 - Coordinate Care Across Providers
 - Effective Communications with Providers
 - Effective Q/A
 - Monitor and Manage Care Between Visits

Personal Health Information Management (PHIM): Understanding Its Importance and Associated Challenges (cont'd)

- Challenges
 - Volume and Complexity
 - Need to Organize, Interpret, and distribute to Providers
 - Mental and Physical Stress of Maintaining Data
 - Information Overload
 - Anywhere, Anytime
 - Scattered Across Different Places/Devices
 - Organize, Access, and Update
 - Information Sharing
 - What to Share and Who to Share it with
 - Security Risks

Understanding Consumers' PHIM Practices

- Who Typically Performs Associated PHIM Tasks
- What Tools Do They Use
- When and Where
- Who do They Turn to for Assistance
- Needs Based
 - Health Status
 - Comfort Level
- Informal Social Networks

Role of Consumer Health IT Applications

- A Collection of Tools, Technologies, and Artifacts used to Support PHIM
- Benefits
 - Record, Access, and Share Information
 - More Effective Communications
 - Empower Consumer to Assume Greater Control over their Health Care

Transforming the Physician-Patient Relationship



Healthcare and the Internet

- 2001 Statistics
 - 52 million Americans used the Internet to search out medical information
 - Only 9% have exchanged email with their physician
- Healthcare Related Sites
 - America's Doctors – www.americasdoctor.com
 - 142 Physician providing health related advice
 - WebMD – www.webmd.com
 - Online group discussions with medical experts
 - CyberDocs www.cyberdocs.com
 - Fee based “virtual house calls” with board certified physicians
 - Started in 1996, by 1999 was logging 100,000 visits per day

Physician-Patient Conflicts

- Physicians question effectiveness of 'Net based care
- Interview of 40 Healthcare Executives and 20 Physicians
 - Physicians consistently rated Internet less useful in
 - Education
 - Purchasing Products and Services
 - Obtaining Medical Records
 - Processing Insurance Claims
- Only 9% felt Physicians would answer emails
 - Inadequate Compensation
 - Not a timesaver or Productivity Enhancer

Access to Data

- Hospital and Physician Report Cards
 - For...
 - Disclosure Helps Consumers make informed decisions
 - Against...
 - Ratings unfairly single out hospitals and physicians who treat high risk patients
 - Consumers pay little attention to ratings
 - Facts
 - Hospitals and physicians with better ratings enjoy increased market share

Access to Data (cont'd)

- Price Comparison
 - Using combination of Common Procedural Terminology and reimbursement rates to determine cost
 - AMA fights public access to pricing claiming proprietary right to CPT codes
- National Practitioner Data Bank
 - Created in 1986 by Congress
 - Contains information on
 - Malpractice Awards
 - Civil and Criminal Actions against Physicians
 - License Board Decisions
 - Used by Insurance Companies, Managed Care Organizations, and State License Boards

The Challenge of the Internet

- Physicians are realizing the importance of technology and the Internet is changing the way they practice
- Increased access to patient and medical information
- Reduction in errors
- New applications must be...
 - Easy to use and deploy
 - Cost effective
- Increased access to medical information
 - Ensure data is correct, reliable, and up-to-date

Questions



Contact Information

Phillip Deleel

Information Technology Manager

Claxton Hepburn Medical Center

214 King St

Ogdensburg, NY 13669

(315) 713-5285

(315) 393-3600