

HEALTH SYSTEM HIT INVESTMENTS: IMPLICATIONS FOR CHRONIC DISEASE CARE

Ted Eytan, MD, MS, MPH

Health Information Technology 2004
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Health Informatics Division
Group Health Cooperative
Seattle, Washington, USA

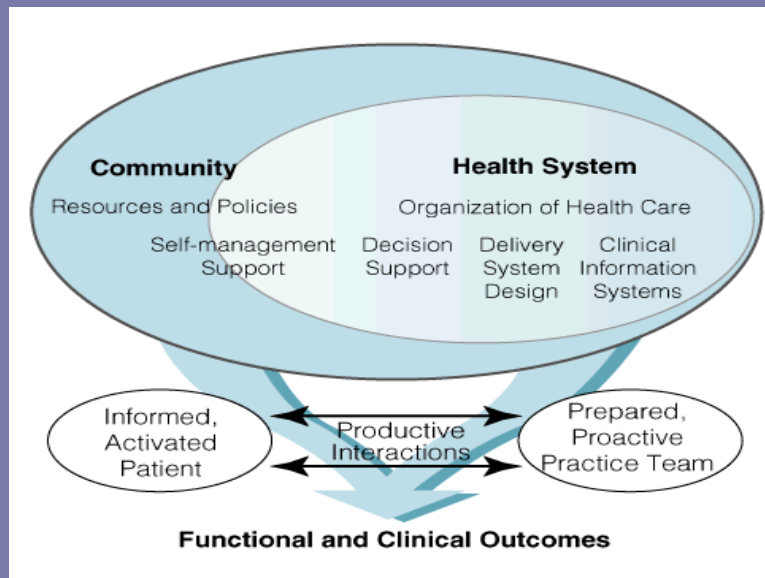
206.448.5523

About Group Health

- Member governed, not for profit financing and care delivery system
- 539,000 patients
- 860 Medical Staff
- 25 Medical Offices, 2 Hospitals
- Washington and North Idaho
- \$2 billion annual revenue



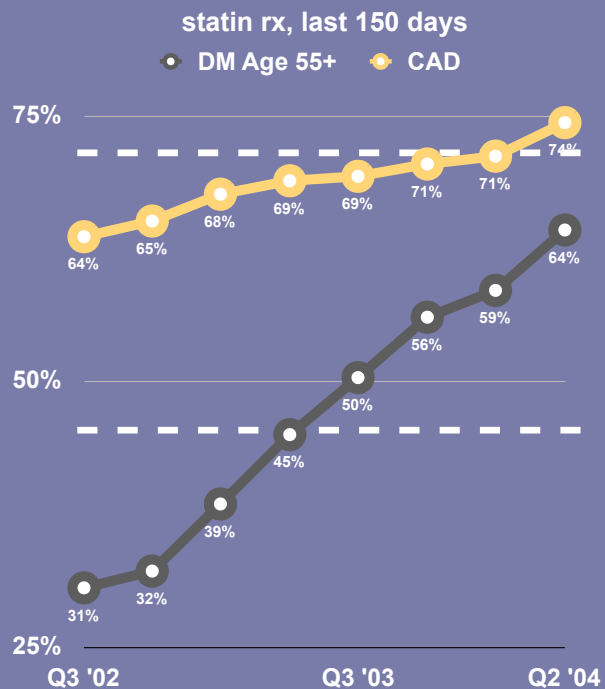
Chronic Care Model



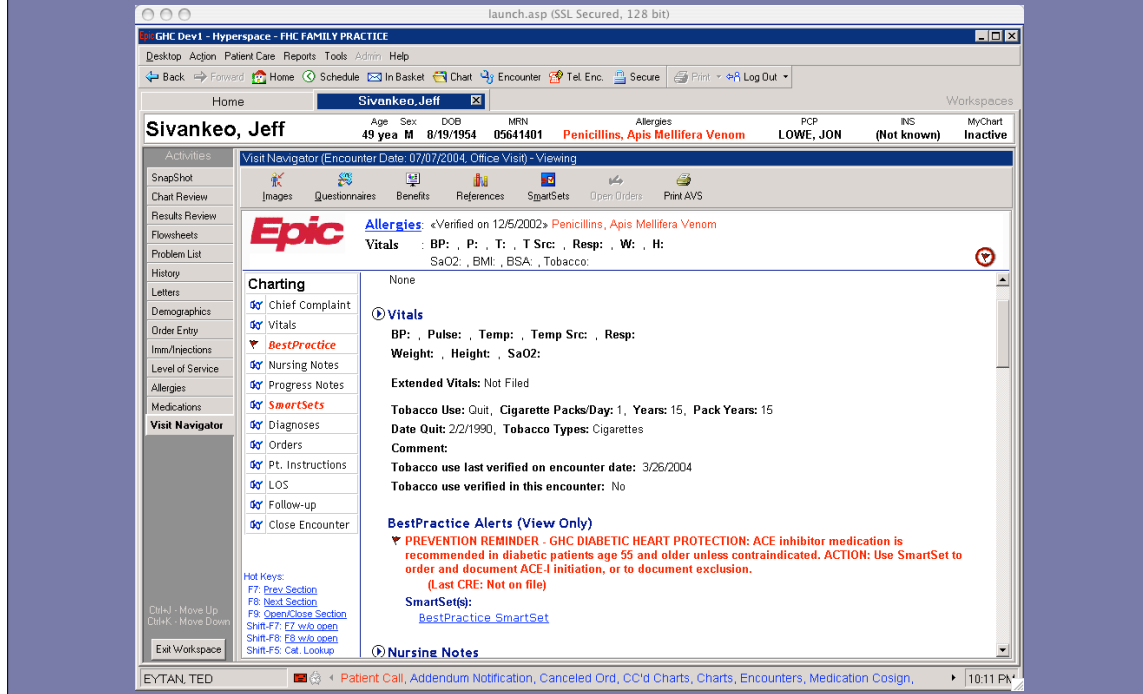
Wagner et al, Eff Clin Pract 1998

Pre-CIS

- GHC Heart Protection Study initiative for statins
- We achieved gains in state of the art care (CAD) and leading edge care (high risk diabetics)
- Proactive approach, pre-CIS



The era of CIS: Opportunity

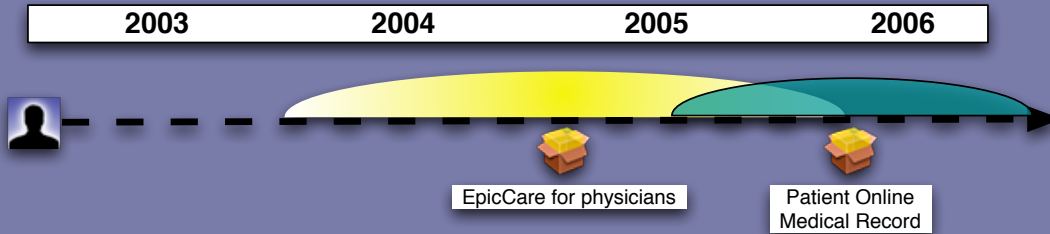


Our investment

- \$42 million dollars for core clinical information system, to
- “Enable unparalleled access and transparency by connecting members, staff, community providers, purchasers, and brokers with Group Health and with one another at the right place and the right time.”

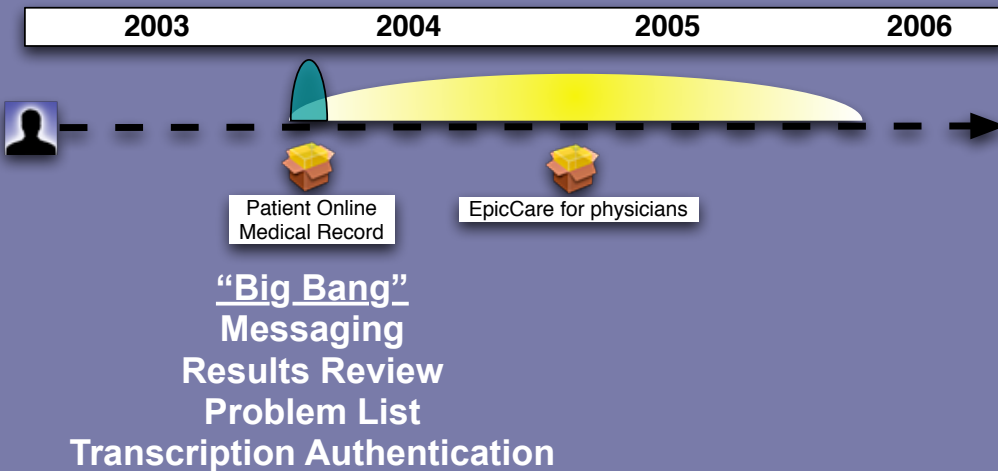
CIS Implementation

Traditional: "Doctors First"



CIS Implementation

Group Health: Patients First!



State of CIS Implementation



GroupHealth COOPERATIVE MY GROUP HEALTH LOG OUT

Search [] GO

MEMBERS
 • Update Your Profile
 • Update YOUR CARE
 • Medications
 • Messages
 • Appointments
 • Your Medical Record
 • Your Health Coverage

RESEARCH HEALTH TOPICS
 • Healthwise® Knowledgebase
 • Condition Centers
 • Other Health Resources
 • Health Tools & Quizzes
 • Discussion Groups
 FIND YOUR WAY AROUND GROUP HEALTH
 • Doctors & Health Care Services
 • Medical Facilities
 • Pharmacy Services
 • Health Plans
 • Customer Service
 • About Group Health
 • Health Products
 • Northwest Health Magazine
 • Classes & Events
 • Newsroom

LISTEN UP! VISIT THE HEAR CENTER
 Take Care Store Go on, treat yourself!

WELCOME TO MYGROUPHEALTH, JULIE

YOUR APPOINTMENTS
 • No scheduled appointments
 • [Request an Appointment](#)
 • [Scheduled Appointments](#)

YOUR MESSAGES
 • 1 NEW message
 • [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
 • [Downtown Medical Center](#)

FEATURED CONTENT

Could It Be Male Depression
 Every year, 7 percent of American men are affected by depression - and some of the symptoms may surprise you. More [Northwest Health Magazine](#)

Graph Your Lab Results
 New Feature! You may now display your lab results in a bar graph, line graph or table.

Heart Health Condition Center
 Calculate your risk of heart disease, and find out what you can do to keep your ticker healthy.

Cycling For Health
 Our new section has a Q&A with our doctors, advice for all levels of riders, and a list of the 23 bike events we're sponsoring.

NEWS AND NOTICES

Mail-order Meds
 Get free shipping when you use our mail-order service for prescription refills.

Read Your Rights
 You have certain rights and responsibilities as a Group Health member. Read about them here.

Notice of Privacy Practices
 Read about our use and disclosure of your personal medical information.

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Information Therapy: Doctor as Teacher

- “Ix” is effective, more affordable, and with less side effects than “Rx”
- The same information, from the exam room to the living room

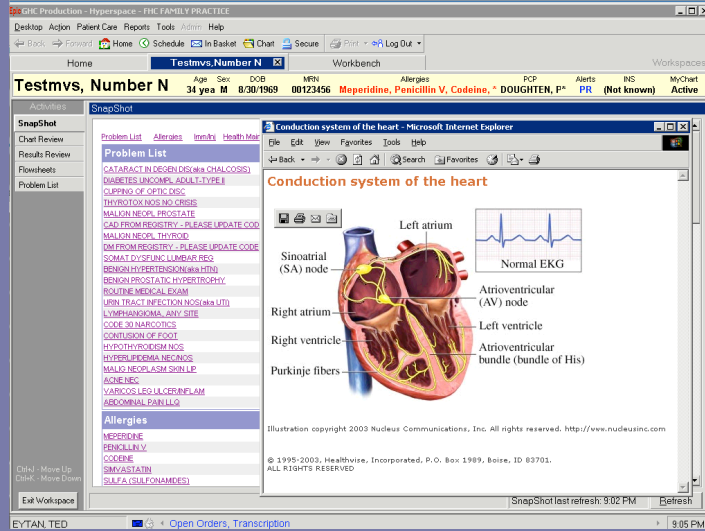


Image © 2004 Epic Systems, Inc.

Online test results and Information Therapy

The screenshot displays a patient portal interface. The main section is titled 'Your Medical Record' and contains a table of test results. Below the table, there is a detailed view of a 'Prothrombin Time' test result, including a 'Test Overview' and 'Component Results' table.

Status	Date	Test	Authorizing Provider
Read	05/06/2004	PROTIME	STEVEN HOCKEISER, MD
Read	05/06/2004	ELECTROLYTES	STEVEN HOCKEISER, MD
New	05/05/2004	EBV CAPSID AB IGG (DAML)	Unspecified Provider
Read	04/15/2004	PROTIME	STEVEN HOCKEISER, MD
Read	04/14/2004	TUMOR NECROSIS FACTOR-ALPHA (DAML)	ANDREA MCGRADY, MD
Read	04/12/2004	SED RATE	Barbara J Detaring
Read	04/12/2004	PROTIME	Barbara J Detaring
Read	11/17/2003	HEMOGLOBIN A1C	STEVEN HOCKEISER, MD
Read	11/17/2003	ELECTROLYTES	STEVEN HOCKEISER, MD

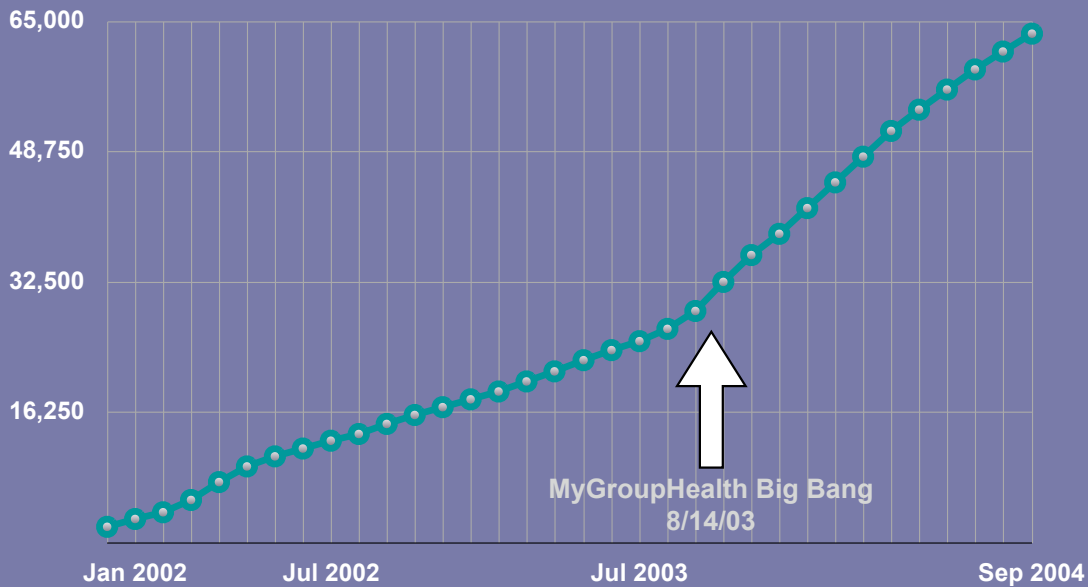
Prothrombin Time Test Overview:
 Prothrombin time (PT) is a measure of how long it takes blood to clot. At least a dozen blood proteins, or blood clotting factors, are needed to start blood and stop bleeding (coagulation). Prothrombin, or factor II, is one of several clotting factors produced by the liver. Adequate amounts of vitamin K are needed to produce prothrombin.
 Prothrombin time is an important coagulation test because it measures the presence and activity of five different blood clotting factors (factors I, II, V, VII, and X). The prothrombin time is lengthened by:
 • A low amount of blood clotting factors.
 • A decrease in activity among any of the factors.
 • The absence of any of the factors.
 • The presence of a substance that inhibits any of the factors.
 A prothrombin time test can be used to screen for bleeding abnormalities. Another blood clotting test, called partial thromboplastin time (PTT), measures several blood clotting factors. Partial thromboplastin time is often measured along with prothrombin time to screen for bleeding abnormalities. These two tests together screen for problems with the normal blood clotting process and are called most common bleeding problems caused by abnormal amounts of coagulation factors. For more information, see the medical test Partial Thromboplastin Time.
 A prothrombin time test may also be used to monitor...

Component	Value	Flag	Low	High	Unit
PATIENT PROTIME	13.2		11.5	14.5	SECONDS
INTELUMIN RATIO	1.0				

Increasing Member Adoption of ghc.org

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

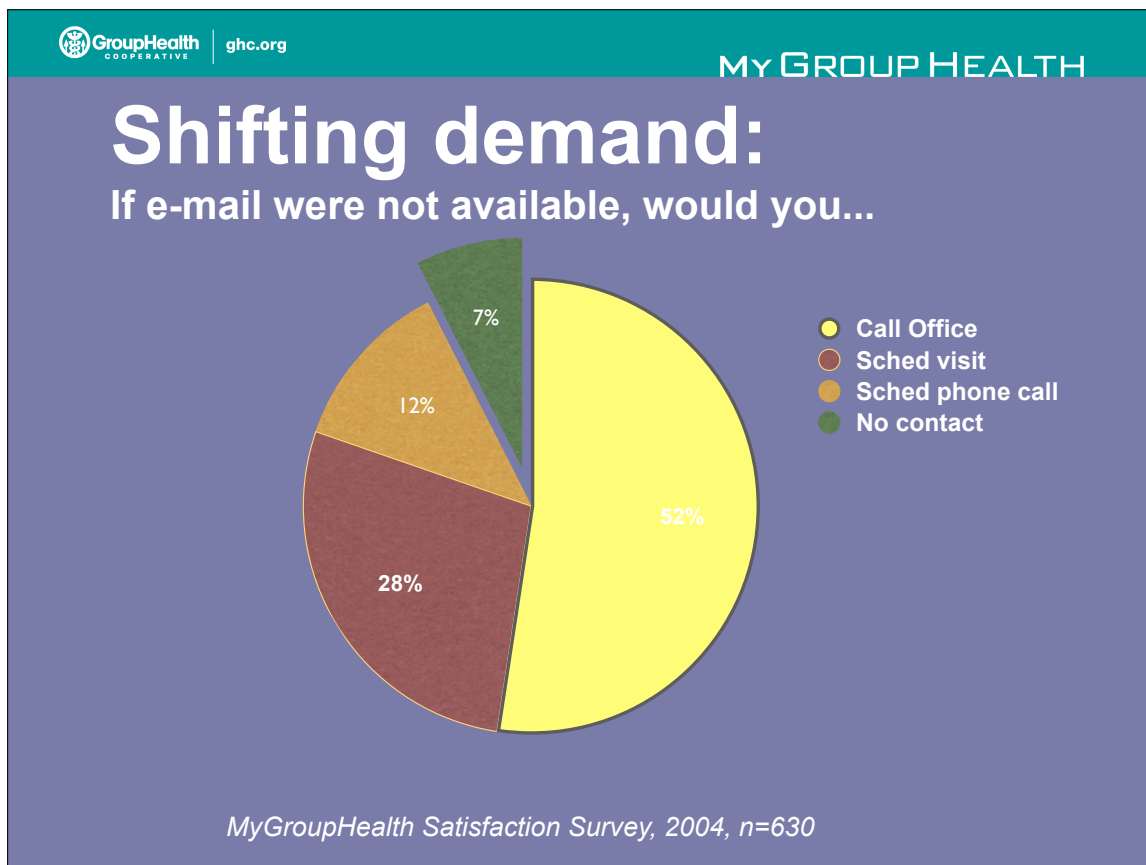
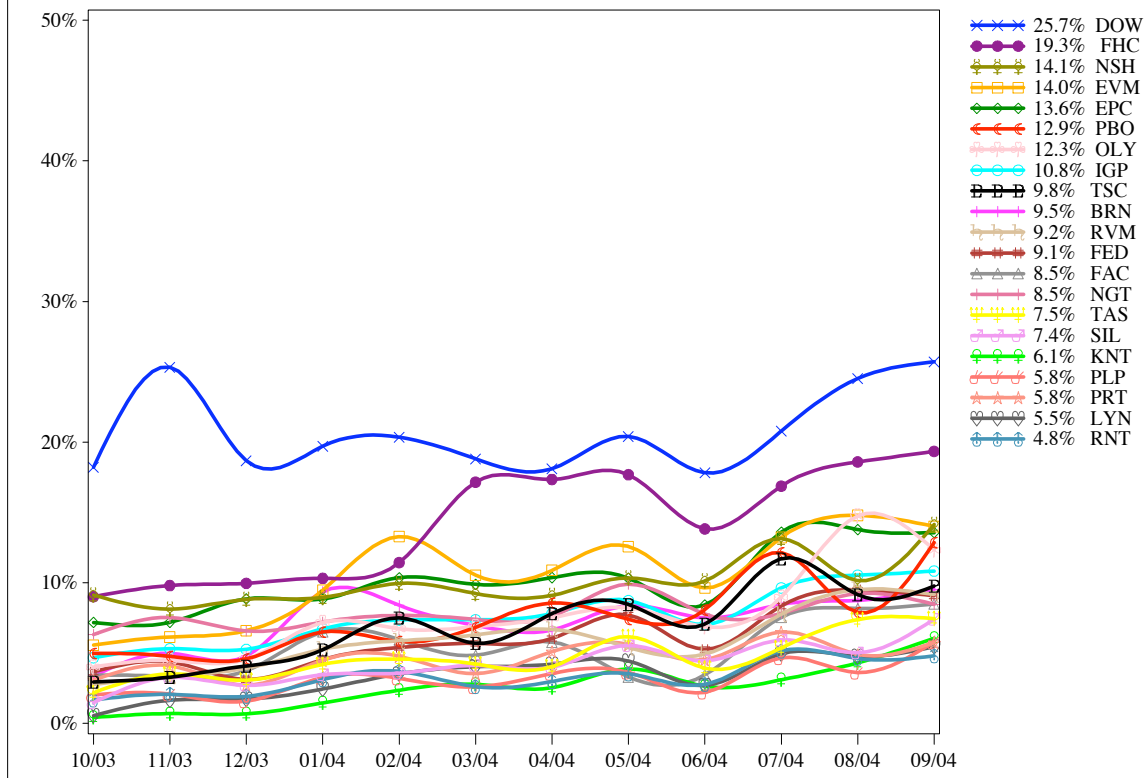
• 65,288 Enhanced Services Members as of October 18, 2004



Successes

- Strong Medical Group leadership has enabled us to transform care for our patients
 - Most of the benefits we have seen would not have been possible if we had an elective model of adoption
- Medical Group members recognize the benefits for our patients and for our financial success
- We are confident that there are considerable efficiencies in web based services

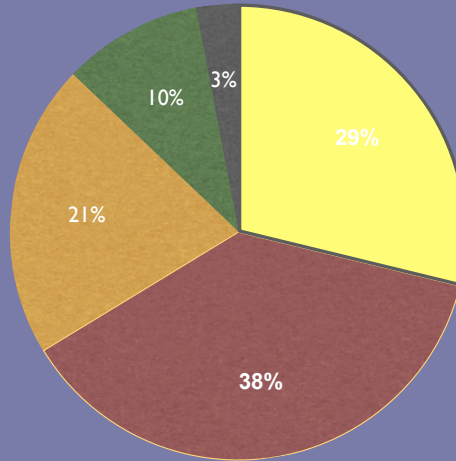
Percentage of Encounters Through Email



Benefit to our success:

Importance of MyGroupHealth in choosing a health plan

- Extremely
- Very
- Fairly
- Somewhat
- Not



“My non-Group Health friends and co-workers are jealous of me and my accessibility to Group Health. What a wonderful service.”

MyGroupHealth Satisfaction Survey, 2004, n=890

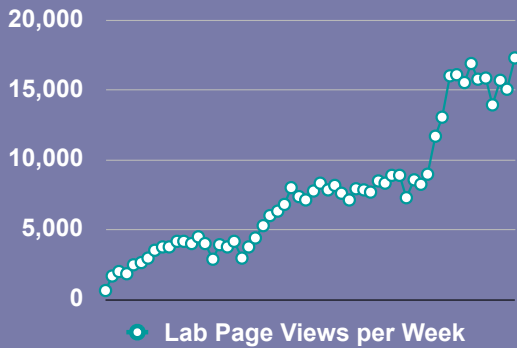
The Year of the Lab Result

Rather, they are communicating the parts of the chart that they believe patients can understand and use.

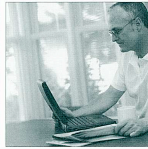
“If 2003 was the year of the secure message, 2004 is the year of the online lab result.”

—Ted Eytan, MD

“It isn’t feasible to allow the patient to see the entire chart,” Walker comments. He points out that his organi-



Next time, get your lab results online.



Status	Date	Text	Authorizing Provider	Result Status
Read	06/20/2004	ER, OCTINE	Barbara J. Detering	Final result
Read	06/10/2004	ER, OCTINE	Barbara J. Detering	Final result
Read	06/11/2004	ER, OCTINE	Barbara J. Detering	Final result
Read	06/22/2004	ER, OCTINE	Barbara J. Detering	Final result

MyGroupHealth lets you view the same report the lab sends to your doctor, with details of your results, and typically, a link to background information. You can even check your progress by graphing your lab results.

Using MyGroupHealth is easy. Just go to www.ghc.org. If it's your first visit, register and follow instructions to upgrade your account for access to our enhanced online services.

Be sure to ask your doctor how you and your health care team can work together online.

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MyBP



- Based on the Chronic Care Model
- Randomized trial of home blood pressure monitoring with feedback and guidance via MyGroupHealth
- \$2.8 million, NHLBI, 8/04 - 8/08
- Green & Thompson, Group Health Center for Health Studies

Revelations

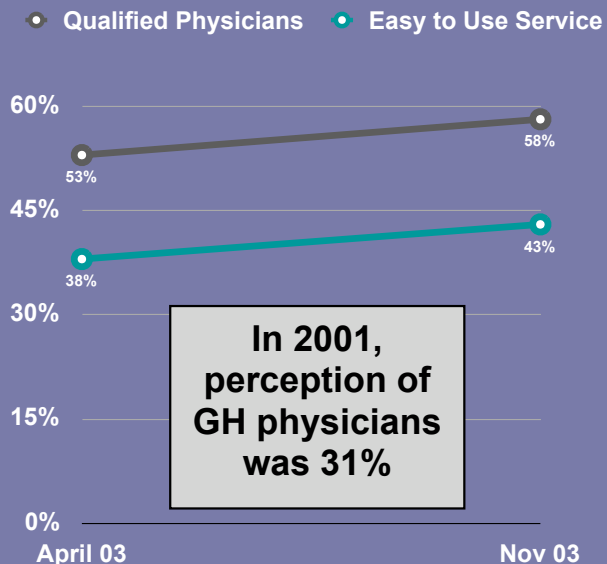
- Clinicians' integration of web services into their practices has been smoother than anticipated – and “credit” helped
- A transparent model is easiest to adopt at the onset of implementation
- Patients are respectful of physicians' time and incredibly appreciative of the new services
- Clinicians are the most effective strategy for recruiting patients to try MyGroupHealth
- We are achieving market differentiation



MyGroupHealth is a differentiator

Positive Perceptions increased in unadvertised areas

Taking into account everything you have heard/read/experienced about Group Health, do you agree that Group Health has...



Group Health 2003 Advertising Tracking Survey: 400 insured adults 25-49 in Puget Sound and Spokane



“Vet”

Good health.



Q and A

