

**Connecting Americans
to Their Health Care:**
*Empowered Consumers,
Personal Health Records
and Emerging Technologies*



**NATIONAL CONFERENCE
DECEMBER 7-8, 2006
WASHINGTON, D.C.**

Connecting Americans to Their Health Care:
*Empowered Consumers, Personal Health Records
and Emerging Technologies*

2006

Opening Remarks & Keynote

David Lansky - Markle Foundation

Patrick Kennedy - U.S. Representative, D-RI

Steve Downs - Robert Wood Johnson Foundation



MARKLE FOUNDATION


Robert Wood Johnson Foundation

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David Lansky

Markle Foundation



Who are we?

- Consumer and patient advocates 32%
- Technology developers 22%
- Research and public health 16%
- Policymakers 12%
- Providers 10%
- RHIOs 3%
- Health plans 3%
- Purchasers 2%

Visit our virtual expo

The screenshot shows a web browser window with a toolbar at the top containing icons for back, forward, home, search, and other functions. The page content is as follows:

MARKLE FOUNDATION

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VIRTUAL EXPO

Below, you will find a randomly-ordered list of personal health technology product demos. To learn more about the product, roll the mouse pointer over the product name. To view a demo, click on the "launch demo" button. The demo will open in a new browser window. Once you have finished reviewing a demo, close the demo's browser window to return to this page.

When you have finished viewing a demo, you may enter comments about the product in the text box provided below the product description. Your comments are anonymous. They will be shared with the product vendor and the conference sponsors.

FUN SURVEY
Take a quick [survey](#) for conference participants.

- VitalChart
- FollowMe
- Caregiver Alliance Web Services
- Patient Gateway
- PatientSite**
- MyGroupHealth
- LifeSensor
- MiVia
- HealthAtoZ
- collaborative Family Health Record
- My Intermountain
- iReach System
- LifeLedger
- MyHealthVet

PatientSite
Beth Israel Deaconess Medical Center
(keyword: **connected to provider, general population**)

PatientSite is a web-based personal health record designed for use by all patients of Beth Israel Deaconess Medical Center (BIDMC). The PHR is integrated with BIDMC's electronic health record, its billing system, and its learning center (a health knowledge base). PatientSite's data are provided by both consumer and professional sources. BIDMC does not charge any fees to PatientSite users. The PatientSite business model is therefore dependent on other value propositions such as improved efficiency, membership retention, etc.

Demo Instructions:
Click on the "launch demo" button below the product description. Then click on "Demo" link in the bottom-right corner of the PatientSite home page.

Feedback:

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Steve Downs

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Robert Wood Johnson Foundation

Welcome

Steve Downs, Robert Wood Johnson Foundation

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PHRs in 2006

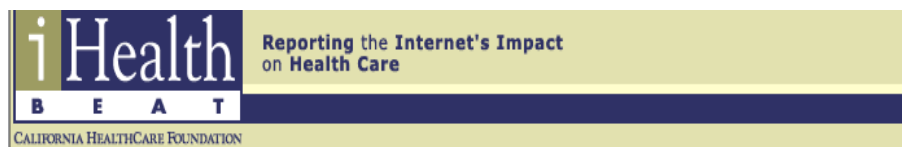


Robert Wood Johnson Foundation



American Health Information Community Workgroups Consumer Empowerment Workgroup

The Connecting for Health Common Framework:
Resources for Implementing Private and Secure Health Information Exchange



Initiative To Make PHRs Interoperable, Portable Among Insurers

November 15, 2006

America's Health Insurance Plans is set to announce an initiative to make personal health records portable and interoperable among health insurance companies, [Healthcare IT News](#) reports.



Friday, December 1, 2006

Kennedy to introduce personal health records bill

BY [John Monroe](#)

Published on Sept. 26, 2006

Rep. Patrick Kennedy (D-R.I.) plans to introduce a bill this week to give physicians a financial incentive to create personal health records for their patients.

THE WALL STREET JOURNAL.


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Big Employers Plan Electronic Health Records


By GARY MCWILLIAMS
November 29, 2006; Page B1

Several big employers are about to deliver an electronic jolt to the U.S. health-care system.

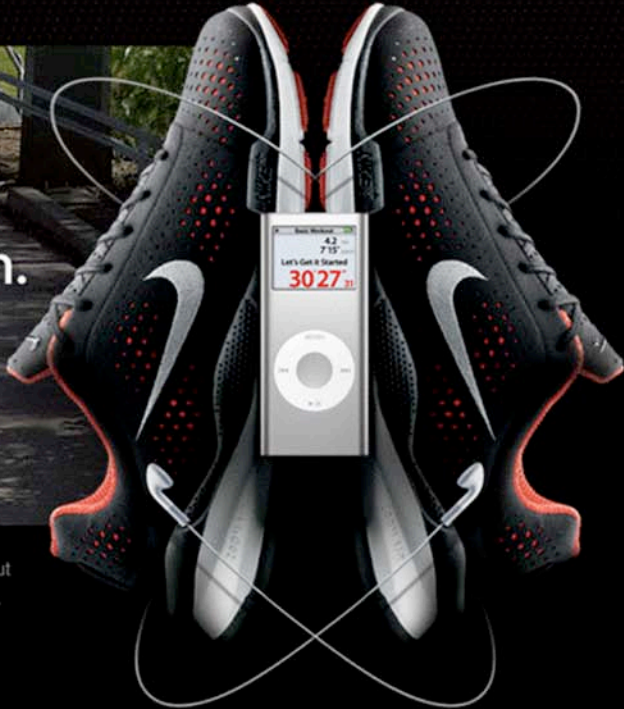
December 7, 2006



Gear Up | Run | Sync



Tune your run.



You don't just take iPod nano on your run. You let it take you. Music is your motivation. But what if you want to go further? Thanks to a unique partnership between NIKE and Apple, your iPod nano becomes your coach. Your personal trainer. Your favorite workout companion. Introducing Nike + iPod.

Get in gear. Grab an iPod nano, a pair of Nike+ shoes, and a Nike + iPod Sport Kit.

Rock 'n' run. Your shoes talk. Your iPod nano listens. Track your run in real time.

Stay in sync. Connect your iPod nano, then connect with the world on nikeplus.com.

RWJF's Pioneer Portfolio



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Improving the health & health care of all Americans

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Pioneer

- Overview
- What We Fund
- Team Members
- Grants
- Funding Opportunities

Resources

- Blog
- Research
- Publications
- Submission Guidelines
- Frequently Asked Questions

Newsroom

- Grantee Profiles
- Features
- Multimedia

Pioneer

Promoting fundamental breakthroughs in health and health care through innovative projects, including those from nontraditional sources and fields.

Catalyzing the Next Breakthroughs in Health and Health Care

We expect to seed innovations that lead to tomorrow's breakthroughs in health and health care by supporting a diverse array of projects.

Roll over photos for more

RECENT FEATURES

Dec 05, 2006 [Connecting Americans to their Health Care](#)
Two-day conference examines how consumers are transforming health care through personal health technologies.

Nov 01, 2006 [RWJF Launches "Pioneering Ideas" Blog](#)
The blog aims to support the work of the Pioneer Portfolio and stimulate new thinking and lively discussions

Oct 30, 2006 [On the Comeback Trail](#)
Health care is an issue on the verge of making big waves in politics again, wrote RWJF President and CEO Risa Lavizzo-Mourey, M.D., M.B.A., in a commentary published in "Modern Healthcare"

FUNDING OPPORTUNITIES

Solicited Grants:
There are no new funding opportunities at this time.

[View Closed](#)

Unsolicited Grants:
[Learn more on how to apply](#)

RESEARCH CENTER

11/09/06 [Clinical Information Technology Gaps Persist Among Physicians](#)

10/11/06 [How Common Are Electronic Health Records in the United States?](#)

09/11/06 ["Health Courts" and Accountability for Patient Safety](#)

www.rwjf.org/pioneer

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Project HealthDesign



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Project HealthDesign:
Rethinking the Power and Potential
of Personal Health Records

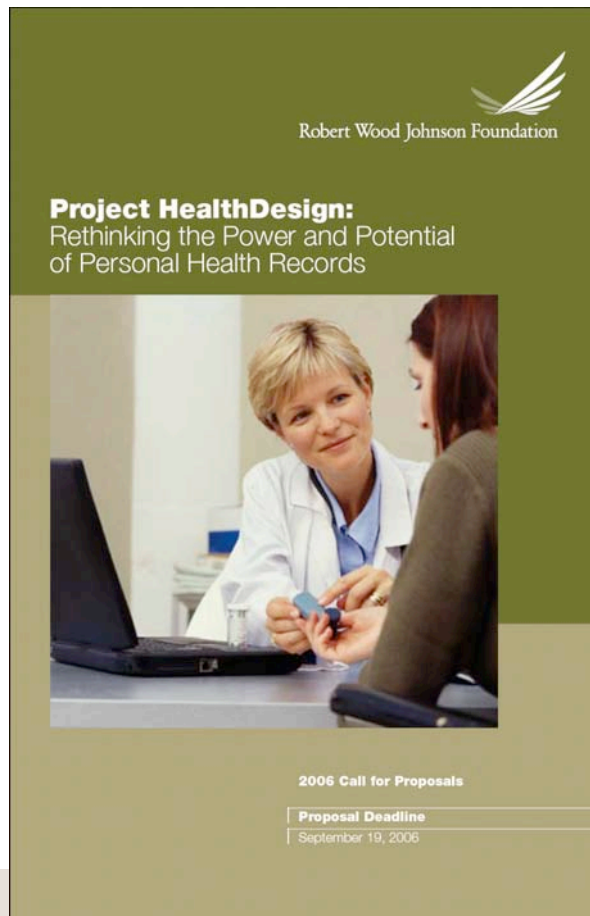
2006 Call for Proposals

Proposal Deadline
September 19, 2006

www.projecthealthdesign.org

December 7, 2006

Project HealthDesign

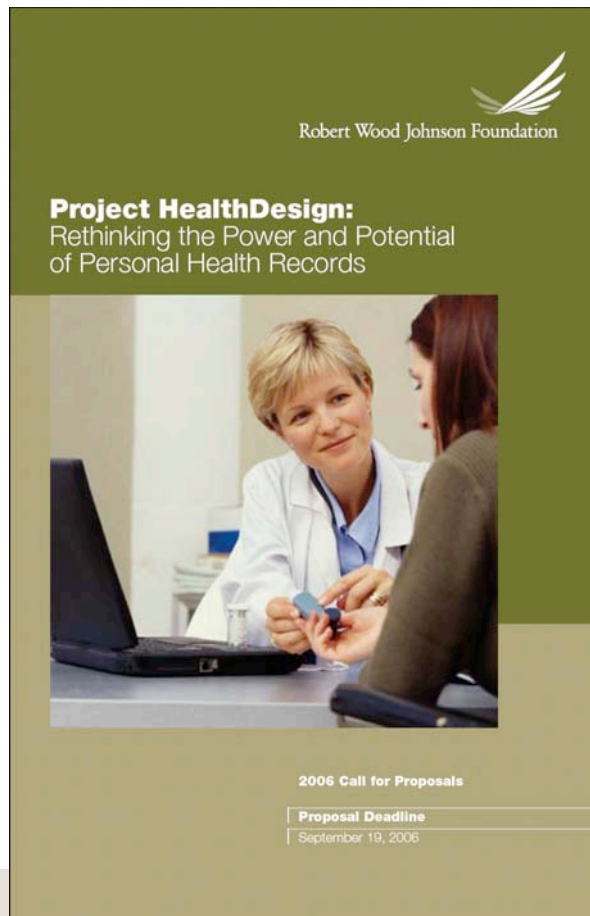


Think beyond the record

www.projecthealthdesign.org

December 7, 2006

Project HealthDesign



Think beyond the record

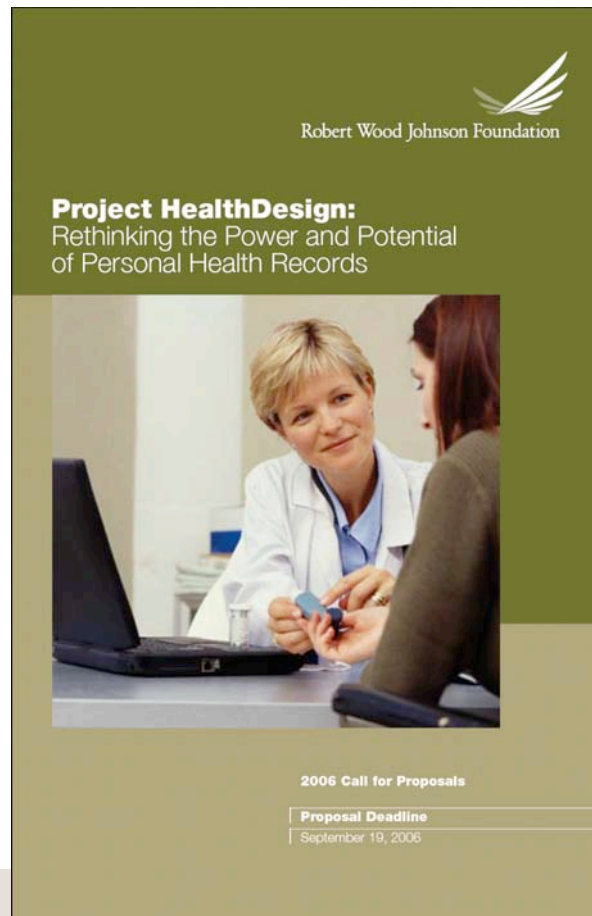
Separate the applications from the basic PHR infrastructure

www.projecthealthdesign.org

Project HealthDesign



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Think beyond the record

Separate the applications from the basic PHR infrastructure

Design from the consumer's perspective

www.projecthealthdesign.org

December 7, 2006

Project HealthDesign Awards



Robert Wood Johnson Foundation

Art Center College of Design

- Lisa Nugent, PI

Joslin Diabetes Center

- Stephanie Fonda, PI

RTI International

- Barbara Massoudi, PI

University of Colorado

- Steve Ross, PI

University of Massachusetts

- Roger Luckmann, PI

University of Rochester

- George Ferguson, PI

University of Washington

- Harold Goldberg, PI

Vanderbilt University

- Kevin Johnson, PI

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- Harold Goldberg, PI

Vanderbilt University

- Kevin Johnson, PI

Vanderbilt Center for Better Health

- Mark Frisse, PI

University of Miami

- Ken Goodman, PI



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