

CREATING DEMAND

Stuart Schear

- Markle Foundation

Bill McInturff

- Public Opinion Strategies

Matt Handley

- Group Health Cooperative



Public Opinion Strategies

Presents key findings from focus groups and two national surveys conducted on behalf of

The Markle Foundation, the Robert Wood Johnson Foundation, and Connecting for Health



Bill McInturff, Partner

October 11, 2005

Washington D.C.



Methodology

Public Opinion Strategies conducted six focus groups and two national surveys on behalf of the Markle Foundation, the Robert Wood Johnson Foundation, and Connecting for Health.

- **The focus groups, conducted in June 2005, explored attitudes and receptivity towards electronic connectivity in health care among physicians, hospital leaders, health care policy elites, and voters.**
- **The first national survey, conducted September 20-22, 2005, was a longer survey and focused on consumer attitudes and receptivity of a nationwide electronic health information exchange or network.**
- **The second national survey, conducted September 28-October 2, 2005, had a total of five questions and focused solely on consumer use of an electronic personal health record service.**



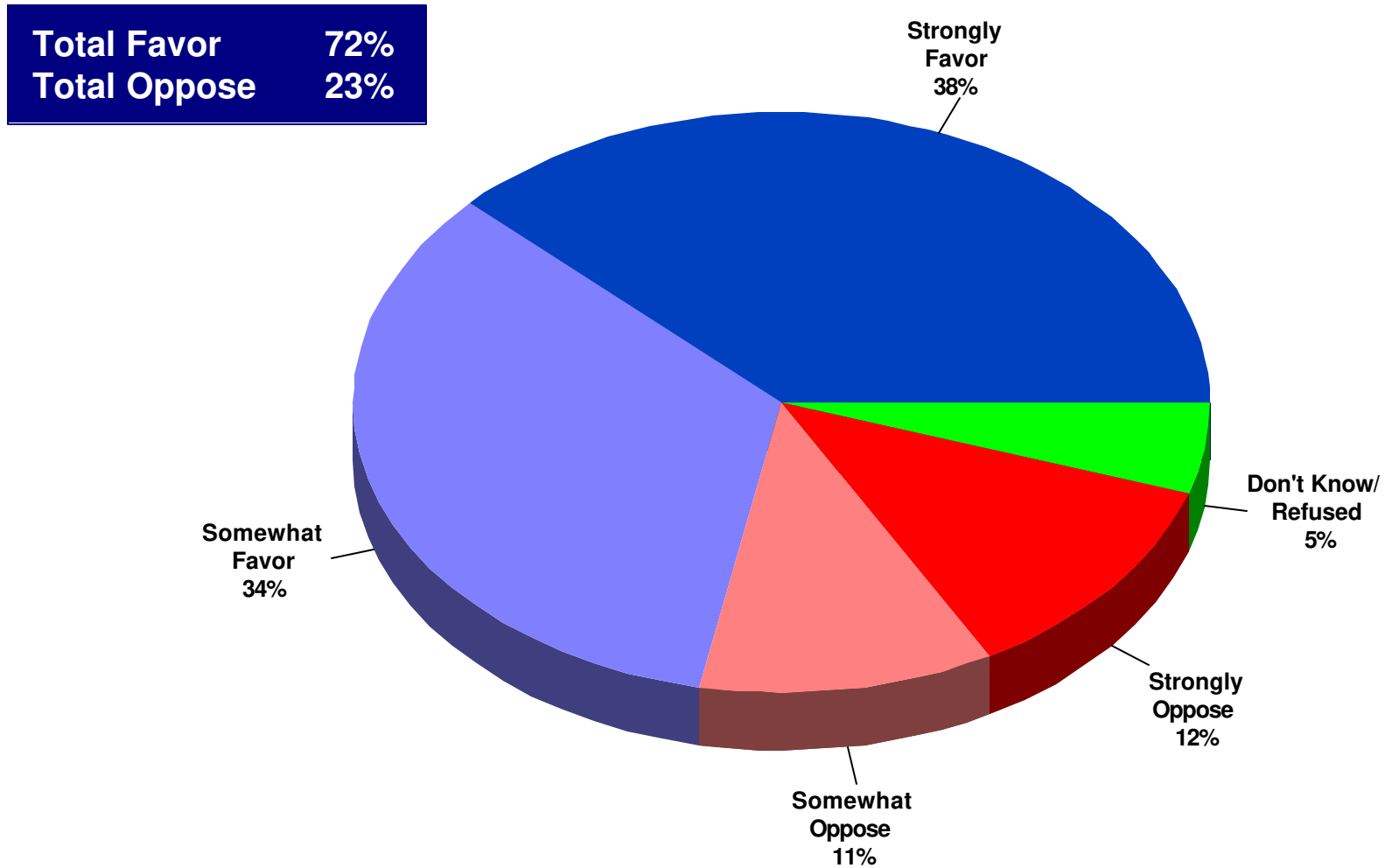
**There is strong support
for the creation of a nationwide
health information exchange or network.**

Americans were asked:

Thinking some more about electronic medical records, now let's imagine that a nationwide health information exchange or network were set up for doctors and patients. Access to the information would be controlled in secure online accounts. Only with the patient's permission could their medical information be shared through this network. The patient would control what information from their medical records is made available to other physicians. In an emergency situation, a patient's information could only be accessed with the permission of an authorized family member or representative. The medical information of a patient who participates in the nationwide information exchange would not be in one central database, but would continue to be held and maintained by their doctors or health care providers.

Would you favor or oppose the creation of this type of nationwide health information exchange or network?

Three out of four Americans say they favor the establishment of a nationwide electronic information exchange.

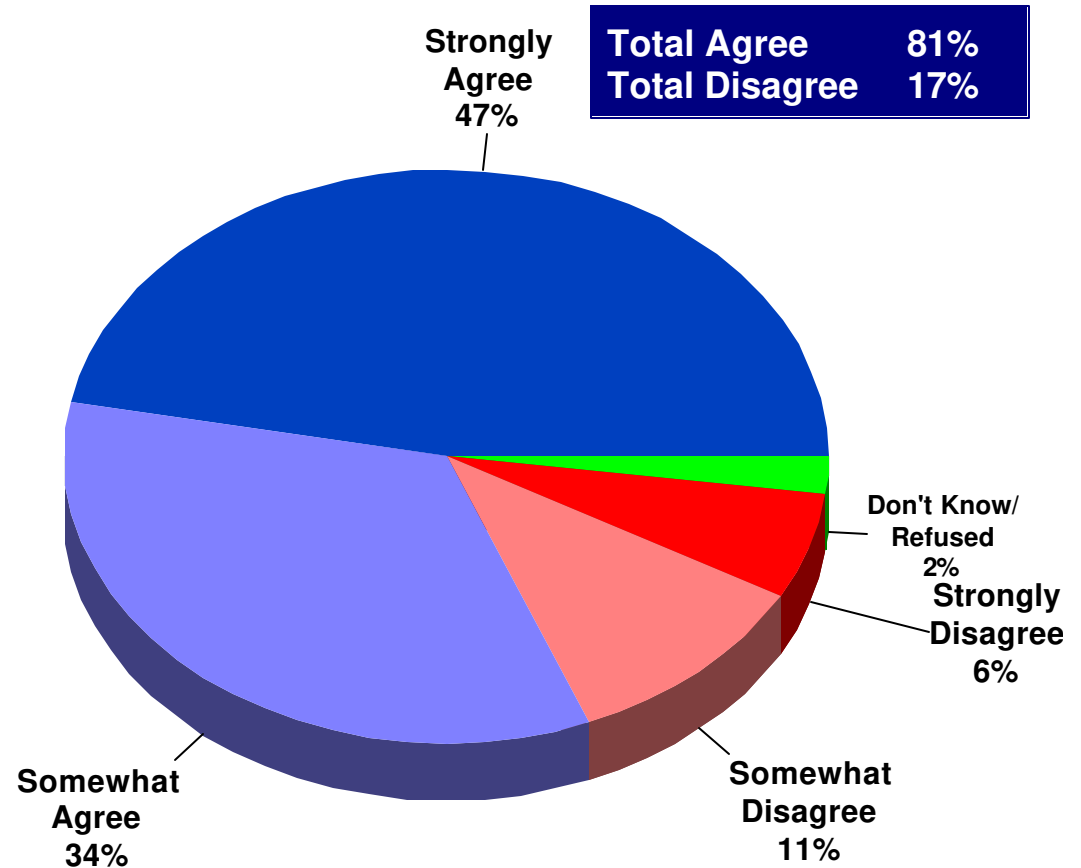


When asked an open-ended question about why they support the creation of this type of exchange or network, Americans say:

- **It would make the health care system more efficient and accessible, which would ultimately lead to better quality care;**
- **It would mean patients would receive faster and more accurate medical attention in emergencies because physicians would be able to access a patient's medical history at a moment's notice;**
- **It would lower costs;**
- **Patients would have control over who accesses their medical information; and**
- **It would decrease medical errors in diagnosis and care.**

Four in five Americans believe if physicians kept electronic medical records on their patients, health care quality would improve and medical errors would be reduced.

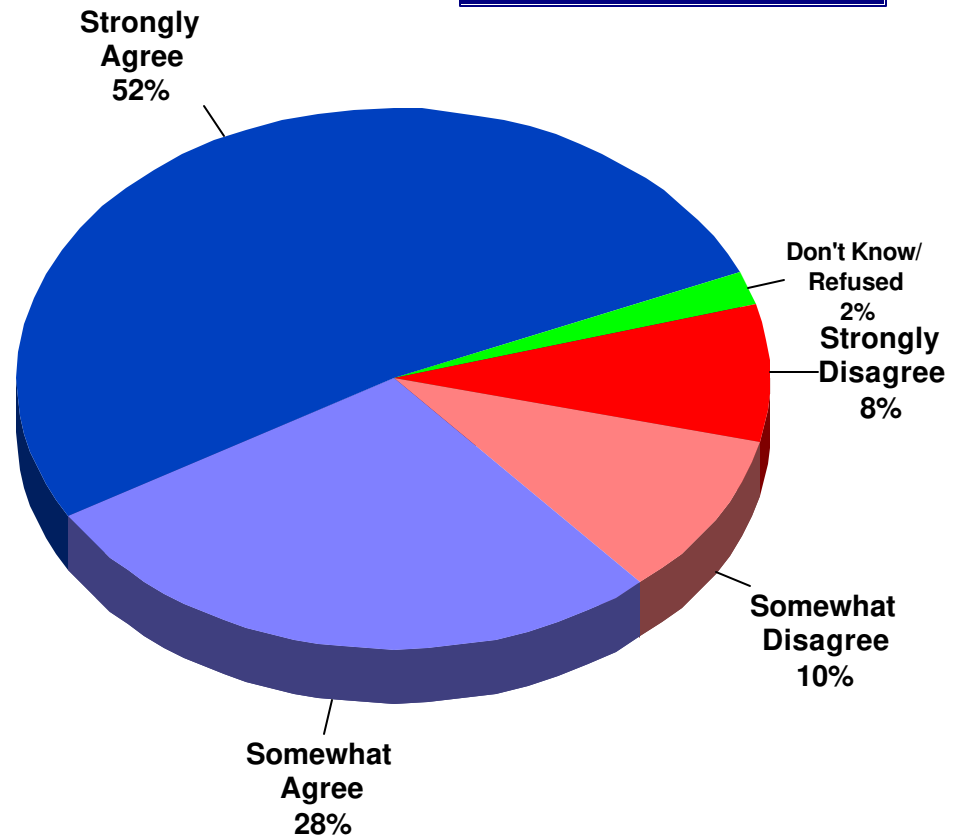
Allow medical experts to review millions of anonymous health records to determine what treatments work best for different diseases. This would allow your doctor to have the most up-to-date medical information and expand their knowledge about different treatments and diseases.



Four in five Americans believe if physicians kept electronic medical records on their patients, health care quality would improve and medical errors would be reduced.

Total Agree	80%
Total Disagree	18%

Improve health care quality because it would help reduce medical errors because doctors would be able to retrieve a patient's complete medical history in a matter of seconds.



A majority of Americans believe that doctors keeping electronic medical records of their patients would:

% Agree

- Allow physicians to access medical information at a moment's notice; **93%**
- Allow physicians to determine what treatments work best for different diseases; **81%**
- Improve health care quality; **80%**
- Be secure and private; and, **66%**
- Decrease health care costs. **60%**

Despite these high levels of support for health information technology, keeping electronic medical information private and secure remains chief consumer concerns.

Attribute Statement	% Absolute Top/High Priority
The identity of anyone using the system would be carefully confirmed to prevent any unauthorized access or any cases of mistaken identity.	91%
An individual would be able to review who has had access to their personal health information.	81%
Only with an individual's permission could their medical information be shared through this network.	79%

I am going to read you different attributes that could be part of this exchange or network and I would like you to rate the importance of each. As you respond, please keep in mind that not every attribute can be a top priority.

These same attributes regarding privacy and security are also rated as the top reasons for supporting the creation of this exchange or network.

Attribute Statement	% More Likely
The identity of anyone using the system would be carefully confirmed to prevent any unauthorized access or any cases of mistaken identity.	80%
An individual would be able to review who has had access to their personal health information.	75%
Only with an individual's permission could their medical information be shared through this network.	72%

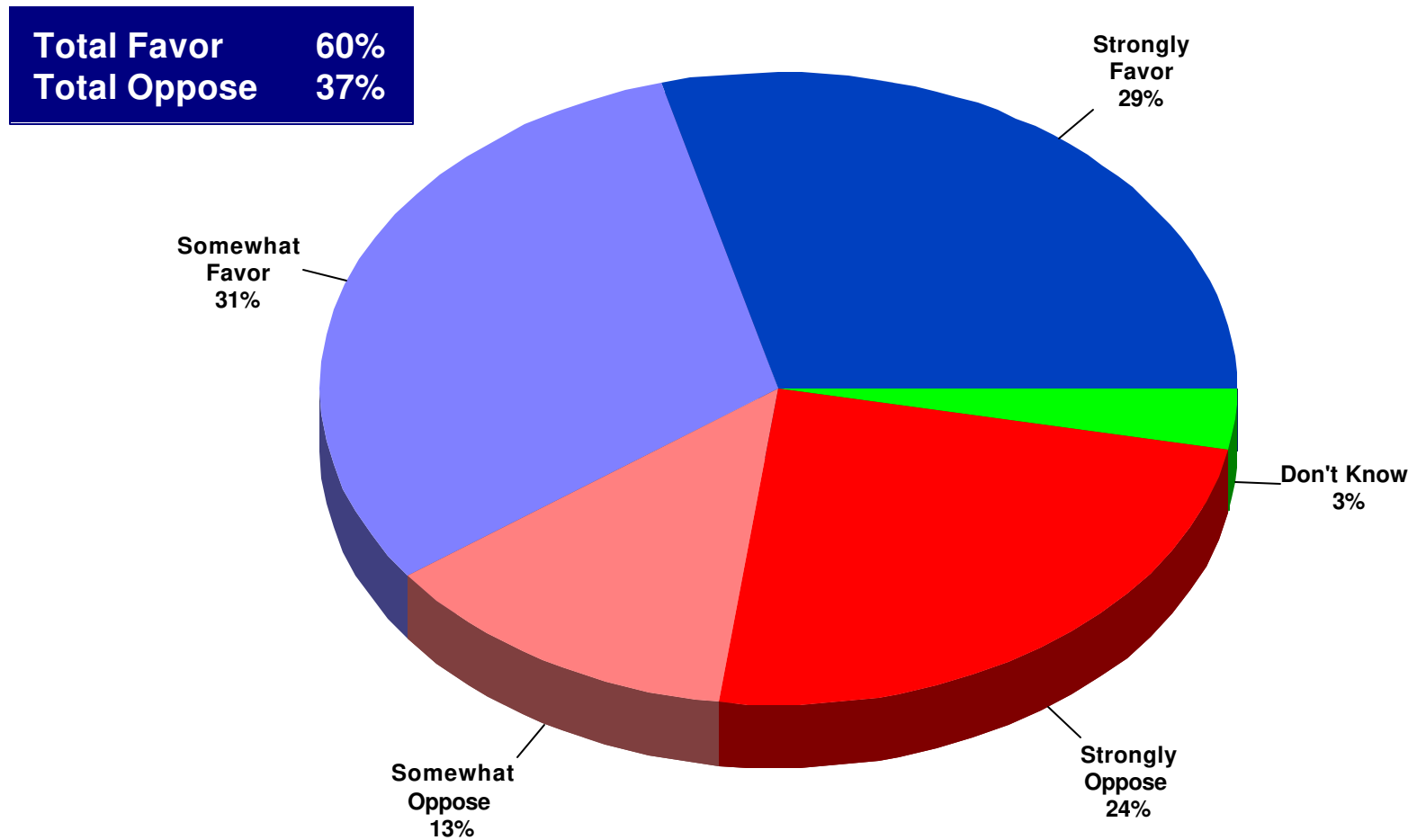
After I read each one please tell me if you would be more likely or less likely to support the creation of a nationwide health information exchange if it included this attribute or if it does not make a difference in your opinion one way or the other.

There is also a strong interest among consumers in using health information technology to more fully participate in their own health care.

Services Tested	% Yes
Check for mistakes in your medical record.	69%
Check and fill prescriptions.	68%
Get results over the Internet.	58%
Conduct secure and private email communication with your doctor or doctors.	57%
19% Would not use the service for any of these items.	

Now let's imagine that a new secure online service was made available to you allowing you to locate your medical records and view them through your own secure online "personal health record" account. Now I am going to read you some things this secure online "personal health record" service would allow you to do after I read each item, please tell me, yes or no, whether or not you would use this secure online "personal health record" service for each activity.

And overall, six out of ten Americans say they would favor the creation of a secure online “personal health record” service for their own use.



Now, overall, would you favor or oppose the creation of this type of secure online "personal health record" service?



FINAL THOUGHTS

FINAL THOUGHTS

- 1. It is important to speak in the language of consumers and about benefits consumers find appealing.**

FINAL THOUGHTS

- 2. Sales adage: Sell the benefits first, not the features of the product.**
 - Here's the application here: There's one overwhelming benefit which worked across audiences and that's the emergency room scenario.
 - It is important to “grab” consumers and create a higher level of interest/commitment to this effort.

FINAL THOUGHTS

3. Privacy. Security.

- Let's *agree* with people. Tell them their medical records are different, and must be more tightly protected even compared to their financial records.
- Never make an ironclad promise this security will never be violated. People will not believe what you are saying.
- Tell them quickly, truthfully, the checklist of items which defends and protects their privacy and the security of the record.

FINAL THOUGHTS

4. A *Secure* nationwide health information exchange.

- **Look, no one is going to support this idea unless/until they believe the medical record information is secure. Let's consider invoking the concept.**

FINAL THOUGHTS

5. “Be for what’s going to happen.”

- Here is one powerful force working: People believe this is already happening and there is little they are going to do to slow it down.
- In a world that is moving to create an electronic medical record, the decision is not whether or not people believe this is a good idea or not, it is *how* this is best done.

FINAL THOUGHTS

- 6.** A “network of networks” means progress.
- The task of creating a secure nationwide electronic health information exchange just seems huge, overwhelming, tiring, and expensive.
 - A “network of networks” helps provide a better answer for security/privacy, but it means the first step already exists.
 - It might be true “even the longest journey begins with a single step,” but there’s something about human nature which proves people must believe it is possible to complete the *entire* journey, before they are willing to get off the couch and take the first step!

FINAL THOUGHTS

- 7. Chicken and egg: Physicians are concerned that having this much access to a patient's medical information could increase their liability. Any legislation in Congress to fund this effort had better deal with this issue or this effort could face enormous push-back from physicians.**



PUBLIC OPINION
STRATEGIES

Presentation to Personal Health Records Conference October 11, 2005

Bill McInturff, Partner - bill@pos.org } 703.836.7655
Elizabeth Harrington, Vice President - liz@pos.org }

Promoting the Shared Medical Record at Group Health Cooperative

Matt Handley, MD
Associate Medical Director, Quality and Informatics

Group Health Cooperative
Seattle, WA USA

About Group Health

**Member governed, not for profit
financing and care delivery
system**

544,000 patients

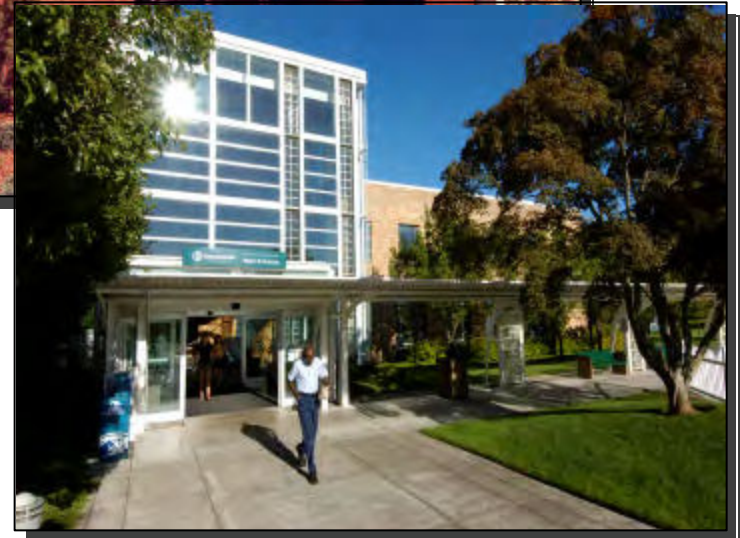
860 Medical Staff

25 Medical Offices, 2 Hospitals

Washington and North Idaho

\$2 billion annual revenue

**Purpose: “To transform health
care”**

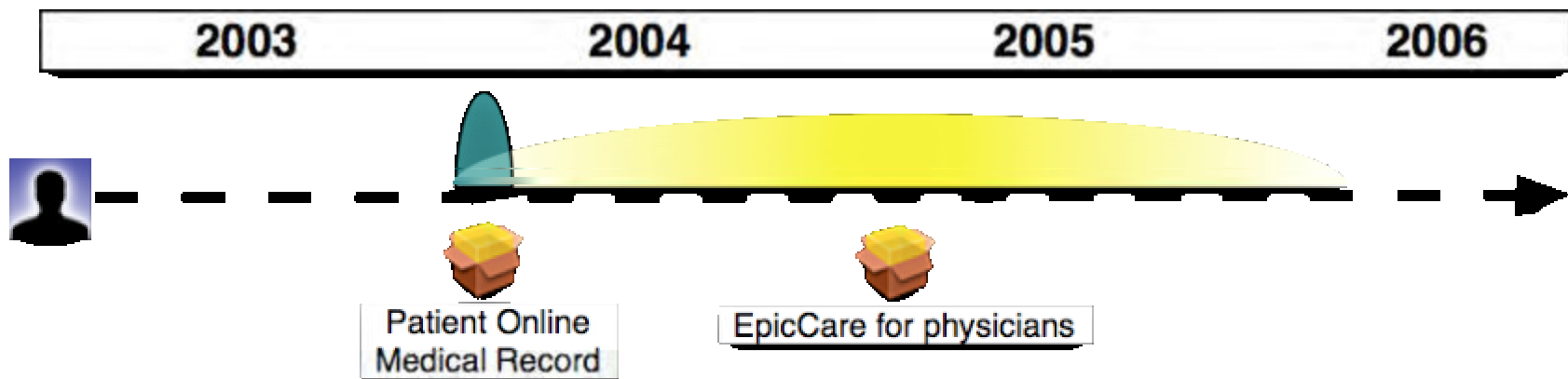


A Shared Health Record

- **A patient centered world is one where the defining characteristics are trust and empowerment**
- **Trust is dependent on both relationship and technical security**
- **Transparency is a property that benefits patients and clinicians**

EpicCare Implementation

Patients First!





- GO
- Profile
- ▶ Your Appointments
 - ▶ Your Medical Record
 - ▶ Your Medications
 - ▶ Your Health Coverage
 - ▶ Parental Access
- RESEARCH HEALTH TOPICS
- Healthwise® Knowledgebase
 - ▶ Condition Centers
 - ▶ Other Health Resources
 - Discussion Groups
- FIND YOUR WAY AROUND GROUP HEALTH
- ▶ Doctors & Health Care Services
 - ▶ Medical Facilities
 - ▶ Pharmacy Services
 - ▶ Health Plans
 - ▶ Customer Service
 - ▶ About Group Health



ENHANCED ONLINE SERVICES

WELCOME TO MYGROUPHEALTH, 3000663!

YOUR APPOINTMENTS

- [Request an Appointment](#)
- [Current Appointments](#)

YOUR MESSAGES

6 NEW Messages

- [E-Mail Health Care Team](#)
- [Message Inbox](#)
- [Sent Messages](#)

YOUR MEDICAL RECORD

- [After-Visit Summaries](#)
- [Lab & Test Results](#)
- [Allergies](#)
- [Current Health Conditions](#)
- [Immunization History](#)

YOUR MEDICATIONS

- [Refill Prescriptions](#)
- [Medication History](#)
- [Check Order Status](#)

YOUR HEALTH COVERAGE

- [Explanation of Benefits](#)
- [Coverage Documents](#)

HEALTH TOPICS

- [Healthwise® Knowledgebase](#)
- [Discussion Groups](#)
- [Health Resources](#)
- [Condition Centers](#)
- [Health Tools & Quizzes](#)

YOUR MEDICAL CENTER

- [Northshore Medical Center](#)

PARENTAL ACCESS

- [CANDY BATES](#) (1 New Message)
- [Charles Bates](#)

FEATURED CONTENT

[Fishing for Good Nutrition](#)
Learn more about the health benefits of fish. Plus: cooking and shopping



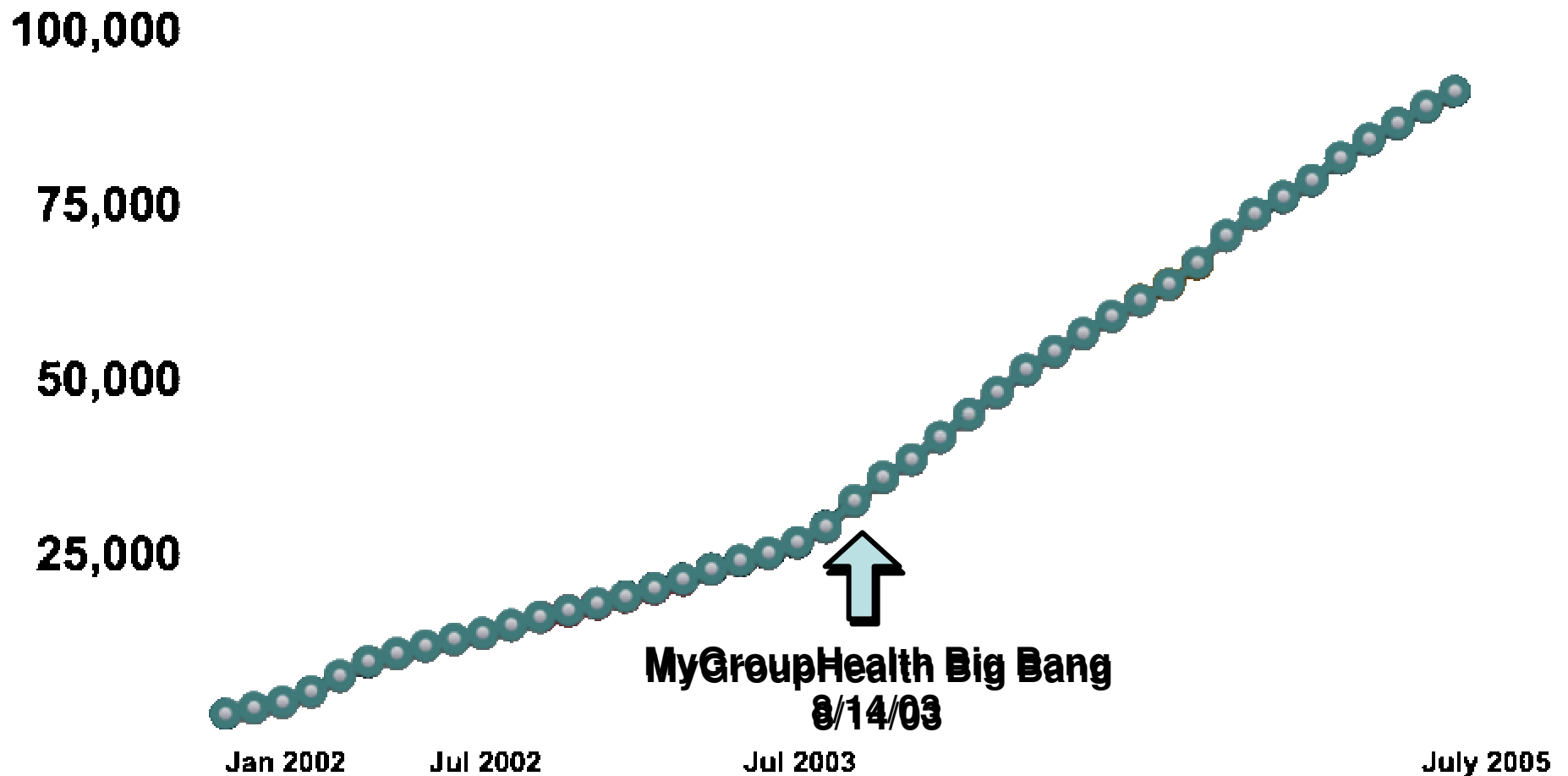
[Explanation of Benefits](#)
New feature! You can now check your Explanation of Benefits statements



Increasing Member Adoption of ghc.org

Changing the point of care to “whenever and wherever” care is needed

◆ 91,125 Enhanced Services Members as of July 31, 2005

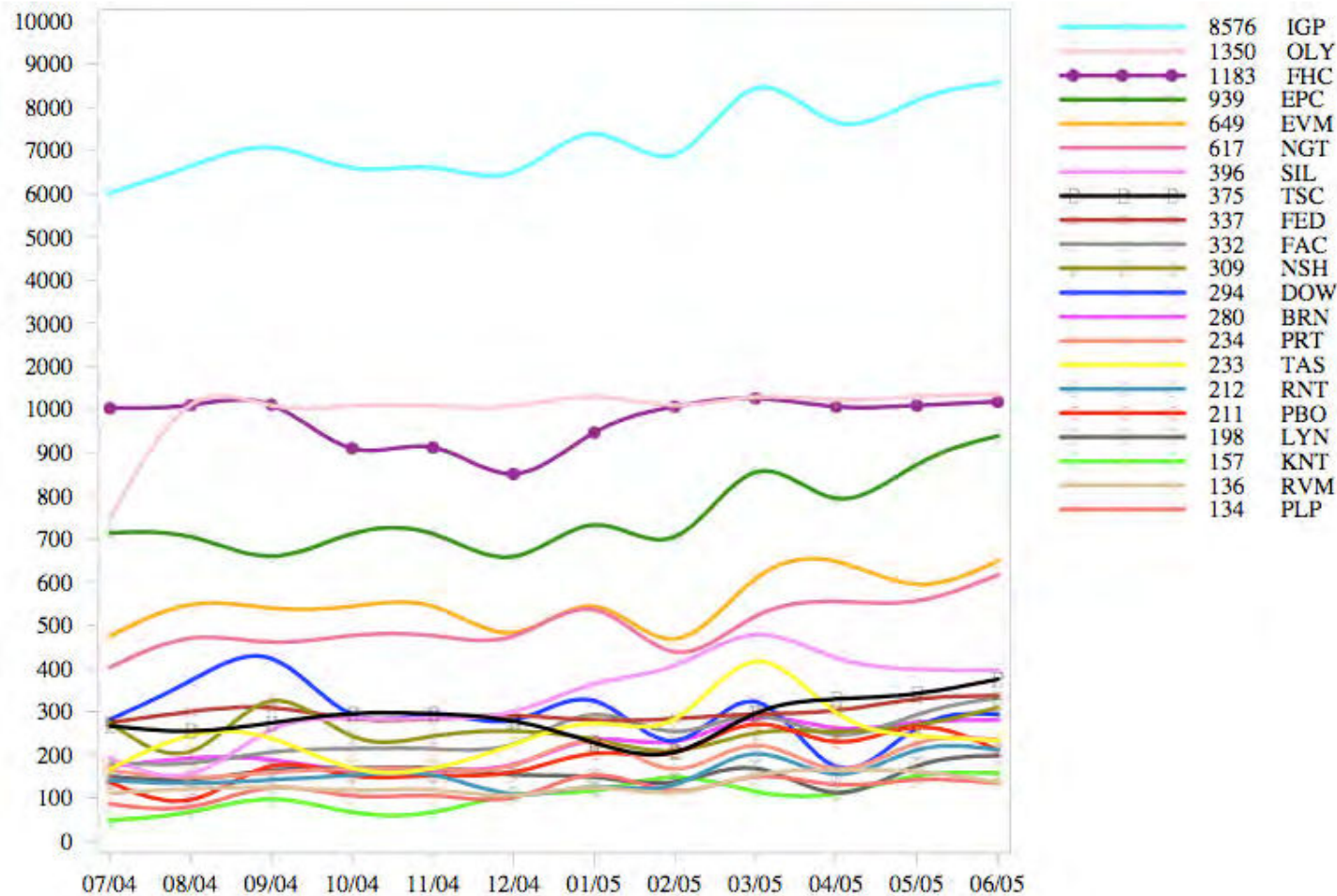


Increasing Member Adoption of ghc.org

Changing the point of care to “whenever and wherever” care is needed

31%
Eligible
Adults

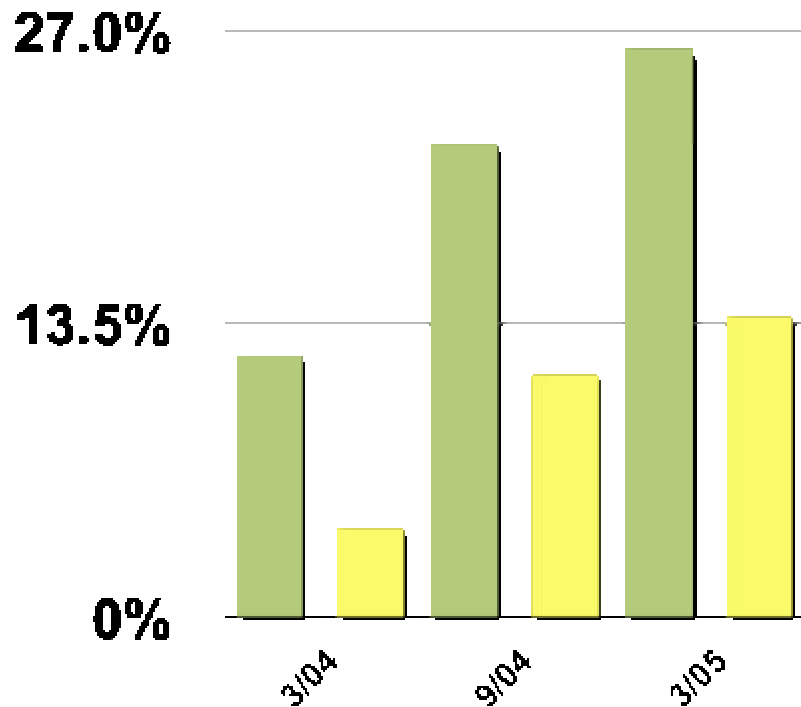
Messaging Volume



Year of the Lab Result

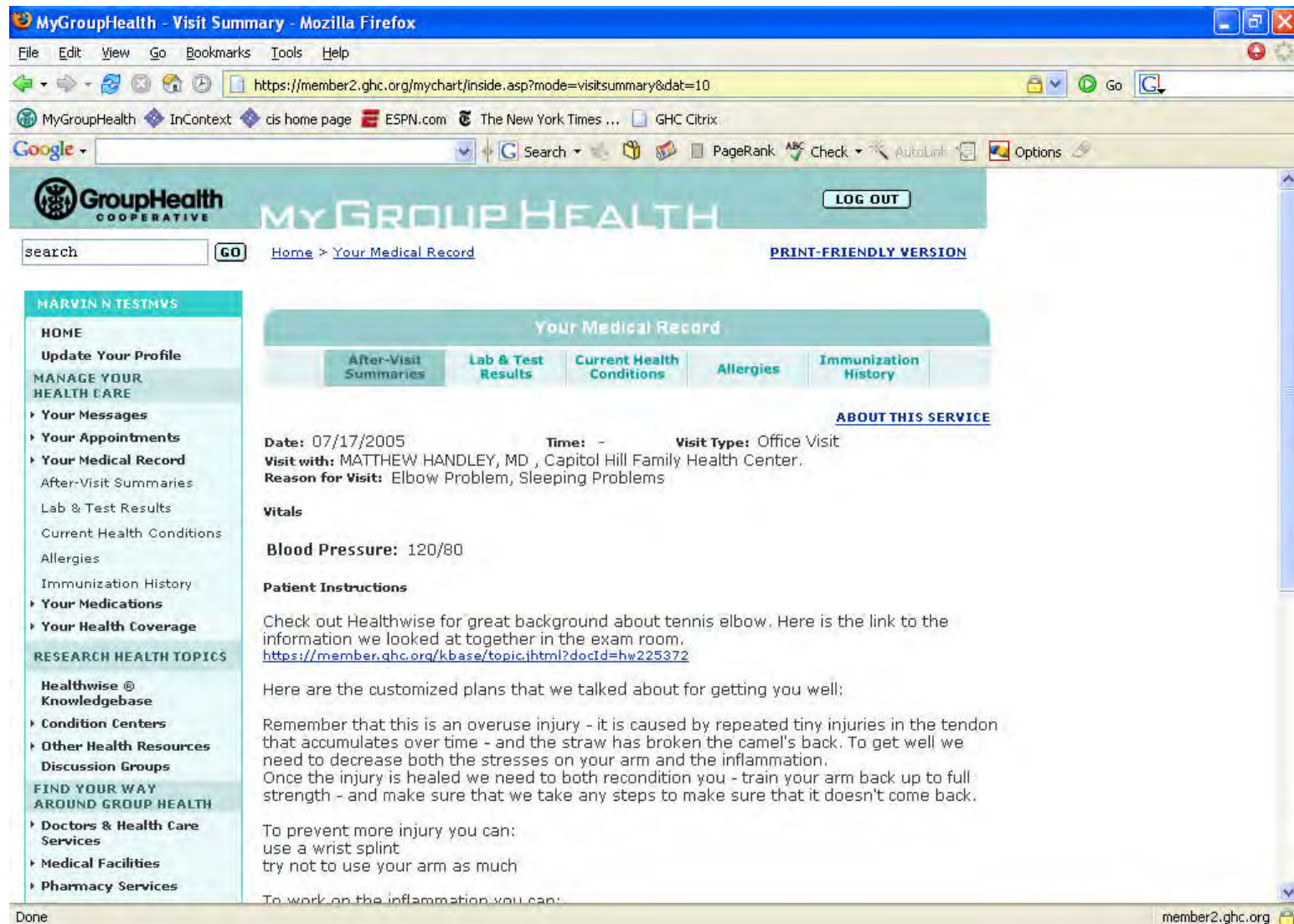
(2004-2005)

- Resulted to MyGH patients (% of total)
- Reviewed online (% of total)



The percentage of lab exams performed on patients who are verified on MyGroupHealth has doubled; the percentage of patients receiving their results on MyGroupHealth has tripled in the last year.

The After Visit Summary



MyGroupHealth - Visit Summary - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

https://member2.ghc.org/mychart/inside.asp?mode=visitsummary&dat=10

MyGroupHealth InContext cis home page ESPN.com The New York Times ... GHC Citrix

Google Search PageRank Check AutoLink Options

GroupHealth COOPERATIVE MY GROUP HEALTH **LOG OUT**

search **GO** Home > Your Medical Record **PRINT-FRIENDLY VERSION**

MARVIN N TESTMYS

HOME
Update Your Profile

MANAGE YOUR HEALTH CARE

- Your Messages
- Your Appointments
- Your Medical Record
 - After-Visit Summaries
 - Lab & Test Results
 - Current Health Conditions
 - Allergies
 - Immunization History
- Your Medications
- Your Health Coverage

RESEARCH HEALTH TOPICS

- Healthwise @ Knowledgebase
- Condition Centers
- Other Health Resources
 - Discussion Groups

FIND YOUR WAY AROUND GROUP HEALTH

- Doctors & Health Care Services
- Medical Facilities
- Pharmacy Services

Your Medical Record

After-Visit Summaries Lab & Test Results Current Health Conditions Allergies Immunization History

ABOUT THIS SERVICE

Date: 07/17/2005 **Time:** - **Visit Type:** Office Visit
Visit with: MATTHEW HANDLEY, MD , Capitol Hill Family Health Center.
Reason for Visit: Elbow Problem, Sleeping Problems

Vitals

Blood Pressure: 120/80

Patient Instructions

Check out Healthwise for great background about tennis elbow. Here is the link to the information we looked at together in the exam room.
<https://member.ghc.org/kbase/topic.html?docid=hw225372>

Here are the customized plans that we talked about for getting you well:

Remember that this is an overuse injury - it is caused by repeated tiny injuries in the tendon that accumulates over time - and the straw has broken the camel's back. To get well we need to decrease both the stresses on your arm and the inflammation.
 Once the injury is healed we need to both recondition you - train your arm back up to full strength - and make sure that we take any steps to make sure that it doesn't come back.

To prevent more injury you can:
 use a wrist splint
 try not to use your arm as much

To work on the inflammation you can:

Done member2.ghc.org

The After Visit Summary

- *“Over the last 6 months I’ve come to really enjoy having MYGHC available. If for no other reason than it serves as extra memory for me (I can check things I’ve forgotten).*
- *As a diabetic, I have frequent visits with my Dr. On any given visit he will set me up for the next visit, giving me an approximate return date as well as filling out lab paperwork for just before I return. Sometimes the labs are fasting, sometimes they are not. Knowing which they are has a big impact on the day I go for my lab work.*

“Try it, You’ll Like It”

- All of our strategies for uptake are designed to get people exposure to a new way of taking charge of their health care
- Emphasize the extension of the trust relationship with their clinical team
- Focus on online transactions
 - Email your doctor
 - Refill prescriptions
 - Book appointments
 - See test results

ing Use

- Focus simultaneously on
- Member
- Provider
- Staff

the last time you saw
medical record
out having to
take a peek?

Register and start browsing.

Use the Web site to check your
view, schedule, and track your
care. GroupHealth's online
services are available 24/7. Register
today to get the most out of your
membership. This is a free service
available to all members.
Visit www.grouphealth.com
to register and start browsing.
GroupHealth's online services are
available to all members.



Pads, Ads, Cards, and Discs

Don't let the flu get you...

Visit MyGroupHealth at www.ghc.org to find out how to stay healthy this cold and flu season.

- Is it a cold or the flu? Check our "Cough, Cold, or Flu?" tool.
- Browse more than 5000 topics of health information.
- Send a secure e-mail to your doctor or the consulting nurse.*
- Order prescription refill. Shipping is free.*

MYGROUPHEALTH

NAME _____

DATE _____

www.ghc.org

Please register and upgrade your account for MyGroupHealth. (See instructions on reverse side.)

Please follow up with me online. Click "E-mail Health Care Team."

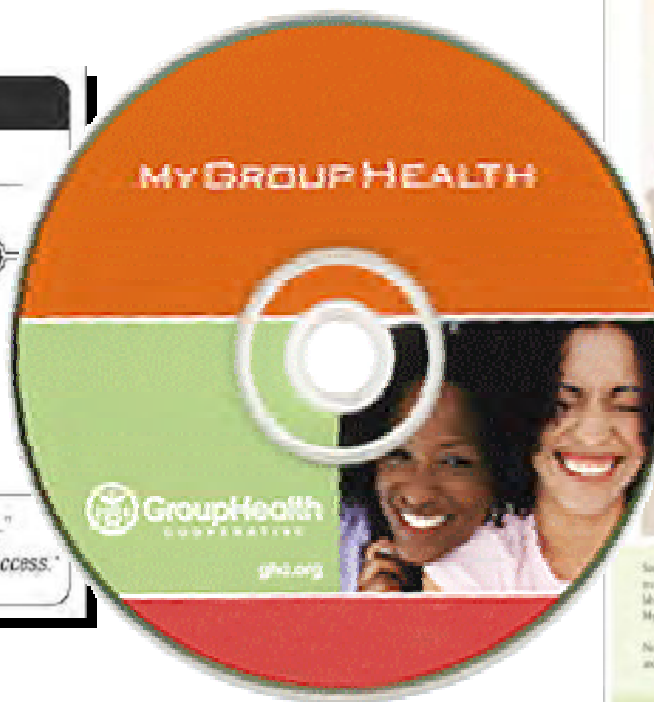
Order refills online. Click "Refill Prescriptions."

View your lab results online. Click "Lab&Test Results."

See health information about: _____

Make your next appointment online. Click "Request an Appointment."

Check your children's immunization records online. Click "Parental Access."




Now you and your medical file can be alone together in the same room.

Seeing your medical file shouldn't mean making a trip. Now you can see portions of your medical record online, securely and privately. At home, at the office, on vacation. For access, office visits, get lab and test results, and more when you get care at a Group Health medical center. Just log on to MyGroupHealth at www.ghc.org. And feel more informed. Without leaving home.

Not yet a member? Ask about Group Health where you work. Or for information about individual and self-employed coverage, call us at 206-445-4141 or 1-800-342-4332.

 ghc.org

The Postcard



It's easier than ever!

Why wait? Our enhanced online services put Group Health pharmacies and clinics at your fingertips. Anywhere.

To get enhanced services log in to MyGroupHealth and upgrade online.



Upgrade by Dec. 31 and you could win a gift certificate!

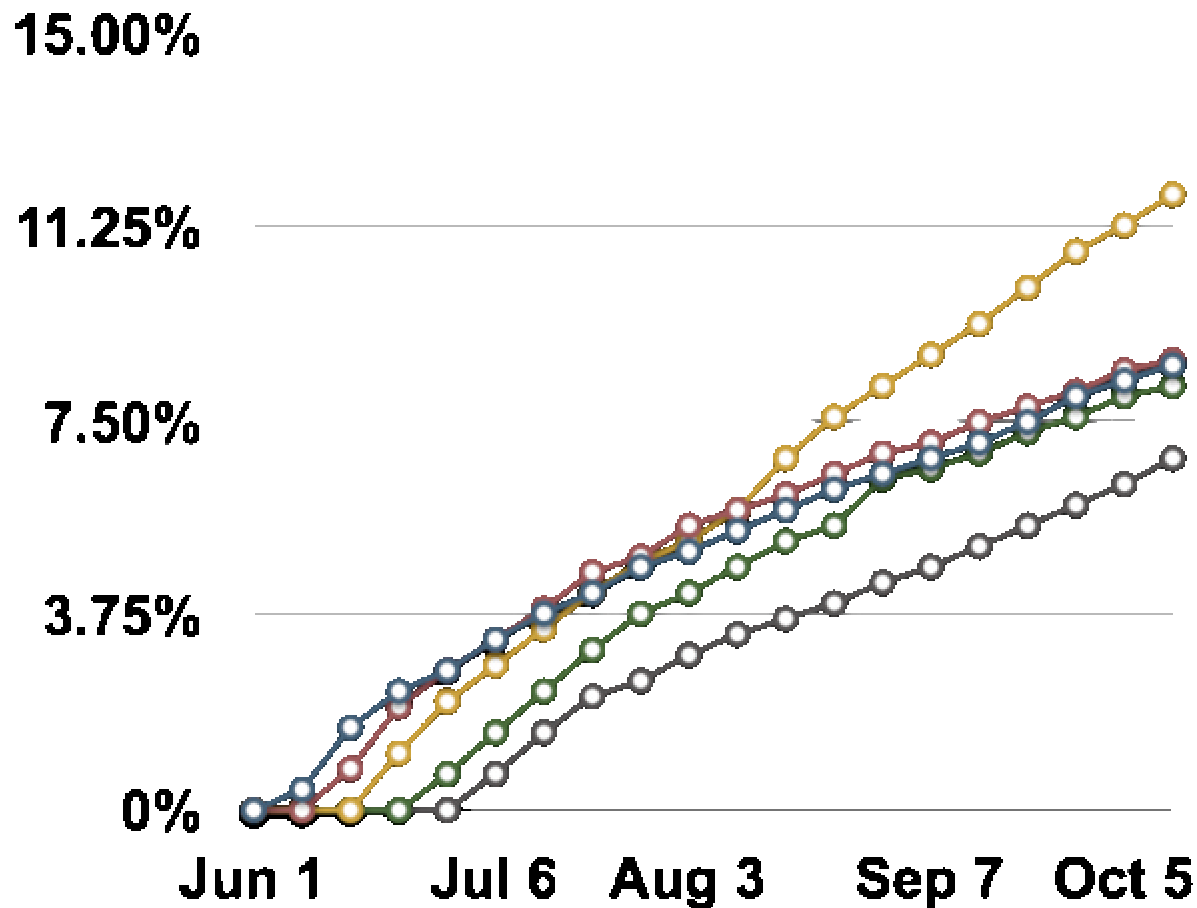
MY GROUP HEALTH

- Refill prescriptions
- See your lab and test results*
- E-mail your doctor*
- Request appointments*

ghc.org

* For members using Group Health medical centers

Direct Mail



When postcards are sent to patient's homes who have registered on the Web site but not "upgraded" to online medical records access, there is, on average, a 9% "conversion" rate.

- Batch 1
- Batch 2
- Batch 3
- Batch 4
- Batch 5

Batches of 5,000 postcards sent 1 week apart, total of 25,000

MyGroupHealth is integrated into care

BEFORE YOU LEAVE...

TESTS

- Lab Test: Urine Blood Wait for Result
- EKG Dx Code:
- X-Ray Wait for Result
- Peak Flow
- Pulse Oximetry
- Hearing Test
- Repeat BP
- Postural BP

TREATMENTS

- Immunization / Injection
- Inhalation Treatment
- Wound Care
- Ear Wash
- Other:

PICK-UP

- Splint or other device
- Literature for:
- Referral Instructions for:
- After Visit Summary

OTHER

- Sign Release of Information Form
- Schedule Follow-up Visit
- Register & complete ID verification for MyGroupHealth
- Stop at Pharmacy (Window B)

BEFORE YOU LEAVE...

TESTS

- Lab Test: Urine Blood Wait for Result
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TREATMENTS

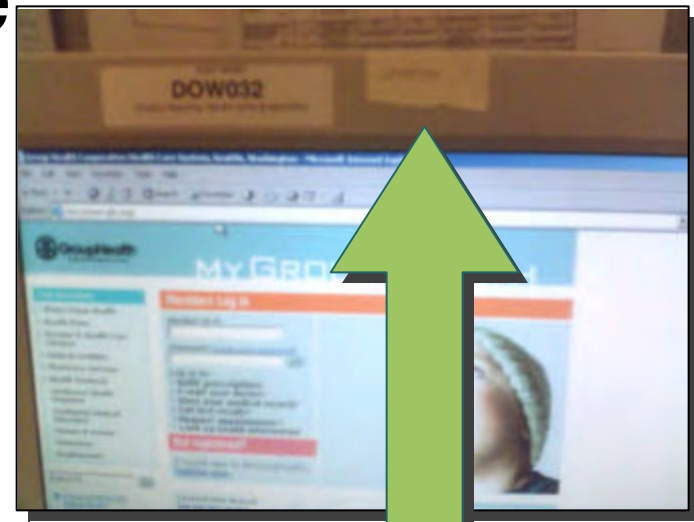
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.pmmgh

Intervening with Clinics

- Usual rate of increase is 1/2 - 1% / month
- Group Health Poulsbo: A 12 % increase in 3 months!



Contests!

- Site scavenger hunt
- Team or practitioner with largest % increase in verification
- Medical center with largest increase in verification
- Medical center with most creative idea

MyGroupHealth for Members
Primary Care Verification Contest
 (Since 9/1/2004)

[By PCC](#) | [By Team](#) | [By PCC](#) | [Definitions](#)
 (as of midnight December 30, 2004)
This report is only for monitoring purposes and further reconciliation will be done to determine the final results.

	Base % ver	New verifications	Current % ver	Change
Poulsbo	22.94%	511	34.91%	11.96%
Tacoma	15.07%	1,273	26.58%	10.71%
Kent	15.68%	437	22.65%	6.99%
Fosteria	23.48%	519	29.06%	5.57%
Silverdale	15.32%	594	21.16%	4.84%
Downtown	31.75%	318	36.64%	4.79%
Olympia	20.42%	1,608	24.92%	4.49%
Capitol Hill Family	29.01%	1,028	33.92%	4.11%
Renton	16.83%	393	20.95%	4.08%
Eastside Primary	25.60%	626	29.33%	3.50%
Burien	17.14%	354	20.57%	3.43%
Northshore	23.38%	270	26.80%	3.42%
Puyallup	14.45%	310	17.65%	3.39%
Federal Way	17.63%	420	20.85%	3.23%
Northgate	22.91%	640	26.09%	3.17%

Welcome Protocol

New MyGroupHealth Patients By Provider (Weekly)

02/17/2005 to 03/02/2005

Report Generated On: 3/3/2005

CONFIDENTIAL - DO NOT FILE IN MEDICAL RECORDS

The following patients on your panel accessed MyGroupHealth's enhanced services for the first time during this reporting period and have not received a secure message from you. It is recommended that physicians welcome their patients to MyGroupHealth using a patient SmartPhrase such as "PMWELCOME".

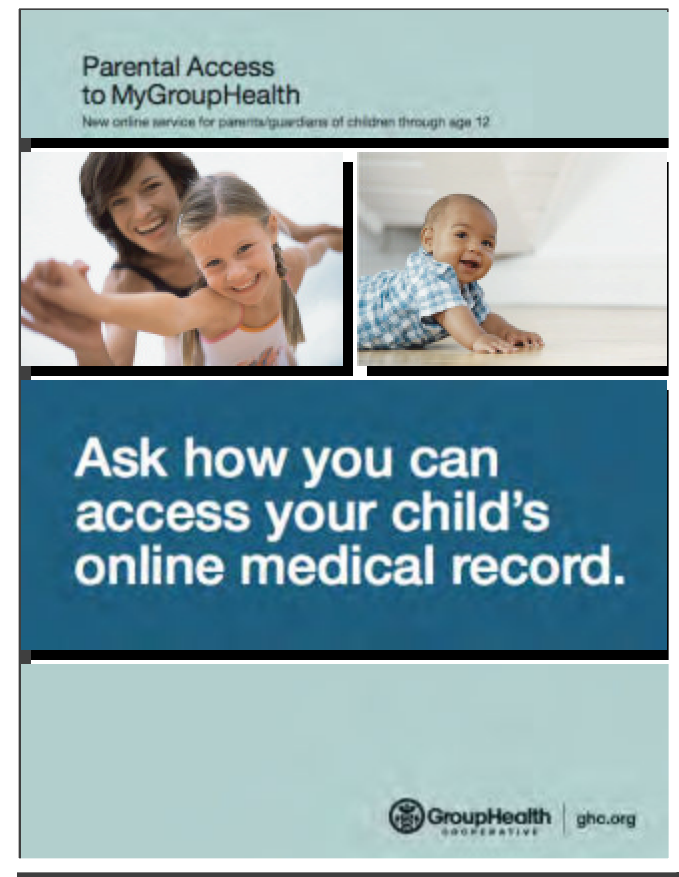
PROVIDER, JOHN A

Consumer Number	Name	First MyGH Access	Email Tickler Enabled	Labs Unreleased
11234567	Patient, Mary M	2/17/2005 11:32:00AM		0
98765432	SLDont, John J	2/10/2005 4:25:00PM		1
23456789	Smith, Jane A	2/22/2005 8:43:00PM		0


- MyEpic Report
- .pmwelcome

Keeping Busy


- Do you want information about your teen?
- **“Leslie” —yes and no. Understands legal issues, but would want to be able to request appts for teens. Expects that teens could access their own records and then could choose to give their parents access to teens’ account.**
- **“Julie S” and “Kelly” generally understood legal issues, would still like to get some info for teens**



Parental Access to MyGroupHealth
New online service for parents/guardians of children through age 12



Ask how you can access your child's online medical record.

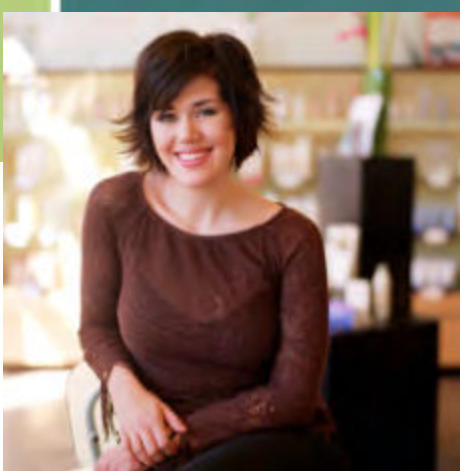
 GroupHealth COOPERATIVE | ghc.org

Television Ads

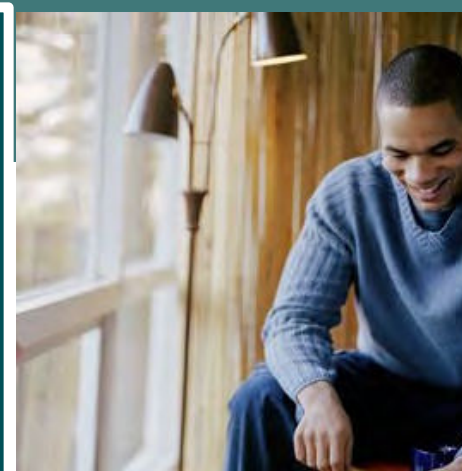
- Re-branding around technology
- Focus on online transactions
- Consistent tone across years

Transforming Care

- Supporting the Continuous Healing Relationship
- Being available to meet our patients needs
- Building better health with our patients

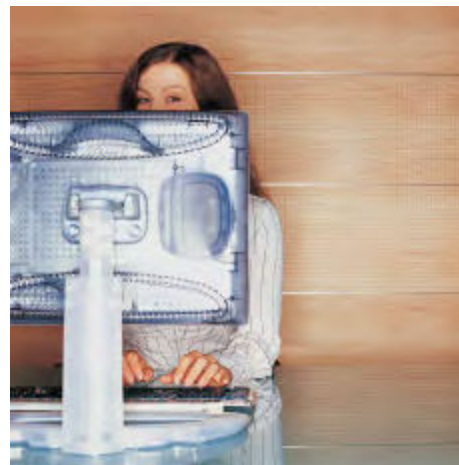


GroupHealth



Options and Tools

MyGroupHealth



Patient Centered



Healing Relationships



Shared Medical Record