

Interactive Demonstrations

Wendy Angst

-Cap Med

Gloria Austin

-Brown and Toland

C. Martin Harris

-The Cleveland Clinic Foundation

Stephen Downs

-Robert Wood Johnson Foundation



Connecting Americans to Their Health Care

*Empowered Consumers, Personal Health Records
and Emerging Technologies*

2005

MARKLE FOUNDATION

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JOHNSON
FOUNDATION



Interactive Demonstrations:

Wendy Angst

Cap Med



Personal Health Management Solutions

CapMed

A Division of Bio-Imaging Technologies Inc.

Presented by: Wendy Angst

www.CapMed.com

Connecting Americans to Their Health Care 2005

Who is CapMed

CapMed is the leading provider of interactive patient outreach solutions for the healthcare industry.

- CapMed Personal Health Record™
- CapMed Personal HealthKey™
- ½ Million PHRs distributed
- Division of Bio-Imaging Technologies (NASDAQ: BITI)



CapMed Personal Health Management Solutions

- Private and Secure - Consumer-Centric Quicken® Model
- A leader in Interoperability
 - Claims data
 - Aggregate data from multiple EMRs
 - TEPR 2004 CCR Interoperability Showcase
 - HIMSS 2005 IHE Interoperability Showcase
 - Home monitoring devices
 - Self-entered information through wizards and pick lists
 - Trigger automatic reminders based on data input

CapMed Solutions Capabilities

- Enable users to track and manage all facets of health and wellness
- Easily communicate information
 - Secure online exchange
 - Printed reports
 - USB transfer with Personal HealthKey
 - Call Center back up (available through MedicAlert partner)
- Interaction
 - Direct links to custom content
 - Automatic desktop reminders
 - Medication interaction checkers
 - Personalized alerts to values in PHR

Personal Health Manager

The screenshot displays a Personal Health Manager (PHR) interface for a user named Jane Doe. The main window is titled "PHR - Jane Doe" and features a menu bar with options like File, Functions, Maintenance, Tools, Assistants, Internet, and Help. Below the menu bar is a toolbar with icons for NEW, DEL, SAVE, and other functions. The main content area is divided into several sections:

- Information:** Shows the user's name, Jane E. Doe.
- Visits & Hospitalizations:** A tabbed section.
- Medical Details:** A tabbed section.
- Complete Medical History:** A table with columns for Description, Date, and Att. It lists conditions like Breast Cancer, Diabetes Mellitus, Type II, Pregnancy, and Local anesthetics.
- Current Problems/Conditions/Allergies:** A section for tracking current health issues.
- Current Medications:** A table with columns for Description, Date, Con, and Att. It lists medications like Penicillin (250 mg), Tamoxifen Citrate (1), and Insulin (100 ml).
- Current Immunizations:** A table with columns for Description, Date, and Att. It lists immunizations like Influenza and Tetanus.

An "Active PHR Reminders" window is overlaid on the main interface. It displays a table of reminders with the following data:

Start Date	Expires	Member	Description
07/08/2004		Jane E. Doe	Mammogram Appointment
06/02/2005		Jane E. Doe	Refill Tamoxifen

The reminders window also includes a "Personal Health Record" logo and a "Review Entire Medical History" button at the bottom.

**Reach your patients.
Reach your goals.**

CapMed is committed to improving the quality of care for patients by empowering them to take an active role in managing their health.

CapMed

A Division of Bio-Imaging Technologies, Inc.

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www.CapMed.com

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FOUNDATION



Interactive Demonstrations:

Gloria Austin

Brown and Toland



Brown & Toland Medical Group and the iHealthRecord



Brown & Toland Banner Ad - 300x250

PHR Conference
Gloria Austin, Chief Executive Officer
Brown & Toland Medical Group
October 11, 2005



The text and image in the banner ad on the right dissolves into the ad on the left. Click here to learn more (is a link to the Brown & Toland website (www.brownantoland.com)).

Brown & Toland iHealth Strategy

- Brown & Toland Medical Group, based in San Francisco, is a clinically integrated physician network of 1,500 doctors serving close to 200,000 patients.
- iHealthRecord, in conjunction with the medical group's electronic health record, differentiates Brown & Toland from the competition.
- Helps establish Brown & Toland as the **health care technology leader in the Bay Area.**

Brown & Toland and Innovation

- ❑ Brown & Toland Medical Group launched its electronic health record (EHR) in November 2004.
- ❑ The iHealthRecord integrates with the TouchWorks EHR.
- ❑ The iHealthRecord will eventually offer the option of patient/clinician *secure e-mail and online consultation*.

Strategic Imperative:
Information Technology Initiatives
must
Enhance the Value/Quality Equation
for Purchasers and Consumers



Why iHealth and Why Now?

- ❑ The majority of patients and physicians are now online.
- ❑ Improves quality and health by providing targeted health care information to consumers and important health information to providers (during an emergency).
- ❑ Poor medication adherence and poor care management are now seen as a national problem that dramatically increases health care costs.

Brown & Toland iHealthRecord Provides a PHR and Communication Service

Manufacturers

Product-specific education and adherence programs

AMA/Societies, Government and National Experts

National Experts

Patient Education and Warnings



Physicians, Hospitals and Medical Groups

Provide iHealth Services to Their Patients



Payors and Employers

Disease Management and Patient Education and PHR Data Updates

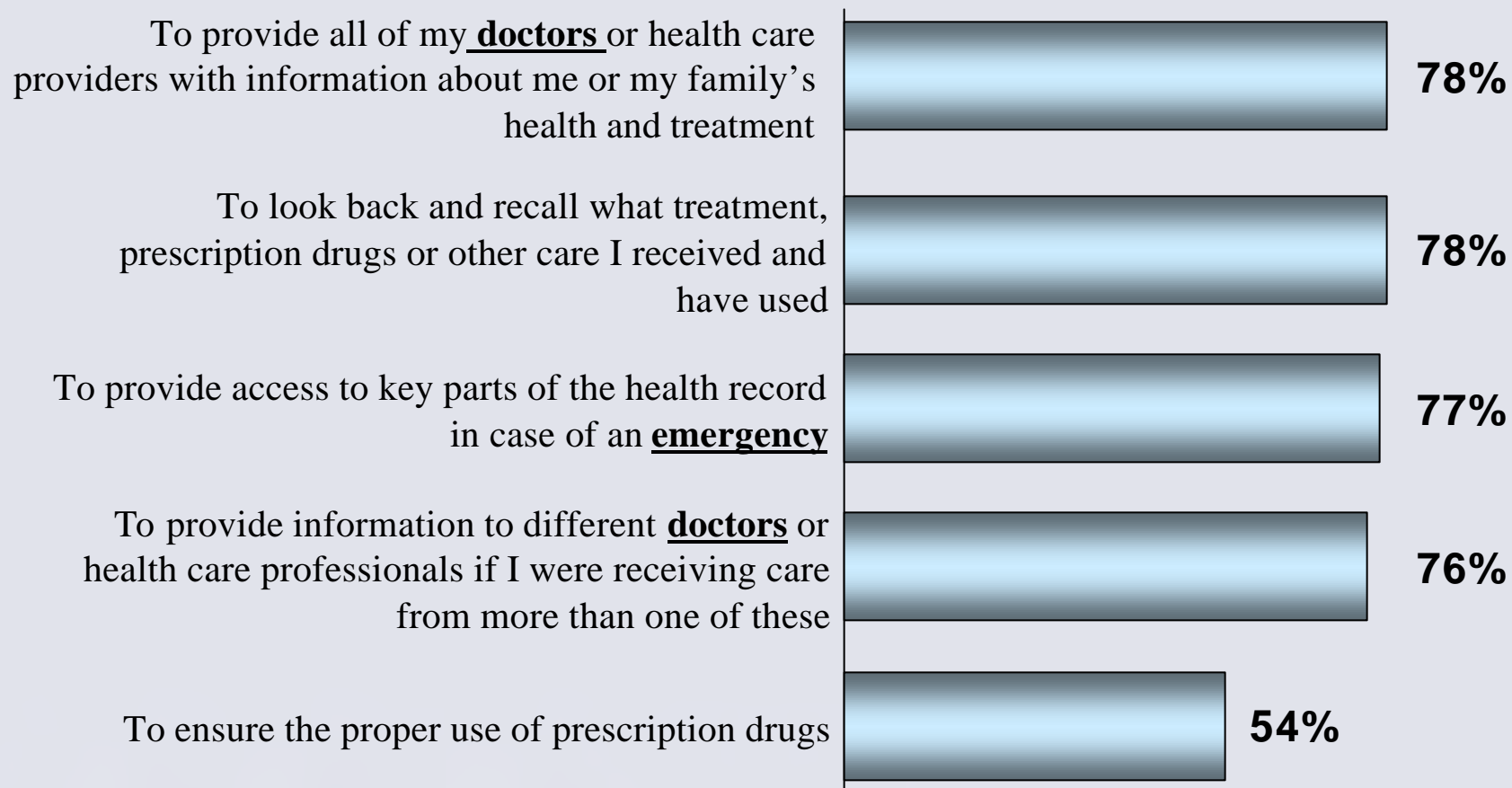


Patients/Caregivers

Receive a PHR and Patient/Practice Secure E-mail and Education

Patients Want iHealth and Want it From Their Own Doctors

“Reasons to have a personal or family health record?”



Base: All Adults

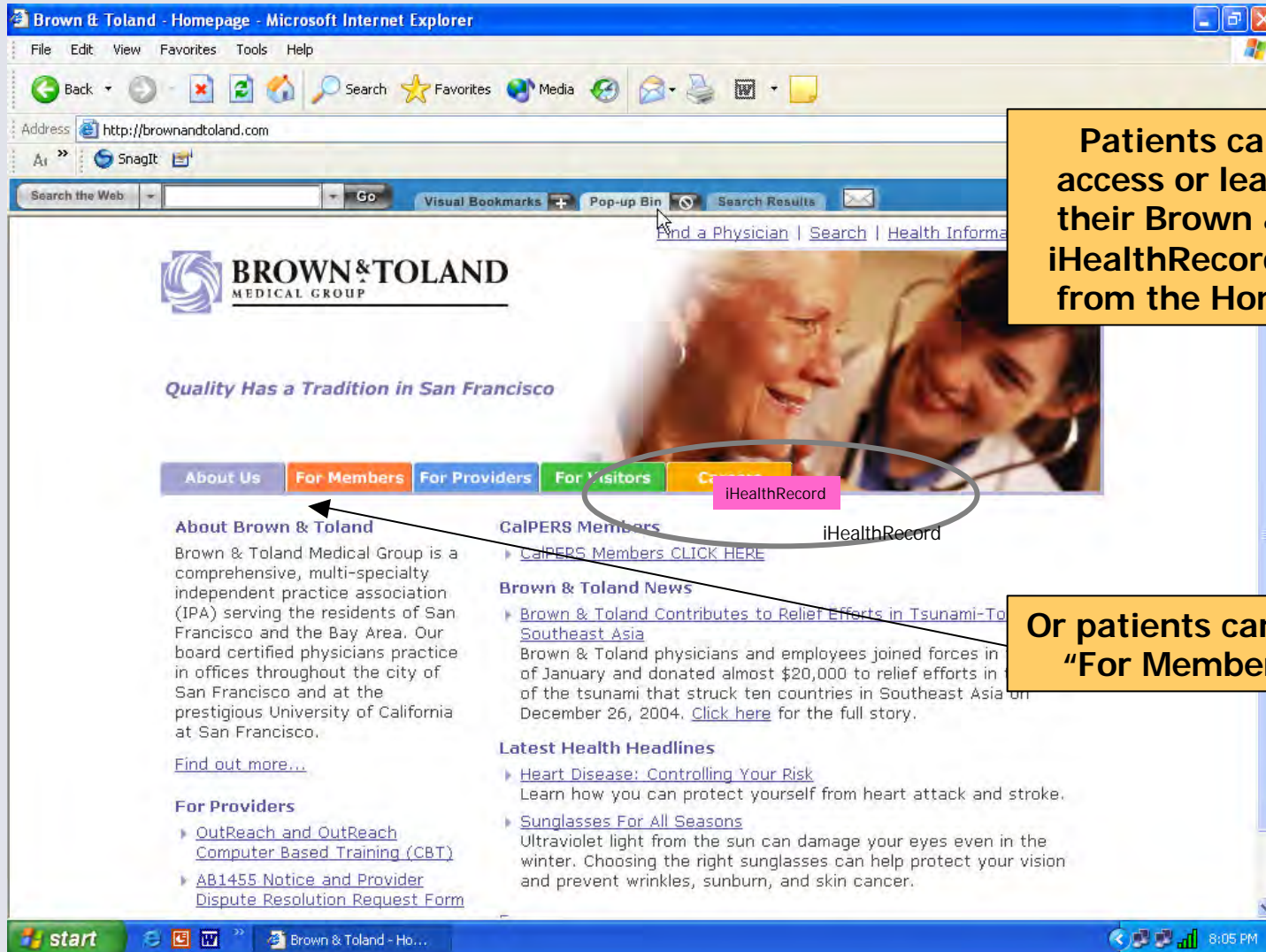
2004 Harris Interactive Inc.

Brown & Toland and iHealth Services Defined

□ Brown & Toland and iHealthRecord services:

- a secure and standards-based *personal health record*, available via the Internet and under the control of Brown & Toland patients.
- patient's ability to grant viewing privileges to their health record to physicians, or in the case of an emergency, emergency clinicians.
- *automated patient education* messages and reminders written by national experts including the AMA, FDA, AHA and CDC.
- patient safety warnings and product recalls specific to the patient's medications.
- integration and pre-population from TouchWorks EHR.
- custom built Web sites for all Brown & Toland physicians.

Brown & Toland Patient Visits Web site



Patients can build, access or learn about their Brown & Toland iHealthRecord directly from the Home Page.

Or patients can go to the "For Members" area.

If Patient's Physician Does Not Yet Offer the iHealthRecord, Brown & Toland Provides it Directly

The screenshot shows the Brown and Toland website home page. At the top, there is a navigation bar with the text "Learn, Communicate, Connect" and the "Brown and Toland" logo. Below the logo, there are links for "MY DOCTOR" and "Web Site". A search bar is located on the left side of the page. The main content area is titled "Home Page" and features a "Care Philosophy" section, "About Us - Locations" (including Corporate Office and Mailing Address), and "Patient Education Resources". On the right side, there is a prominent "iHealth Record™" button, a "Patient Login" form with fields for "User ID" and "Password", and an "Accept Privacy Policy" checkbox. Below the login form are links for "New Patient?" and "Forgot Password?". Further down, there are sections for "Announcements" and "Medical News". A yellow callout box on the right side of the page contains the text: "Patient can access their iHealthRecord from Brown & Toland home page."

Brown & Toland Patient Searches for a Physician and is Linked to His Practice Site

Find a Physician - Microsoft Internet Explorer

Address: http://brownandtoland.com/publish/en/about/find_a_physician0.html

Home | Search | Health Information Library

BROWN & TOLAND
MEDICAL GROUP

About Us For Members For Providers For Visitors Careers

Find a Physician

Last Name: ho
First Name:
Gender: No Preference
Practice Type: No Other Type Required
Area of Interest: No Other Interests Required
Foreign Language: No Other Language Required
Hospitals (affiliations): No Preference
Specialty: Orthopaedic Surgery
Zip Code:
Provider Category: No Preference

BROWN & TOLAND
MEDICAL GROUP

About Us For Members For Providers For Visitors Careers

Find a Physician

Your search returned 1 results
Your Selection Criteria was
Last Name begins with 'ho'
Specialty: Orthopaedic Surgery

Revise Search New Search

[Lin Ho, M.D.](#)

Orthopaedic Surgery
2340 Clay Street, Suite 610
San Francisco, CA 94115
(415)563-6068

Home | Privacy Policy
Copyright ©

Brown & Toland "Find a Physician" Service Links to Brown & Toland - labeled practice Web sites.

iHealthRecord is Accessed by Patient from Dr. Ho's Practice Web site

The screenshot shows the website for Dr. J. Bluestein M.D. The header includes the slogan "Learn, Communicate, Connect" and the text "Member of the Medem Network". Navigation tabs for "MY DOCTOR" and "MEDICAL LIBRARY" are present. A "Web Site" banner is followed by a "Home Page" section listing physicians: Dr. Bluestein, Dr. Johnson, Dr. Washington, Dr. Franklin, and Dr. Anderson. A "Care Philosophy" section states the practice's commitment to patient care. "Practice Locations" are listed for the Lombard Office at 888 South Main Street. "Insurance" and "Patient Education Resources" sections are also visible. A "Staying Healthy" section features a link to "Nicotine Dependence: Treatment Principles and Alternatives / APA". On the right, an "iHealth Record™" login form is highlighted with a callout box. The form includes fields for "User ID" and "Password", a "GO" button, and links for "New User?" and "Forgot Password?". A second callout box points to the "GO" button. A third callout box points to the "iHealth Record™" logo. A fourth callout box points to the "GO" button in the login form. A fifth callout box points to the "GO" button in the login form. A sixth callout box points to the "GO" button in the login form.

Brown & Toland logo on all physician practice Web sites.

Patients may login and establish their iHealthRecord directly from Dr. Ho's practice Web site.

Patients access their secure Health Record with their user ID and password. If this is their first visit, they select a user ID and password to establish an iHealthRecord.

First Time Brown & Toland iHealthRecord Users are Taken Through an Online Setup Wizard

Back to Clinician's Site | Physician finder | Account | Help | Logout

Home | Message Inbox | Education Programs | **Health Record** | My Clinicians

Permissions | Messages

Health Record

- Overview
- Basic Information**
 - Registration Info
 - Identification
 - Medications
 - Conditions
 - Allergies
- Additional Information**
 - Clinicians
 - Immunizations
 - Surgeries
 - Specialty Modules
 - Contact Info
 - Employment Info
 - Insurances
 - Hospitals
 - Pharmacies
 - Healthcare Documents

Health Record Overview Print | Help

Welcome to Medem's Personal Health Record.
Create detailed, in-depth Personal Health Records for yourself or to share with your clinicians on Medem Network.

Personal Health Record.
Begin creating records by clicking the **Start** button below.

Start

Powered by Medem™

Contact Us | SM Terms of Service | HR Terms of Service | Medem Privacy Policy (Updated 2/2003)
Copyright © 2004 Medem, Inc. All Rights Reserved.

Patients input or confirm "Basic Information" and then have the option of adding more details for each condition, medication, etc.

Patient information will be updated through TouchWorks integration.

User Select Conditions and Medications from Lists or Drop-down Menus

The screenshot shows a patient portal interface. At the top, there is a navigation bar with links: "Back to Clinician's Site", "Physician finder", "Account", "Help", and "Logout". Below this is a secondary navigation bar with "Home", "Message Inbox", "Education Programs", "My Health Record" (highlighted), and "My Clinicians". On the left is a vertical sidebar menu with categories: "Health Record", "Basic Information", "Conditions/Med History", and "Additional Information". The main content area is titled "Add Conditions and Med History" and contains a yellow instructional box, navigation buttons ("Previous", "Add and Continue", "Skip"), and a list of conditions with checkboxes. A yellow callout box points to the list.

Health Record
Overview

Basic Information
Registration Info
Identification
Medications

Conditions/Med History
Allergies

Additional Information
Clinicians
Immunizations
Surgeries/Procedures
Specialty Modules
Emergency Contact
Caregiver Info
Employment Info
Insurance
Hospitals
Pharmacies
Legal Documents
Access Privileges
Saved Messages

Back to Clinician's Site | Physician finder | Account | Help | Logout

Home | Message Inbox | Education Programs | **My Health Record** | My Clinicians

Add Conditions and Med History

< instructional text goes here >

Previous Add and Continue Skip

Add Conditions and Medical History

List of Common Conditions / Medical History Diagnoses:

<input type="checkbox"/> Abdominal Pain	<input type="checkbox"/> ADHD / ADD	<input type="checkbox"/> AIDS / HIV
<input type="checkbox"/> Alzheimer's Disease	<input type="checkbox"/> Anemia	<input type="checkbox"/> Angina
<input type="checkbox"/> Asthma	<input type="checkbox"/> Atherosclerosis	<input type="checkbox"/> Athlete's Foot
<input type="checkbox"/> Blood Clotting Disorder	<input type="checkbox"/> Breast Lumps	<input type="checkbox"/> Bronchitis
<input type="checkbox"/> Carpal Tunnel Syndrome	<input type="checkbox"/> Cataracts	<input type="checkbox"/> Cellulitis
<input type="checkbox"/> Chlamydia	<input type="checkbox"/> Chronic Constipation	<input type="checkbox"/> Chronic Obstructive Pulmonary Disease (COPD)
<input type="checkbox"/> Colitis	<input type="checkbox"/> Colon Polyps	<input type="checkbox"/> Congestive Heart Failure
<input type="checkbox"/> Crohn's Disease	<input type="checkbox"/> Depression	<input type="checkbox"/> Diabetes Type 1
<input type="checkbox"/> Diarrhea	<input type="checkbox"/> Dizziness	<input type="checkbox"/> Drug Dependency
<input type="checkbox"/> Eczema and	<input type="checkbox"/> Ear Infection	<input type="checkbox"/> Eye Problems

Patients select, or confirm, conditions that apply to them from a pre-defined list, or from a drop-down menu.

A subsequent screen will allow the patient to enter in additional details. This is the same format for medications and allergies.


Patients are auto-enrolled in education programs for their medications and conditions

The screenshot shows a patient portal interface. At the top, there is a navigation bar with links: "Back to Clinician's Site", "Physician finder", "Account", "Help", and "Logout". Below this is a secondary navigation bar with "Home", "Message Inbox" (highlighted), "Education Programs", "My Health Record", and "My Clinicians". On the left, there is a sidebar with a "Communicate with:" dropdown set to "Dr. Bluestein". Below this are sections for "View Messages" (Inbox, Sent, Deleted) and "Create a New Message" (Online Consultation™ Request, General Message, Prescription Renewal Request, Appointment Request). At the bottom of the sidebar is "Pay Your Bill" (Secure Pay™). The main content area is titled "Read Message" and includes a "Print" and "Help" icon. Below the title are buttons for "Save Message", "Reply", and "Delete", along with links for "Request OC", "Renew RX", and "Request Appt", and a "Back to Messages" link. The message header shows it is from "Dr. Bluestein" to "Angela White", sent on "Apr 5, 2004 1:00 PM", with the subject "Lipitor: Information for Patients Beginning Treatment for High Cholesterol". The message body contains educational text about Lipitor, stating it is a statin that can lower cholesterol levels by 29 to 45 percent and LDL levels by 39 to 60 percent. At the bottom of the message area, there are "Reply" and "Delete" buttons, and the same "Request OC", "Renew RX", "Request Appt", and "Back to Messages" links. The footer includes a "Powered by Medem™" logo and contact information: "Contact Medem | SM Terms of Service | iHR Terms of Service | Medem Privacy Policy (Updated 9/2004) Copyright © 2004 Medem, Inc. All Rights Reserved."

Secure e-mails to patients contain education messages specific for their medication and conditions. These can be Brown & Toland-specific programs.

Brown & Toland Physicians May Add or Edit Adherence Programs for Their Patients

Clinician or Brown & Toland may create new programs by clicking on Create New button. Clinicians can enable or edit existing Adherence Programs by clicking on a Program Title.

Adherence Programs 

CURRENT ADHERENCE PROGRAM LIBRARY [? Help](#)

Currently available Adherence Programs are listed in your Library below. Programs that are published are those you have made available for use with your patients. Programs that are unpublished are not available for use with patients. For assistance with managing your Adherence Library, click Help. To return to Practice View, close this window.

Adherence Programs | sort by:

[Close Window](#) [Create New](#) [Delete Selected](#) [Publish Selected](#) [Unpublish Selected](#)

<input type="checkbox"/>	Antibiotics: What You Need to Know for Safe Use/FDA (created 9/22/04)	View Print published
<input type="checkbox"/>	Cholesterol: Treatment of High Cholesterol With Lifestyle Changes and Medication/Medem (created 09/15/03)	View Print published
<input type="checkbox"/>	Diabetes Type I: Managing the Disease/The Endocrine Society (created 09/15/03)	View Print published
<input type="checkbox"/>	Lipitor: Information for Patients Beginning Treatment for High Cholesterol/Medem (created 07/31/03)	View Print unpublished
<input type="checkbox"/>	Lipitor: Information for the Ongoing Treatment of Cholesterol/Medem (created 09/22/03)	View Print published

[Close Window](#) [Create New](#) [Delete Selected](#) [Publish Selected](#) [Unpublish Selected](#)

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My Computer

Patients and Brown & Toland Clinicians May View or Print the Entire Health Record or Portions

The screenshot displays a web interface for 'Health Records'. It includes sections for Basic Information, Registration Information, Identification, and Medications. The patient information for Angela White is shown, including her name, gender, address, and contact details. The medication section lists Ibuprofen for Back Pain and Depression.

Health Records		
Send to Printer Done Printing		
Basic Information		
Registration Information		
Patient Name:	Angela White	Patient DOB:
Patient Gender:	Female	Patient SSN:
Patient Address:	649 Mission Street San Francisco, CA 94105	
Patient Day Phone:	415-555-1212	Patient Evening P
Contact E-mail:	angel69@yahoo.com	
Identification		
Patient Race:	Caucasian	
Patient Height:	5' 3"	Patient Weight:
Patient Eye Color:	Brown	Patient Blood Typ
Patient Marital Status:	Married	Patient's # of Ch
Medications		
Ibuprofen		
Condition Being Treated:	Back Pain	
Medication Dose:	800mg tablet	Medication Streng
Medication Frequency:	4x/day	Medication Status
Medication Start Date:		Medication Stop D
Medication Directions:		
Prescribing Clinician:	Jane Bluestein	
		Last Fullfillment D
		Pharmacy Used t
Condition Being Treated:	Depression	
Medication Dose:	50mg tablet	Medication Strength:

All Information is presented in a convenient 'scrollable' screen. The information can also be printed by patient or physician.

This view can also be accessed by consulting clinicians or emergency department staff by providing them with their own unique access user ID and password.

Patients get a wallet-sized iHealthRecord card for reference and emergency.

Users May Grant Privileges to Their Health Record for Consultations or in Emergencies

Patients are able to grant access to other clinicians or specialists.

Patients are able to grant "read-only" access to new clinicians or appropriate third parties.

Patients are able to audit who has seen their record.

Health Record Permissions

Allow access to your Health Record.
Set viewing permissions for your healthcare providers below. You can change this at any time.

[Back to Overview](#)

Name	Permission Type	Date Last Accessed
Dr. Jane Bluestein	<input checked="" type="radio"/> Open Access to View <input type="radio"/> May View Only Once <input type="radio"/> No Access to View <input type="radio"/> May View Until <input type="text"/> MM/DD/YYYY	Apr 5, 2004
Dr. Patrick Johnson	<input type="radio"/> Open Access to View <input type="radio"/> May View Only Once <input type="radio"/> No Access to View <input checked="" type="radio"/> May View Until <input type="text" value="04/20/2004"/> MM/DD/YYYY	Apr 5, 2004
Dr. Kathy Simpson	<input checked="" type="radio"/> May View Only Once <input type="radio"/> No Access to View <input type="radio"/> May View Until <input type="text"/> MM/DD/YYYY	-
Dr. John Smith	<input type="radio"/> Open Access to View <input type="radio"/> May View Only Once <input type="radio"/> No Access to View <input type="radio"/> May View Until <input type="text"/> MM/DD/YYYY	-

Grant Temporary Access to Health Record
You may create a temporary User ID and Password to allow another person to view your Health Record. This temporary User ID will be valid for 7 days and will allow the person you designate to view your Health Record once. Enter the name of the person below. Last Name is required.

Title First Name Last Name [Generate Temporary ID/Password](#)

[Back to Overview](#)

“Selling” the iHealth Strategy

Brown & Toland Marketing the iHealthRecord



- ❑ Publicized internally in physician newsletter and one-on-one by medical group’s Physician Relations Department.
- ❑ Physician offices will receive information packet and training program.
- ❑ External advertising program, using radio, newspaper, and outdoor (San Francisco city buses), and the Internet (Yahoo and Google) targeted females 25 to 49.
- ❑ iHealthRecord kiosk, with Internet connection, at Marketing events. Brown & Toland employees are there to assist.

“Selling” the iHealth Strategy

Positioning Brown & Toland with technology and innovation.

Brown & Toland created iHealthRecord advertising based in part on 2005 survey of 2,000 iHealthRecord subscribers.

- ❑ 66 percent female
- ❑ Average age is 45
 - ❑ Those who responded like the fact that they can:
Store all health information in one convenient place; have access to health information in case of an emergency; and can improve communication with the doctor

KEY POINT

Females overwhelmingly drive household health care decisions.

“Selling” the iHealth Strategy



iHealthRecord goes where you go.

Yours free at www.browntoland.com

 **BROWN & TOLAND**
MEDICAL GROUP

Outdoor Ads on 100 San Francisco Buses.

"Selling" the iHealth Strategy



We're proud to be at the forefront of combining technology with health care quality programs that improve the health of our patients. Last year Brown & Toland became the first clinically integrated physician network to employ an Electronic Medical Record (EMR) throughout its network. This innovation allows physicians to access patient health information in real time across the entire Brown & Toland network.

Recently, we became the first physician network in Northern California to offer iHealthRecord, a free online health record available at www.browntoland.com.

Our Doctors Are Wired.



Individuals may now create their own online personal health record, access patient specific health education programs, and, in the near future, use secure physician-patient e-mail.

These and other innovations are part of our goal to provide the best possible health care, product choice, and value to all patients. If you'd like to learn more, please visit us at www.browntoland.com.

 **BROWN & TOLAND**
MEDICAL GROUP
Connected to Quality Health Care

Newspaper Ads
in the San
Francisco
Chronicle.

“Selling” the iHealth Strategy

Brown & Toland Banner Ad - 300x250

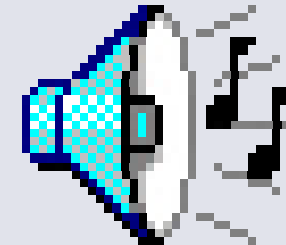


The text and image in the banner ad on the right dissolves into the ad on the left. Click here to learn more is a link to the Brown & Toland website (www.brownandtoland.com).

Internet Advertising on Google, Yahoo, and SFGate.com.

“Selling” the iHealth Strategy

30-second and 60-second radio spots on AM and FM stations with high numbers of female listeners.



“Selling” the iHealth Strategy

Advertising/Publicity Results

- ❑ Web site activity up **36** percent immediately after iHealthRecord launch and overall Web activity up a little more than 30 percent for the year.
- ❑ To date, more than **1,300** users have clicked through our Web site to complete a iHealthRecord.
- ❑ Close to **50** separate mentions of Brown & Toland and the iHealthRecord in the press. Overall press activity up close to **300** percent over 2004.

Brown & Toland iHealth is In Sync with National Focus on PHRs and Patients

"Next Step Toward Digitized Health Records"

Wall Street Journal, 9 May, 2005

"Every American should have an electronic Personal Health Record"
Bush / Frist / Clinton / Gingrich 2005

"The goal is to have the medical clipboard become a thing of the past."

HHS Secretary Leavitt, 7 June, 2005

"Every patient taking any medication should be enrolled in an automatic education program for that medication; an electronic package insert for patients."

Mark McClellan, M.D.
FDA Commissioner 2002

PHRs have the potential not only to improve personal and family health but also to support national objectives for health care quality, safety, efficiency and ultimately, health outcomes.

CMS RFI July 2005

An End to Medical Forms?

CIO Magazine August 2005

Brown & Toland iHealth: The Path Forward Strategy

- ❑ Expanded integration with EHR
- ❑ Expanded use of iHealth for Disease Management
- ❑ Increased use of iHealth by physicians and patients
- ❑ Collaboration with RHIOs and other data-sharing initiatives

Connecting Americans to Their Health Care

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FOUNDATION



Interactive Demonstrations:

C. Martin Harris

The Cleveland Clinic Foundation





Cleveland Clinic

MyChart[®]: *Your Personal Health Connection*

C. Martin Harris, M.D.

**Chief Information Officer, The Cleveland Clinic
Executive Director, eCleveland Clinic, eHealth Services Program**

Northeast Ohio Practice Environment



Our Challenge

- To meet the expectations of our patients by creating environment wherein our patients are known by the medical professionals providing their care, wherever their treatment takes place.

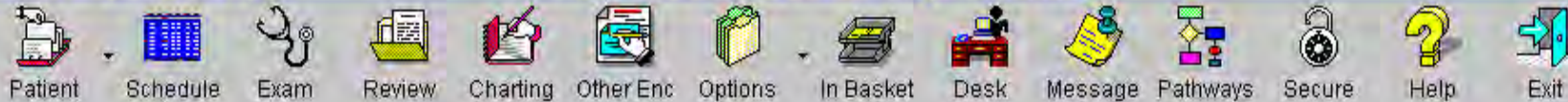
We will meet the expectations of our patients by...

- **Connecting:** All our clinicians, nurses and administrative staffs
- **Connecting:** Our patients to the personal health information they need, where and when they need it

Electronic Medical Record

Cleveland Clinic User and Encounter Statistics

Physicians	=	1,607
Residents/Fellows	=	1,265
Pharmacists	=	123
Other End Users	=	12,387
Patients in the EMR	=	3,521,925
Prescriptions	=	8,508,238
Orders	=	8,528,779
Encounters	-	8,812,563
Total Results	=	133,277,794



MyPractice Functionality

- Workflow
- Computerized physician order entry
- Messaging
- Results review
- Orders management
- Documentation
- Best practice alerts

We will meet the expectations of our patients by...

- **MyPractice**
- **MyChart**



- **Patient Services**

- ? View medical information
- ? View health reminders
- ? View schedule
- ? Appointment request
- ? Prescription renewal



My Health Record

- [Health Summary](#)
- [Medications](#)
- [Test Results](#)
- [Health Reminders](#)
- [Recent Visits](#)



My Messages

- [Inbox](#)
- [Outbox](#)
- [Request Rx Renewal](#)
- [Contact Us](#)

Appointments

- [Future Appointments](#)
- [Request A New Appt](#)

My Administrative Info

- [Name and Address](#)
- [Personal Preferences](#)
- [Change Password](#)
- [Change Address](#)
- [Terms and Conditions](#)

Health Summary

[Printer Friendly Page](#)

The Health Summary provides you with a convenient summary of important information in your health record. Your summary includes up-to-date information concerning your current health issues, medications, allergies, immunizations, and health reminders.

[Help with Hyperlinks](#)

Name	Medical Record Number	Primary Physician	Clinic
		Alan M. Weiss, MD	Ccf Main Campus

Current Health Issues

Enter Search Keyword:

Health Issue	Date Noted
Hypertension (High Blood Pressure)	
Elevated Cholesterol	05/20/2005

Medications

Name	Instructions	Provider
GLUCOPHAGE 500 MG ORAL TAB	Take One(1) Tablet Three(3) Times Daily.	EpicCare Test MD

Health Reminders

Name	Due Date	Status	Last Done
Plasma Glucose Check	02/23/2007		02/23/2004
Cholesterol & Ldl Check M	04/11/2010		04/11/2005
Tetanus	03/15/2014		03/15/2004

If you would like to find out more information on your Health Reminders, [click here](#):

[Back](#) to the previous page...

Hypertension

What is high blood pressure?

Blood pressure is the force of blood pushing against blood vessel walls. The heart pumps blood into the arteries (blood vessels), which carry the blood throughout the body. High blood pressure, also called hypertension (high-per-TEN-shun), means the pressure in your arteries is above the normal range. In most cases, no one knows what causes high blood pressure.

How is blood pressure recorded?

Blood pressure is written as two numbers, such as 118/72. The first number is the systolic (sis-TOL-ik) pressure. This is the pressure in the arteries when the heart beats and fills them with blood. The second number is the diastolic (dye-a-STOL-ik) pressure. This is the pressure in the arteries when the heart rests between beats.

What is a normal blood pressure reading?

Type of blood pressure reading	Normal blood pressure	Prehypertension	Stage 1 hypertension	Stage 2 hypertension
Systolic	less than 120	120-139	140-159	160 and above
Diastolic	less than 80	80-89	90-99	100 and above

How will I know if I have high blood pressure?

Your health care provider can tell you if you have high blood pressure by checking your blood pressure with a special meter. You usually cannot feel high blood pressure—many people who have high blood pressure don't know they have it. You should have your blood pressure checked once a year to make sure you don't have high blood pressure. Do not rely on drug store measurements. These may not be good enough.



My Health Record

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- [Health Reminders](#)
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Medications

This page displays your current medications and their dosage instructions. Click on the medication name to display more in-depth information on its uses and effects.

[Help with Hyperlinks](#)

My Messages

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- [Outbox](#)
- [Request Rx Renewal](#)
- [Contact Us](#)

Renew Name

Instructions

Provider

<input checked="" type="checkbox"/>	GLUCOPHAGE 500 MG ORAL TAB	Take One(1) Tablet Three(3) Times Daily.	EpicCare Test MD
-------------------------------------	--	--	----------------------------------

Appointments

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My Administrative Info

- [Name and Address](#)
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- [Change Password](#)
- [Change Address](#)
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To request a prescription renewal from your physician, simply mark the checkbox beside each medication that you wish to renew and click the **Request Rx Renewal** button. You may only request a prescription on this list.

Request Rx Renewal

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Test Results

This page displays your lab tests together with the authorizing physician and the status of any test results. If your physician has provided any test results for your review, you can view them by clicking on the result status of the test. Click on the lab name to display more in-depth information for that test.

[Refresh](#) | [Next Page](#)

Status	Date	Test	Authorizing Provider	Result Status
Read	04/11/2005	LIPID PANEL BASIC	Alan M. Weiss, MD	Final result
Read	07/12/2004	SHOULDER AP/TRUE AP + AXILLARY	Michael Walker, MD	Final result
Read	03/15/2004	LIPID PANEL BASIC	Alan M. Weiss, MD	Final result
Read	03/15/2004	LDL CHOLESTEROL DIR	Alan M. Weiss, MD	Final result
New	03/15/2004	TETANUS	Alan M. Weiss, MD	****
Read	02/24/2004	STRESS EXERCISE REG	Sharon Mace, MD	Final result
New	02/23/2004	CK TOTAL AND CK-MB	Sharon Mace, MD	Final result
New	02/23/2004	TROPONIN I	Sharon Mace, MD	Final result
New	02/23/2004	COMPLETE ECG	Ccf Provider	Final result
New	02/23/2004	CK TOTAL AND CK-MB	Sharon Mace, MD	Final result

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Test Details

[Printer Friendly Page](#)

Test: LIPID PANEL BASIC [SQLIPB]

Order Number: 41610423 **Quantity:** 1
Sample: Blood **Date Collected:** 4/11/2005 4:51 PM
Result Status: Final result **Resulted Date:** 4/11/2005 7:59 PM
Provider Status: Reviewed

Component Results

Component	Value	Flag	Low	High	Unit
Triglyceride	201	!	30	149	mg/dL
Cholesterol	198		100	199	mg/dL
HDL Cholesterol	70		>45		mg/dL
VLDL Cholesterol	40		6	40	mg/dL
LDL Cholesterol	88		60	129	mg/dL
Fasting Time	14				hrs
TC:HDL Ratio	2.83		1.00	5.00	
LDL:HDL Ratio	1.26		0.50	3.55	

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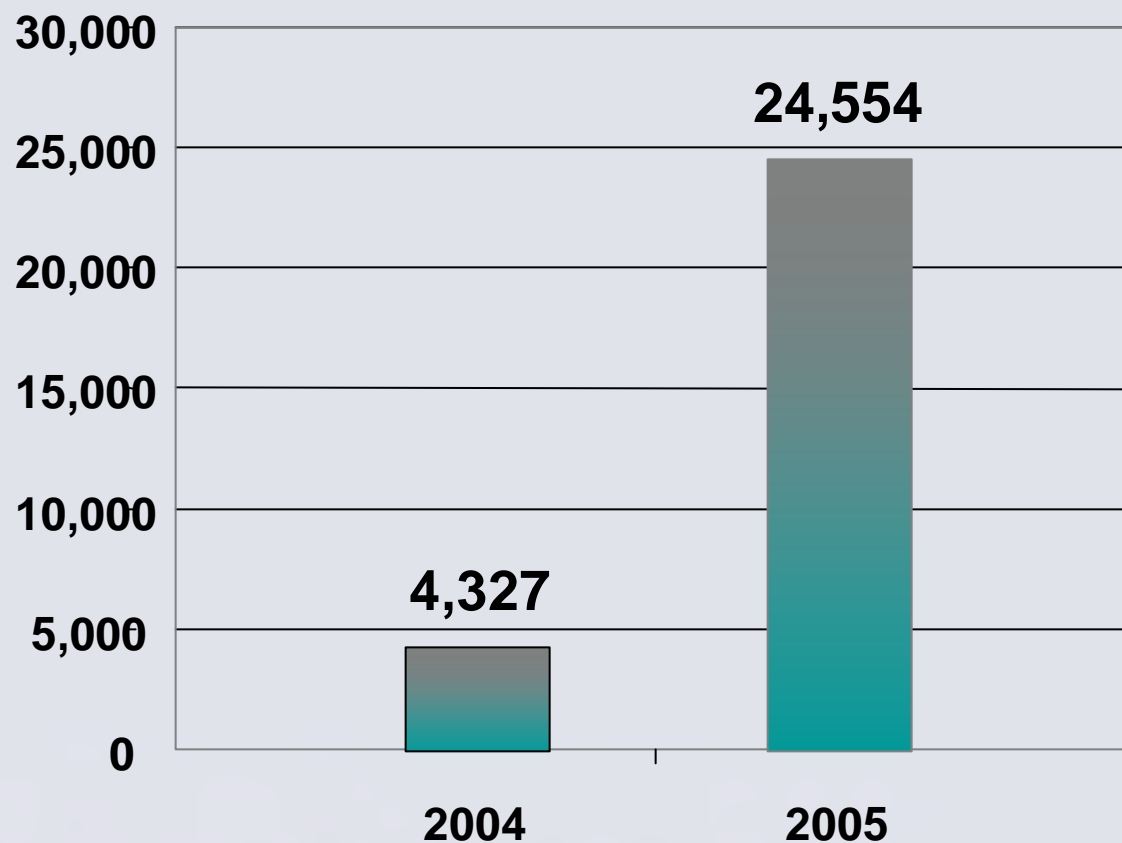
Patient views result

Consumer Marketing Campaign

- Began June 14, 2005
- Reaches approximately one million northeast Ohio residents per month
- Utilizes print (newspaper and magazines), radio and television

MyChart Account Requests per Year

2002 – 2005 (YTD, September)



Total MyChart Users, YTD, September, 2005, 29,304

Connecting Americans to Their Health Care 2005

What eHealth Services Offer the Contemporary Healthcare Consumer

- **Empowered patients with enhanced and convenient access to personalized and reliable health-related information.**
- **A whole new way of requesting and receiving a variety of health-related services anytime, anywhere.**

Connecting Americans to Their Health Care

*Empowered Consumers, Personal Health Records
and Emerging Technologies*

2005

MARKLE FOUNDATION

THE
ROBERT WOOD
JOHNSON
FOUNDATION



Interactive Demonstrations:

Stephen Downs

Robert Wood Johnson Foundation



A Broad Range of PHR Models: Technology

- Internet browser-based
- Desktop-based
- Portable memory devices

A Broad Range of PHR Models Suppliers

- Dot-coms
- Physicians - Integrated delivery networks
- Health plans
- Retail pharmacy and pharmacy benefit managers
- Employers
- Device manufacturers
- Disease management companies
- Government (e.g., DoD, VA)

Broad Range of PHR Models

Data population

- Patient sourced
- Clinician sourced
- Claims data
- Monitoring device data
- ... and combinations of the above

Emergency Response



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Helping Save Lives
Since 1956

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E-HealthKEY Demo (Flash required)

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System

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Directives

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This MedicAlert® E-HealthKEY carries the famous MedicAlert® logo that is instantly recognized by medical personnel, and first responders.



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FEATURED ITEMS

[See How the E-HealthKEY Works](#)
(Flash - 140k)

[Click here](#) for Prices and Member Plan comparisons.

If you have any questions please contact us.
ehealth@medicalert.org

[E-HealthKEY White Paper](#)
(PDF - 450k)

E-HealthKEY
Emergency Splash Screen



Retail Pharmacy

Pharmacy

Your Tools

- ▶ Order Prescriptions
- ▶ View Rx History
- ▶ Print Rx Records
- ▶ Update Health History
- ▶ E-mail Reminders

- ▶ Drug Information
- ▶ Check Drug Interactions
- ▶ Ask a Pharmacist

- ▶ ExpressPay
- ▶ Health Info Card
- ▶ Medicare Assignment
- ▶ Custom Labels
- ▶ Specialty Pharmacy
- ▶ Immunizations

[Pharmacy](#) >

Confidential Health History

Once you have entered your [PIN](#), this feature will update your personal health history to your existing Walgreens pharmacy profile.

For more information on privacy and security, please see our [Security and Privacy Policies](#).

Additional Medications

Indicate the vitamins, herbals, supplements and over-the-counter medications you take on a regular basis. You may also include prescriptions you've had filled at pharmacies other than Walgreens.

- IBUPROFEN 200MG TABLETS WALGREENS
- PROCHLORPERAZINE 25MG SUPP

[ADD MEDICATIONS](#)

Health Conditions

Indicate your current health conditions.

- STOMACH/DUOD DISORDERS
- VERTIGO

[ADD CONDITIONS](#)

Drug Allergies

Indicate your current drug allergies.

- SULFA DRUGS

[ADD ALLERGIES](#)

Miscellaneous

Would you like easy-open caps on your prescription bottles?

Targeting specific conditions

View: ▼

Glucose Calculations (mg/dL)	Breakfast	Lunch	Dinner	Overall
Average	122	123	206	150
Low	77	88	90	77
High	189	199	HIGH***	HIGH***
Standard Deviation	31.9	31.4	143.6	96.9
% Within Target (80-140)	80	90	60	77
% Above Target (140)	0	10	40	17
% Below Target (80)	20	0	0	7
Device Out-of-Range	0	0	1	0

***HIGH values are assigned a value of 601 for calculation purposes.

Glucose Results (mg/dL)	Breakfast	Lunch	Dinner
SUNDAY 10/08/2004 Edit	100*, 80*	88*	188*, 191*
MONDAY 10/09/2004 Edit	150* , 120*	97*, 123*	210*
TUESDAY 10/10/2004 Edit	111*	145*	115*
WEDNESDAY 10/11/2004 Edit	77	199	90, 111
THURSDAY 10/12/2004 Edit	189*, 144*	145* , 120*	HIGH
FRIDAY 10/13/2004 Edit	120*	100*, 99*	138*, 293*
SATURDAY 10/14/2004 Edit	128*	112*	120*

* Values added from device upload.



Medical images

myNDMA
National Digital Medical Archive™

Every woman should know the value of proactively managing her healthcare
Participate • Partner • Profit

LOGOUT | National Digital Medical Archive™ (NDMA) | Resource Center | NDMA in the News

MEMBER PROFILE

Profile Home Page
Update Profile

- Login
- Personal Information
- Contact Information
- Consent
- Breast Health
- OB/GYN Health
- Radiology Exams
- Cancer Experience
- Family Tree
- Calendar
- Family Links
- Upload Medical Records
- Subscribe to NDMA

Breast Exam History

Do you know where your mammography studies are located? Do you even date and location of your last exam? Keeping track of your annual breast exams is daunting, and may not be your priority. myNDMA is your resource for "normal."

Add the applicable information for each breast exam. If you don't have complete information for each exam available, you can come back and complete this information. Remember to enter each record individually.

When you are finished, select "Done". If you have had multiple breast exams, repeat this process until you have entered all breast exam data, then "Done."

Breast Health Exam

Type	Date	Result	Dr
<input type="checkbox"/> CTICAT	2005-03-01	Normal	

[Edit](#) [Delete](#)

Radiographic Exam - Type:

Radiographic Exam - Baseline Indicator: Yes No

Radiographic Exam - Date: - - approximate

Radiographic Exam - Result: Normal or Benign Abnormal Unknown

Radiographic Exam - Practice:

Digital Exam Indicator: Yes No Unknown

Radiographic Exam - Practice City:

Radiographic Exam - Practice State:

Radiographic Exam - Practice Zip:

Secured by 2005-10-05

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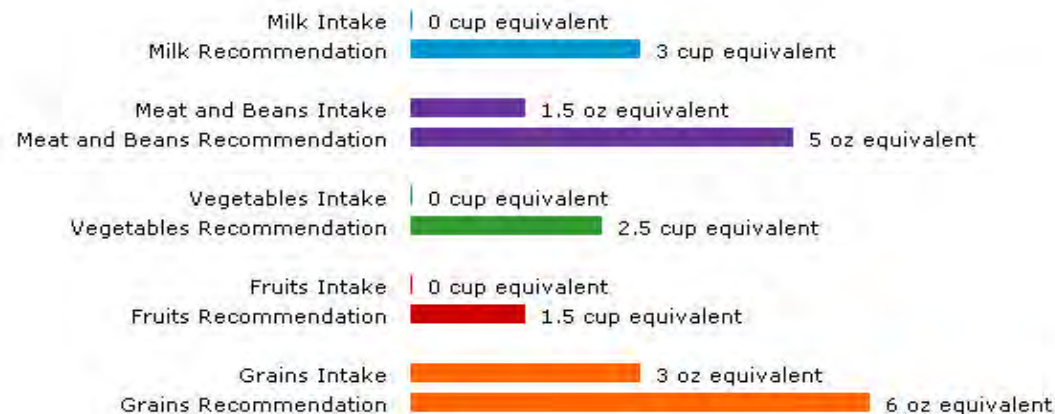


USDA – MyPyramidTracker



Comparison of Your Intake with MyPyramid Recommendations for **Check It Out** user

Your Pyramid Stats



Pyramid Categories	Percent Recommendation
Milk	0%

Thank You