

Doctors and Patients Online

Doctors

- 90% use the Internet
- MDs online spend an average of 3 hours/week on medical activities
- Approx. 19% have used email with patients; 39% say they will within 18 months

Patients

- 66% use the Internet (U.S. Adults)
- 76% seek health information online; 39% do so monthly
- 90% of those online want to communicate with their doctor online – over 50% say online access would influence their choice of health plan or doctor



Isn't this Just eMail?

eMail

- Not HIPAA compliant
 - Not secure
 - Limited audit trail
- Free-form
- Non-chargeable
- One-to-one exchange without workflow support
- Limited feature set



- HIPAA ready
 - Secure servers, 2 firewalls, 128-bit, SSL encryption
 - Full audit trail
- Clinically structured
- Reimbursable
- Advanced workflow support
 - Message routing by type
 - Distinct roles/proxy rights
- Comprehensive feature set
 - e-Prescribing, e-Referrals
 - Clinical content and forms



How do webVisits Work?

Patients select from 140+ Common Symptoms or Chronic Conditions

RelayHealth™ Privacy Info Help Contact Support Logout

Mrs. Anne Peters

Home Your Doctors Message Center Health Records Account

Daniel Field MD
Family Practice

webVisit™ Progress

Choose Symptom Interview Update Health Record Review & Send

Choose a Symptom

To consult your doctor about a new symptom, choose a symptom from the list below that best matches your main problem or condition. To view more symptoms, select another category from the dropdown menu below. If you cannot find a symptom, click a **General Symptom Form** link at the bottom of this page. To consult your doctor about an ongoing or previously diagnosed condition, [see the Ongoing Symptom list](#).

Select a Category to View Adult Health

General Adult Health Problems

A	Heartburn
Abdominal Pain	Heartburn in Pregnancy
Abnormal Penile Discharge	High Blood Pressure
Absent Periods	Hip/Upper Leg Injury
Acne	Hives
Allergic Symptoms	Hormonal Changes
Animal Bites and Attacks	I-J-K
Animal Scratches	Indigestion
Anxiety	Insect Stings and Bites
Athlete's Foot	Insomnia
B	Irregular Periods
Back Pain	Irregular Vaginal Bleeding
Back Problems	Itching
Back Problems in Pregnancy	Jock Itch
Bites and Scratches	Knee Injuries
Blood in Urine	Knee Problems
Breast Lumps	L-M
Breast Pain and Tenderness	Lice, Scabies, and Bedbugs
Breast Swelling	Loose Stool



How do webVisits Work?

Patient Completes an MD-Authored Interactive Online Interview

Options
Check Spelling

webVisit™ Progress
Choose Symptom | **Interview** | Update Health Record | Review & Send

Interview - Allergic Symptoms

To help me understand your current medical problem and symptoms, please complete the following questionnaire.

In a few words, please describe your condition and how I can help you today.

How long have you been having allergy or hay fever symptoms?

- ☐ Less than 1 day
- ☐ 1-7 days
- ☐ 1-2 weeks
- ☐ 2-4 weeks
- ☐ More than 1 month

Please select all of the symptoms that you have.


- ☐ Rash
- ☐ Cough
- ☐ Sneezing
- ☐ Burning, itchy, red, or draining eyes
- ☐ Swelling around lips, tongue, face, or eyes
- ☐ Ache or pressure around eyes or cheekbones
- ☐ Mild or occasional wheezing
- ☐ Runny nose
- ☐ Nasal congestion



How do webVisits Work?

Physician Receives Concise, Structured Message with Summary Health Record

View	webVisit Consultation	
Patient Message	Peters, Anne -- DOB 9/12/1959	
Message History		
Options		
View Print Version		
Archive this Message		

 Female 42 years 5' 4" 135 Pounds Married	Medical info modified - 03/24/02 by Daniel Field MD
Day phone 510-555-4242 Evening phone 510-555-4444 Health plan Blue Shield of California POS Subscriber/member ID 5555555555-01	Problems Depression; hay fever
Time of webVisit Jan 25 2002 8:19AM webVisit complaint Sore Throat	Patient Diagnoses 787.1 HEARTBURN
	Allergies insect stings; penicillin
	Medications Allegra; Amoxicillin; Paxil

From	Mrs. Anne Peters
Routed to	Daniel Field, MD
Provider	Daniel Field MD
Patient	Mrs. Anne Peters
Sent Date	Aug 28, 2002 10:26 AM
Subject	webVisit: Allergic Symptoms
Message	

Chief Complaint

- I have been sniffing and sneezing and my eyes are itching and watery..

History of Present Illness

- Has had symptoms for 1-7 days.
- Is sneezing.
- Has burning, itchy, red, or draining eyes.
- Does not have a rash.
- Does not have a cough.
- Does not have swelling around lips, tongue, face, or eyes.
- Does not have ache or pressure around eyes or cheekbones.
- Does not have mild or occasional wheezing.
- Does not have a runny nose.
- Does not have nasal congestion.
- Does not have a fever.
- Symptoms caused or aggravated by pollens.
- Symptoms caused or aggravated by certain foods.
- Patient is not taking anything to treat hay fever or allergy symptoms.
- Symptoms are slowly getting worse.





How do webVisits Work?

Physician Replies using Customizable Templates and Time-saving Attachments

RelayHealth™ Privacy Info Help Contact Support Sign Out Daniel Field MD

Home Messages eScript® Labs Patients Broadcast Settings

View Reply to webVisit Consultation

Your Message
Patient Message
Patient Face Sheet
Message History

Attach
+ Add/Delete Files
+ eScript
+ webVisit
+ Self Care
+ Appointment Request
+ Newsletter Articles
+ Web Link

Options
View Print Version
Save as Draft
Save as Template
Delete Draft Message

Send [icon] Route to [icon] Cancel [X]

Dx Working **Fee** **webVisit Type**
Diagnosis Add (\$ Eligible for webVisit reimbursement. Patient co-payment applies. [Edit Fee](#) New webVisit

From Daniel Field, MD
Patient Mrs. Anne Peters - DOB: Sep 12, 1959
Subject RE: webVisit: Allergic Symptoms

Message [Tx Option](#) [Message Template](#) [Lab/Test Results](#) [Check Spelling](#)
[Appointment Reminders](#)

Dear Anne:

Season allergies are common this time of year, especially due to pollen and grass exposure.

I'd like you to begin treatment with allergy medication once again. Here are some addition steps you can take:

Hypoallergenic pillow and mattress covers may reduce

Attachments eScript [Allegra \(OR CAPS 60 MG\)](#) [Delete](#) [Print](#) [Drug Info](#)

Message Thread [Show](#)



Key Research Questions

- What is the impact of secure, structured, reimbursed online doctor/patient communication (webVisits) on healthcare utilization and cost of care?
- How does the availability of secure online communication affect patient satisfaction? Access? Perceived quality?
- How do physicians respond to secure online patient communication in a reimbursed environment? Do they find it convenient? Easy to integrate? Acceptable as a form of care for patients with non-urgent medical needs?



Study Background

- **Participating Health Plans**
 - Blue Shield of California
 - ConnectiCare
 - 10 self-insured employers and 4 ASO carriers
- **Study Scope**
 - California and Connecticut
 - 3,688 member treatment group (PPO/POS)
 - 3,390 member control group
 - 282 MDs
- **Principal Investigator**
 - Laurence Baker, PhD – Stanford University



Study Background

- MD Reimbursement: \$20-25
- Patient co-payment: \$0-\$10
- Measures & Methods
 - Cost (claims analysis: treatment vs. control group)
 - Patient satisfaction (random sample telephone survey)
 - MD satisfaction (random sample telephone survey)



Study Methods and Findings

■ Methods

- Pulled claims data (6/1/00 – 5/31/02)
- Compared treatment group to matched control group
- Analyzed utilization and costs pre- and post- intervention

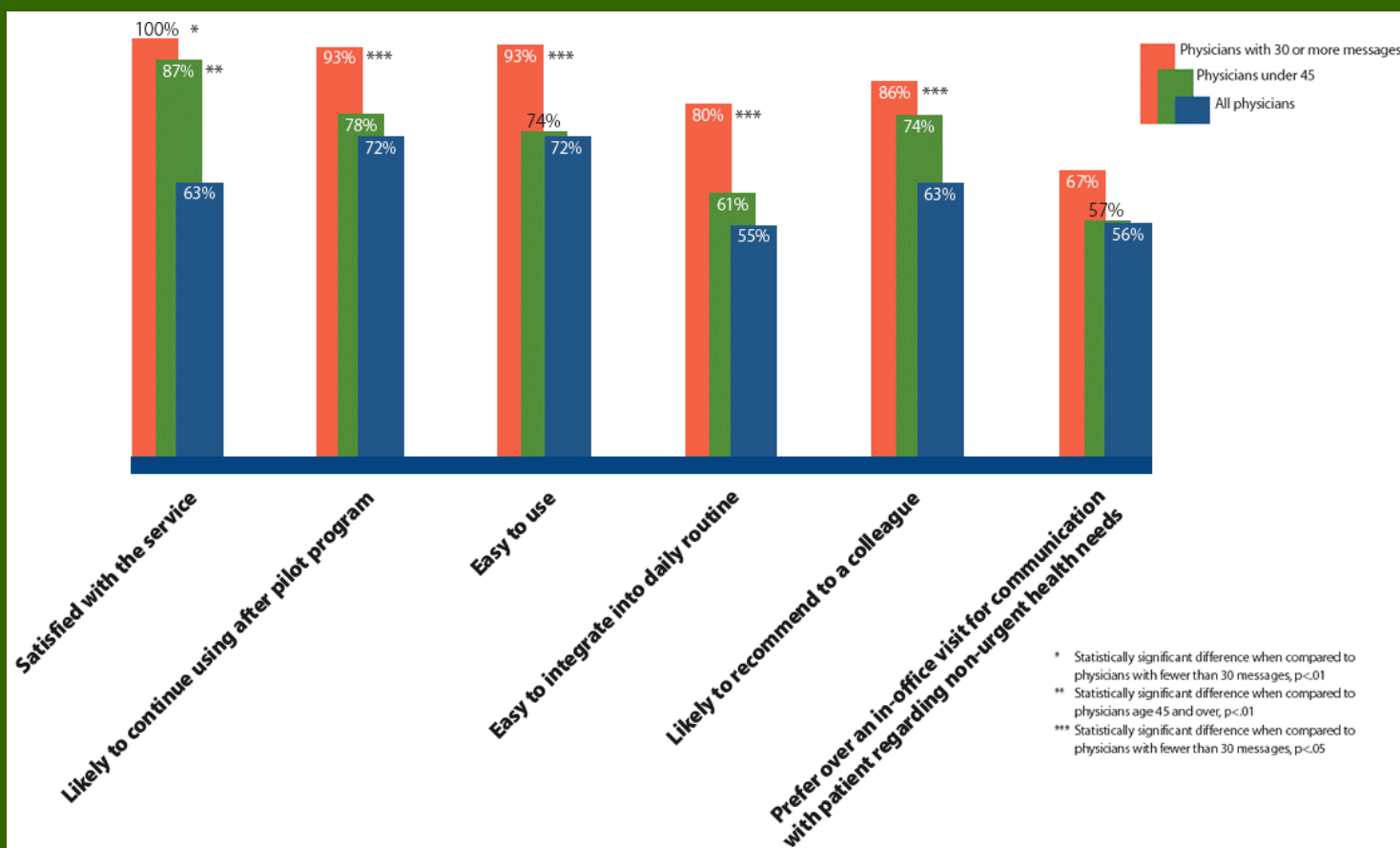
■ Findings

- Total claims cost savings exceed \$1.50# PMPM
- Total webVisit claims costs of \$0.33 PMPM in treatment group
- Patients who messaged their doctor using RelayHealth were 45% less likely to report having had an office visit

#p < .01

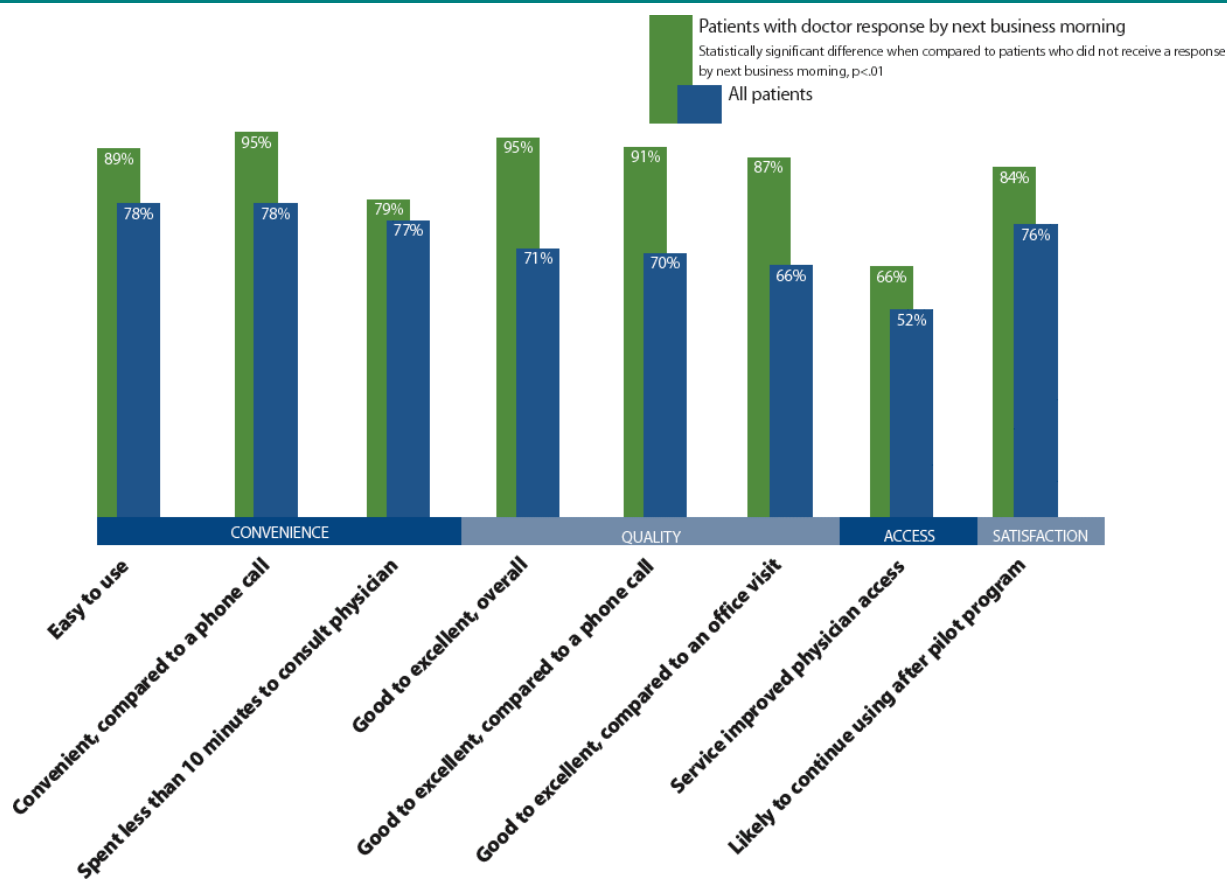


Results: Physician Satisfaction





Results: Patient Satisfaction





Results: Reduced Absenteeism

- Patients who messaged their doctor using RelayHealth were...
 - 50% less likely to report missing work[#] due to illness
 - 40% less likely to report having limited work capacity[†] due to illness

[#]p < .01

[†]p < .05