

# Personalizing Health Care

## *Creating a Medical Home*

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# Outline

- Defining PHR, personal health record
- Connecting patients with their information
- Creating a patient partnership
- Using HIT to *transform* management of chronic diseases – creating a medical home for patients

# IOM Principles for 21<sup>st</sup> Century *What's the Gap?*

“Patients should have unfettered access to their own medical information and to clinical knowledge.”

*Crossing the Quality Chasm, 2001*

Answer: PHR?

Question: Defining PHRs?

# One PHR Definition

- “An electronic application through which individuals can access, manage and share their health information, and that of others for whom they are authorized, in a private, secure, and confidential environment.”

Markle Foundation, Connecting for Health, 2003

# Who, then What?

Jim Collins, Good to Great

What do patients want?

*Deriving a PHR Definition*  
based on Patients' Perspectives

Wants - Fears + Loves = CSF for PHRs

# Patient Education Focus Groups

## *Methodology*

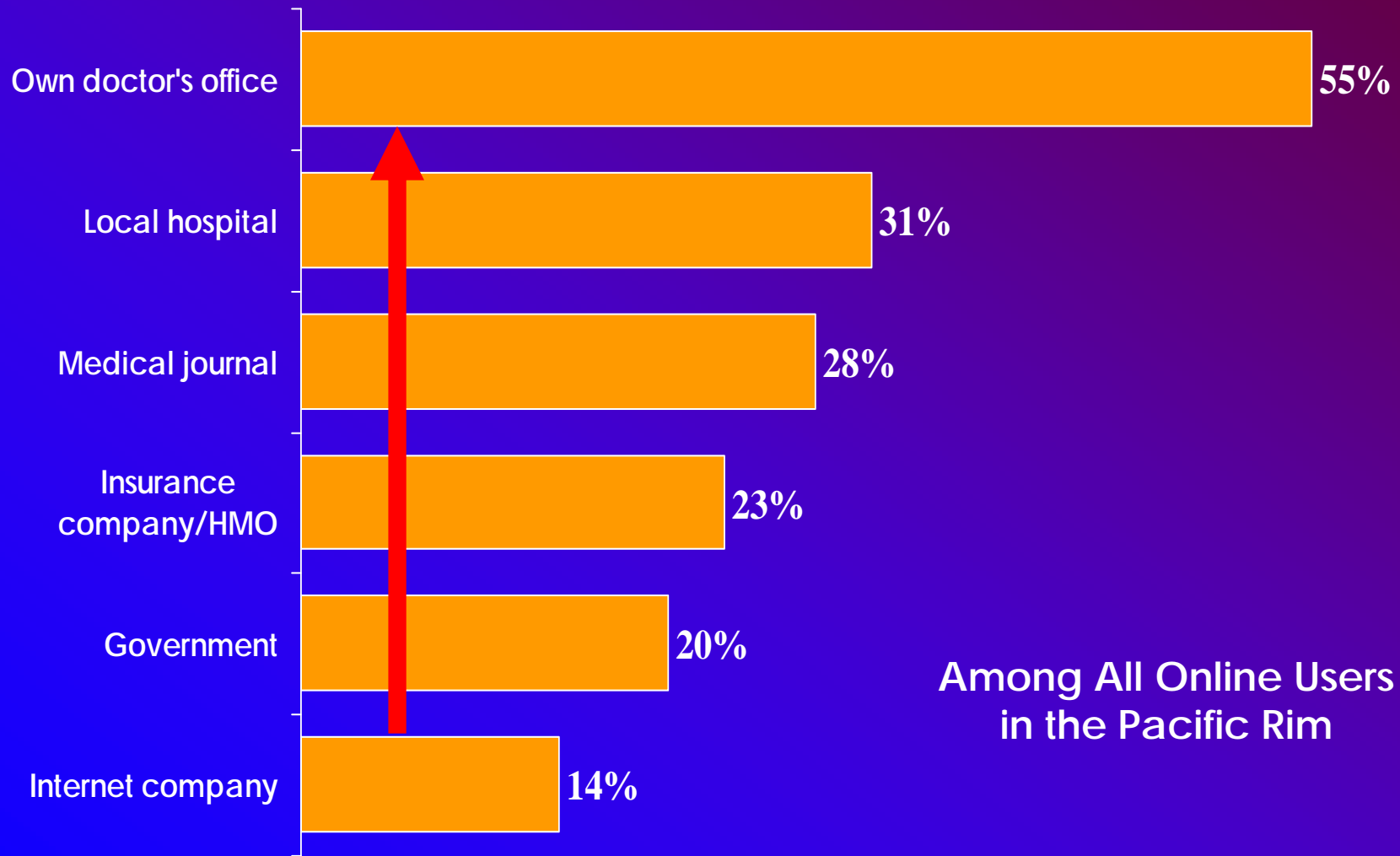
- Independent market research firm
- Random selection of patients seen within 2 months in 5 clinics
- 24 patients in 2 focus groups
- One-way mirror

# Patient Information Needs

## *Focus Group Results - Themes*

- Patients *do* seek information about diagnosis and treatment plan (including alternatives)
  - Friends, relatives
  - Libraries, Internet, pharmacy inserts

# Preferred Source for eHealth Information



Among All Online Users  
in the Pacific Rim

# Sources of Health Information

## *Barriers Affect Use*

- 62% of US adults trust their physicians as a source of health information
  - 50% would want to go to their physicians first
  - 11% go to their physician first
- 49% actually go online first

# Patient Information Needs

## *Focus Group Results – Themes II*

- Patients prefer custom-tailored information
  - *Their* own data (lab results, findings)
  - Information on *their* problem and possible solutions
- Need for their physician endorsement
  - Physician endorse material as relevant to them
  - Physician should briefly review with them

# Patient Information Needs

## *Focus Group Results – Themes III*

- Timing should be when the *questions* arise
  - Not in the exam room!
  - At home, with friends and family

# Desired Online Services

## *Harris Interactive Poll*

- **"Which of the following technologies would you like to have access to when seeking care from a doctor or hospital?"**
  - 77% Reminders about being due for visit or care
  - 75% Make appointments online
  - 74% Email directly with my doctor
  - 67% Receive test results
  - 64% Access my electronic medical record
  - 57% Send home monitoring results to my doctor

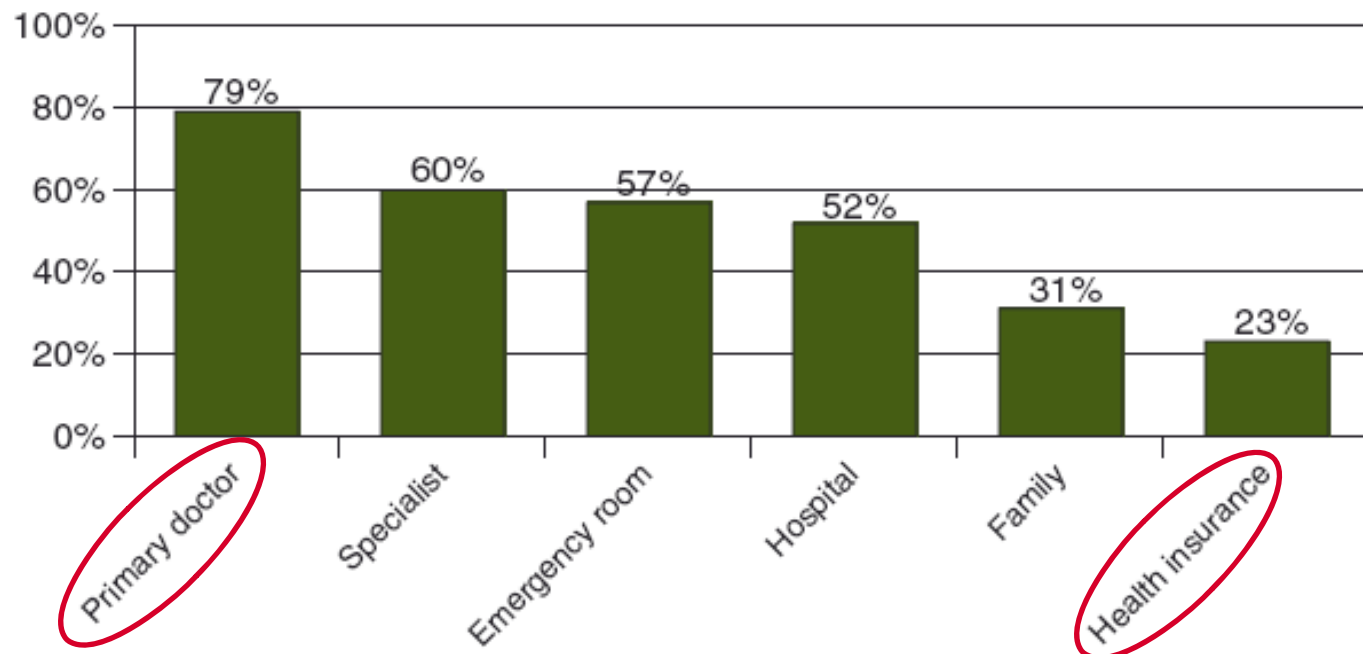
Wants – *Fears* + Loves – CSF for PHRs

# Markle Online Survey

*June, 2003*

- 91% Very concerned about privacy and security

Based on responses to the question, "If you kept your medical records online, how comfortable would you feel having the following people access your records *only after you have given your explicit permission.*"



# PHR User Experience

Wants – Fears + *Loves* = CSF for PHRs

*“Try it; you’ll like it.”*

# Demo of PAMFOnline

- Learn More
- Online Demo
- Security/Privacy
- Register Now!
- Home



**A Convenient Connection To Your Doctor**

PAMFOnline helps you meet your health care needs quickly and conveniently by giving you a secure, confidential and innovative way to view your health information while at home, work or anywhere you have internet access.

*Sign Up  
 for PAMFOnline  
 Today!*

- *It's convenient*
- *It's efficient*
- *It's always there*

**Available at no cost to you:**

- View test results
- View your medical record
- Request appointments
- Renew prescriptions
- Ask questions about your bill

View  
**PAMFOnline Video**  
 Requires Flash

**WORLD WIDE WEB**

Thanks for using PAMFOnline. You have been logged out.

**PAMFOnline ID**

**Password**

[Forgot your password or ID?](#)

**First Time User**

**Access Code**

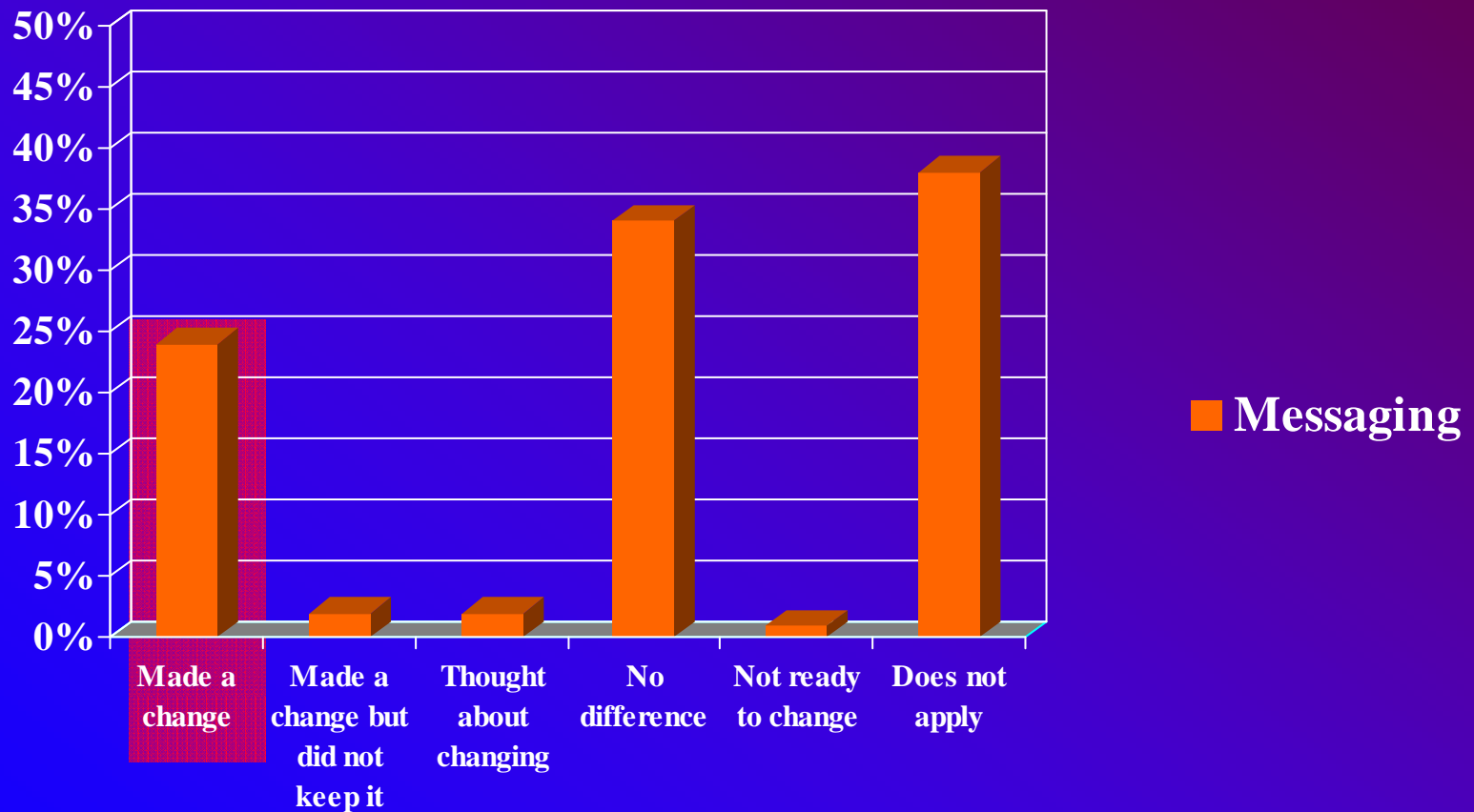
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[Expired or invalid access code?](#)

MyChart® by Epic Systems Corp

- [Check Your Browser](#)
- [Problems Logging In](#)

# Change in Health Behavior *Specifically Due to Using PAMFOnline*



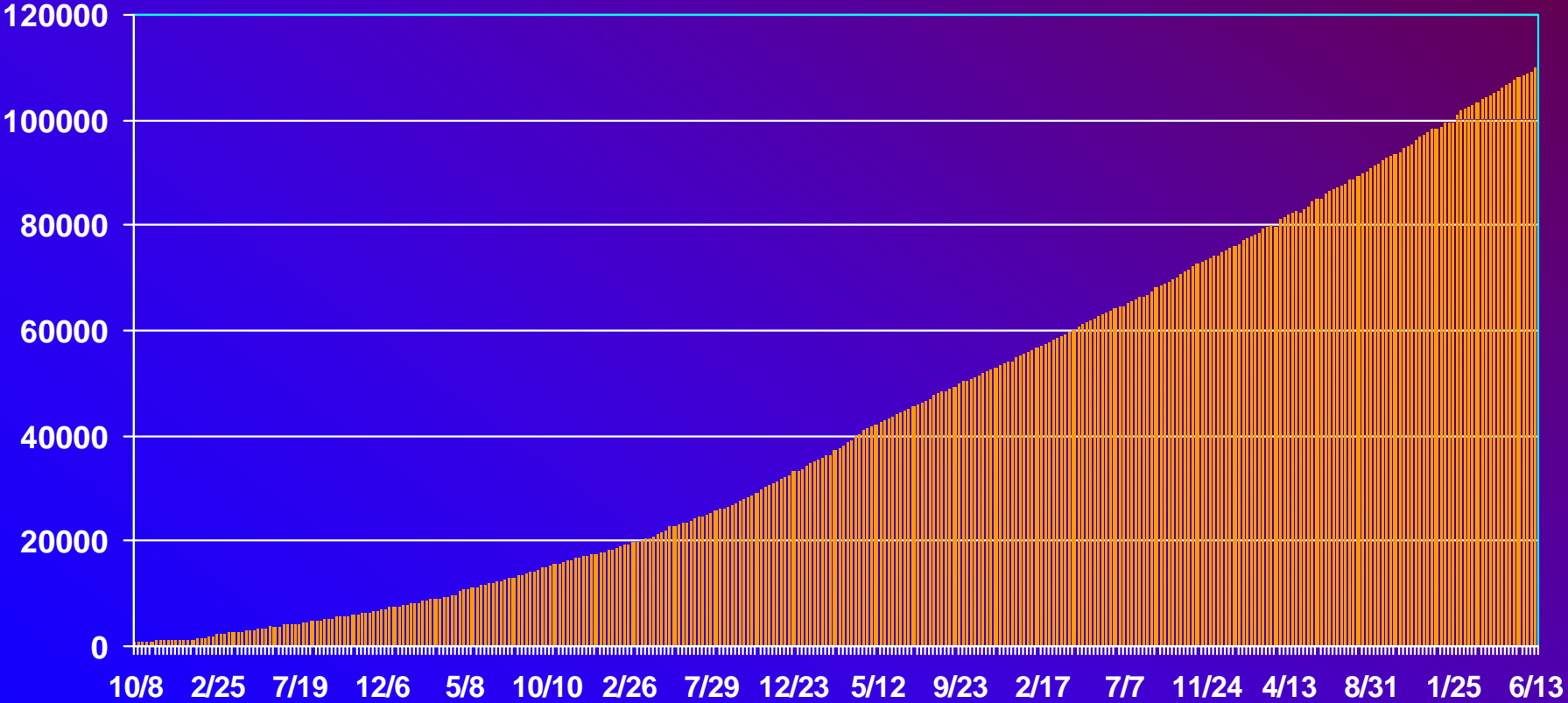
# PAMFOnline Survey Results

## *Self Efficacy*

- “The **test charts** are a **eye opener** and makes me **pay more attention** to health management issues.”
- “Getting direct access to **lipid panel results** **incented** me to adopt a **low-fat diet** (which I have **maintained** pretty well **for a year now**).”
- “**I feel more confident!**”
- “I see myself as **more accountable** for my health.”
- “I lost weight to get the **overweight designation** off my record.”

# PAMFOnline *Enrollment*

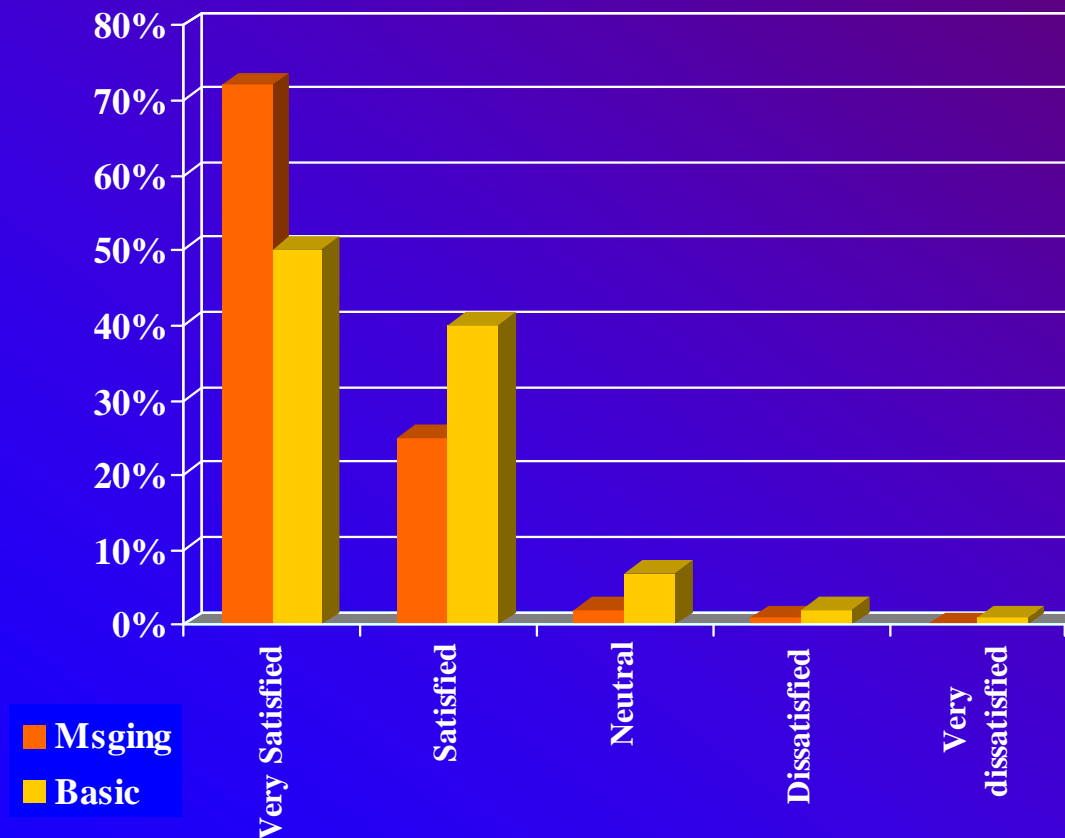
49% of adult primary care base



# PAMFOnline 2007 Survey

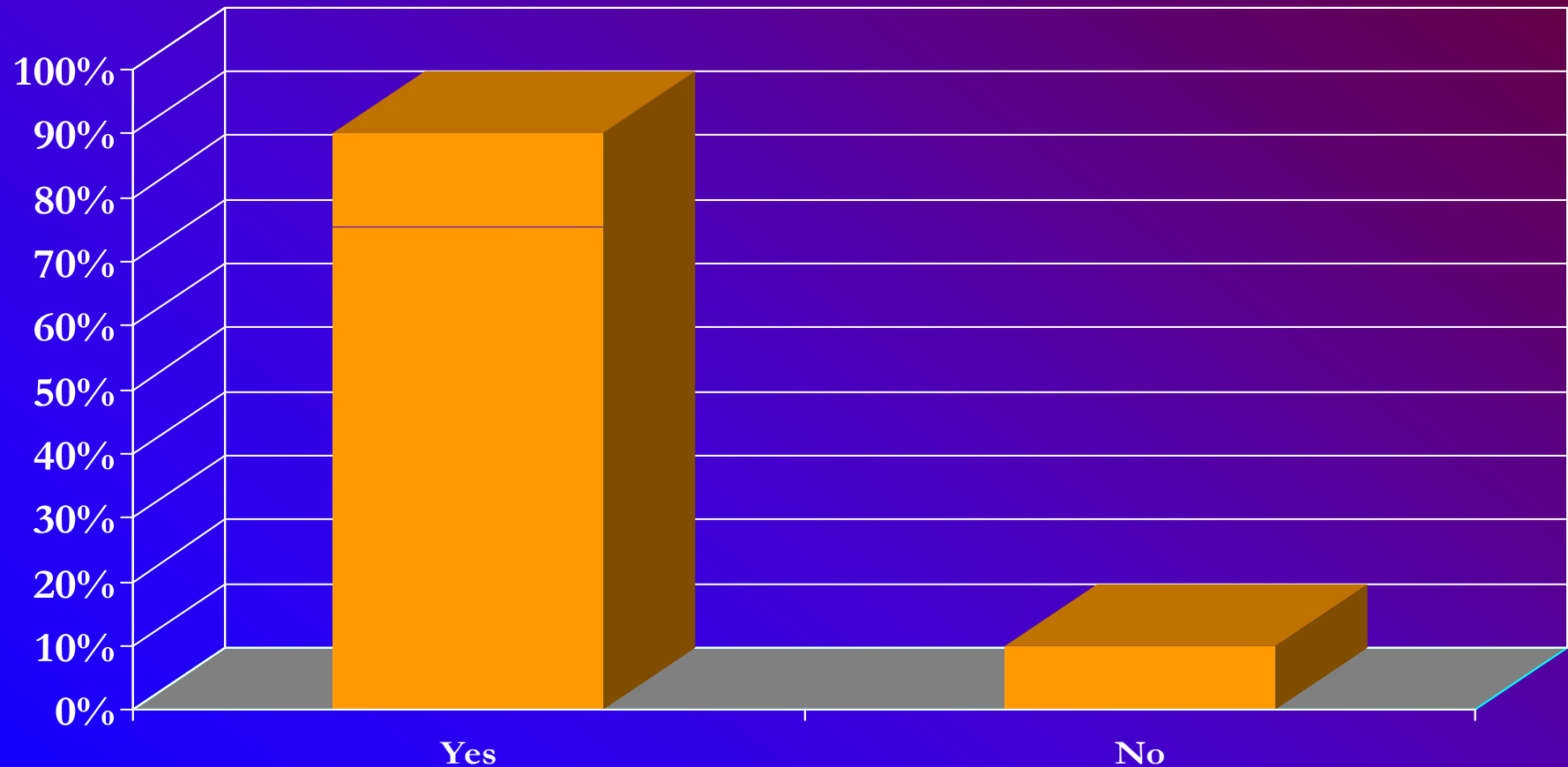
## *Overall Satisfaction*

**97%** of messaging subscribers are very satisfied/satisfied  
**90%** of basic subscribers are very satisfied/satisfied



# Physician PAMFOnline Survey

*“Are you satisfied with PAMFOnline?”*



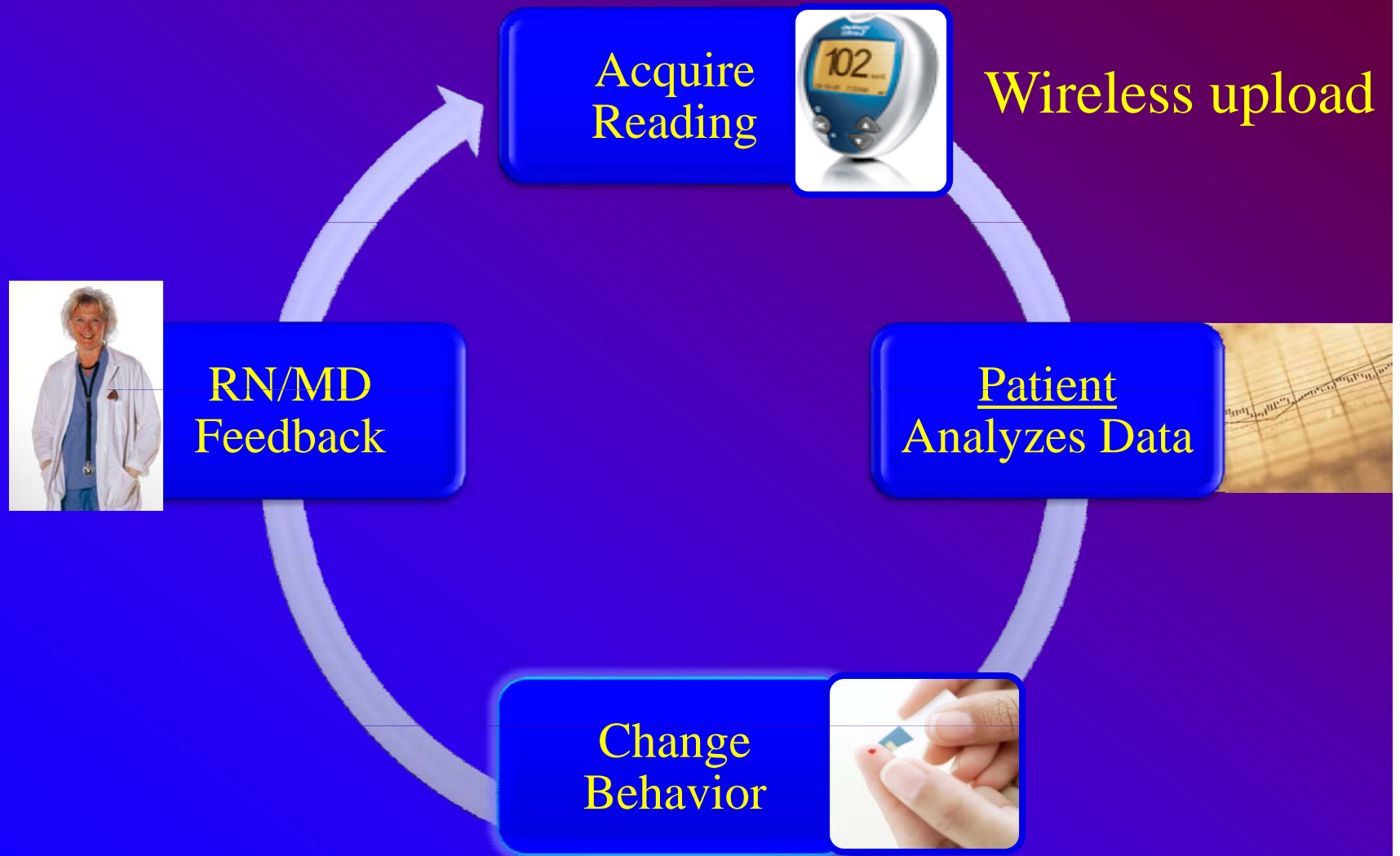
Physicians with 100+ PAMFOnline patients

# Online Disease Management

*Establishing a “Continuous Healing  
Relationship” [IOM, 2001]*

# Disease Management

## *Self Management*



# A Personalized Health Care Program

Demo

# Proving Whether It Works

## *A Randomized Controlled Clinical Trial*

- Funded by the Agency for Healthcare Research and Quality
- 400 diabetic patients to be recruited (200 intervention, 200 controls)
- Outcome measures:
  - HbA1c, BP, lipids, wt, microalbumin
  - Self-management behavior
  - Patient and provider satisfaction
  - Utilization
- Establishing evidence for reforming health care reimbursement

# Summary

## *Connecting for Better Health*

- Need to put patients (and their caregivers) on the health care team
  - Break through the “glass ceiling” of health care delivery effectiveness
  - Leverage an untapped resource (patients and their family caregivers)
- EHRs *and* PHRs are essential technologies for health care
- Personalizing health care is key to engaging patients in healthcare transformation