



# Information Therapy

**How Information Therapy Can Tame the Forces of  
Consumer-Directed Care and Pay For Performance**

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[www.healthwise.org](http://www.healthwise.org)

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Disclosure:

I work for Healthwise, a 501(c)(3) nonprofit, that  
licenses consumer health information to others.

**Consumer Driven Care Summit  
Washington, DC September 14, 2006**





## Where I'm coming from

1. 31 year's as Healthwise CEO
2. A mission to help people make better health decisions
3. Board member of the Center for Information Therapy



Not-for-profit

200 employees

Working through health plans, portals, disease management & hospitals



Aetna, Cigna, Humana Kaiser, United, WellPoint,

WebMD, MSN, AOL, Yahoo

Healthways, Health Dialog, Matria

Sutter, PAMF, MGH, Dartmouth-Hitchcock

# Learning Objectives

1. The Information Therapy concept (Ix)
2. How Ix can help CDHP members improve health and lower costs
3. How Ix can help physicians and hospitals earn more from Pay-for-Performance incentives



## Pay for Performance

- Leapfrog Group
- Bridges to Excellence
- RWJF/CHCF
- Centers for Medicare and Medicaid

“If you do well on our quality indicators, we’ll pay you more money.”

“Plus, you look good in your community, too.”



## Pay-for-Performance Indicators

- Patient education
- Medication compliance
- Disease self-Management
- **Diabetes**
  - HbA1c Control
  - Blood Pressure Control
  - Eye/Foot Exam
- **Heart Disease**
  - Cholesterol Control
  - Use of Aspirin, Beta Blockers etc.
- **Many more.....**

Every indicator can be advanced directly or indirectly by information prescriptions to patients.



## Consumer-Directed Health Care

“If you please us, we will come”....

“and if you don’t, we won’t”

How you can please us:

- More information (transparency)
- Lower costs
- Better service
- A Personalized experience



## Consumer-Directed Health Care

Help us decide:

- What treatments? And from whom?
- What can we do for ourselves?
- How else can we limit the cost?

Every question and info need can be answered through information prescriptions to patients.



# “Information Therapy”

The prescription of specific evidence based medical information

to a specific patient, caregiver, or consumer

at just the right time to help them make a specific health decision or behavior change

as part of the process of care





# The “x” in Medicine

- Rx = Medications
- Sx = Symptoms
- Hx = History
- Dx = Diagnosis
- Tx = Treatment



**Ix = Information Therapy**

## “Why is Ix Needed?”

# We Need Improved Communication



“...between half and four-fifths of all medical information... was forgotten instantly by the patient.”

Roy P C Kessels PhD

J R Soc Med 2003; 96:219-222



## “Why is Ix Needed?”

### Doctors are not so good at Involving Patients



Only 9% of decisions are rated as  
“informed decisions.”

JAMA, Vol.282 No.24,  
December 22/29, 1999



## “Why is Ix Needed?”

Because patients can close billion dollar gaps



- Aspirin for heart patients
  - Beta blockers
  - Pre-diabetes self management
  - Asthma controls
  - Back surgery variation
  - High blood pressure mgmt.
  - Depression management
- 
- CDHC provides an incentive
  - P4P aligns it with MD's interest



# Assumption

The consumer is the greatest untapped resource in healthcare

We can solve neither the cost nor the quality problem without information therapy to inform and engage the consumer.



## How Ix with Metadata Works

- Information triggers

- ICD-9, CPT-4, SNOMED

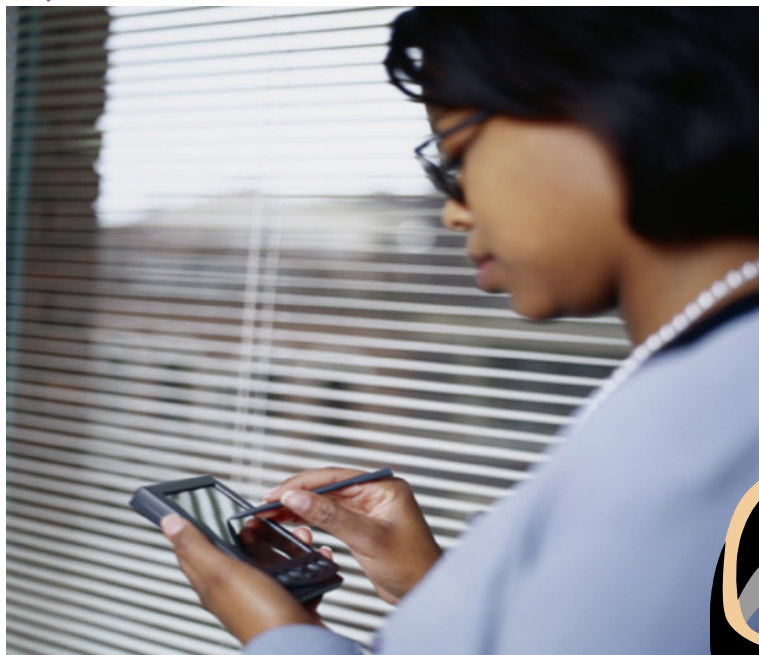
- Moments in care

- Diagnosis, Treatment, Discharge

- Information prescription

- <http://www.healthwise.net/hworg/Content/StdDocument.aspx?DOCHWID=hw130547&SECHWID=hw130550>





From EMR...

... to PHR



## Clinician Prescribed: The “Ideal” Application



Becoming a part of  
every doctor visit



# Information Therapy Strategies for Clinicians

- Patient Instructions/After Visit Summaries
- Visit Prep/Test Prep
- In-depth Campaigns
- Personal Prevention Plans
- Virtual Coaches





## Ix Patient Instructions

Based on your  
information:



Helps you **find the library** and then gets you to:

- The **right floor**
- The **right section**
- The **right shelf**
- The **right book**

And even translates the book into **lay language**—  
but you still have to find the pages you need.



# Time Sequence PIs

Just in time information

- Day One
- Day Two
- Week Two
- Week Four
- etc.

Similar to In-Depth Campaigns

(future)



## What's different about "Ix" Patient Instructions

- Rather than the end of an encounter, Patient Ix should be the start of a process
- Linked to more information on the Web
- Set up as an interactive series of messages
- Timed with expected changes in the "moment in care"



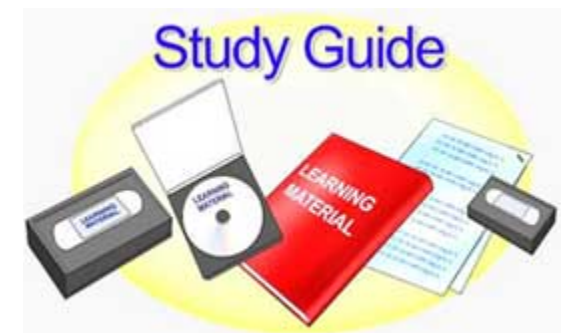


Right Page

## In-depth Ix Campaigns



Check-ins  
on progress

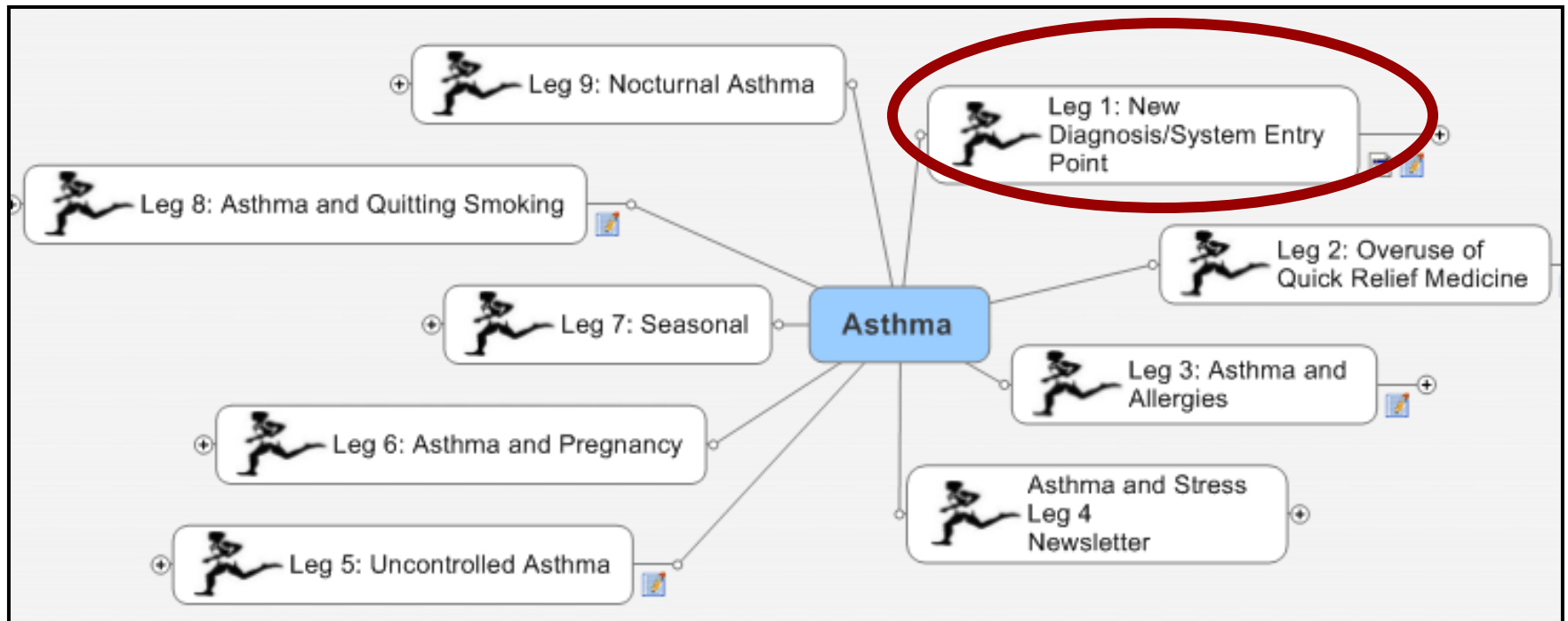




Shauna's Asthma  
Trigger: New Diagnosis  
Moment in Care: Early Treatment



# Asthma In-Depth Campaign



# Asthma: New Diagnosis



## Initial contact

- Introduction letter
- When to call
- Asthma Assessment
- All About Asthma page



Healthcare Company   Molly OT   Friday, June 2 2006   Last login date: 6/2/2006  

[PRIVACY POLICY](#)

- Healthwise
- Asthma
- RxEOB
- Coumadin
- Asthma
- For Your Health
- Medical Diary
- eVisit Instant Messenger
- Communities
- Web Search
- My Charts
- Triage

**Is having asthma new to you (within the past year)?**

Yes  
 No

**How often do you have symptoms of coughing, wheezing, or shortness of breath?**

Less than 2 times a week  
 2 times a week or more  
 Daily  
 Constantly  
 Just when I exercise  
 Never

**Do you use a peak flow meter?**

Yes  
 No

**Do you have symptoms when you are around animals, dust, or mold?**

Yes  
 No

**How often do you wheeze at night?**

Never  
 Less than 2 times a month  
 More than 2 times a month  
 More than 1 time a week

[MORE OPTIONS](#)



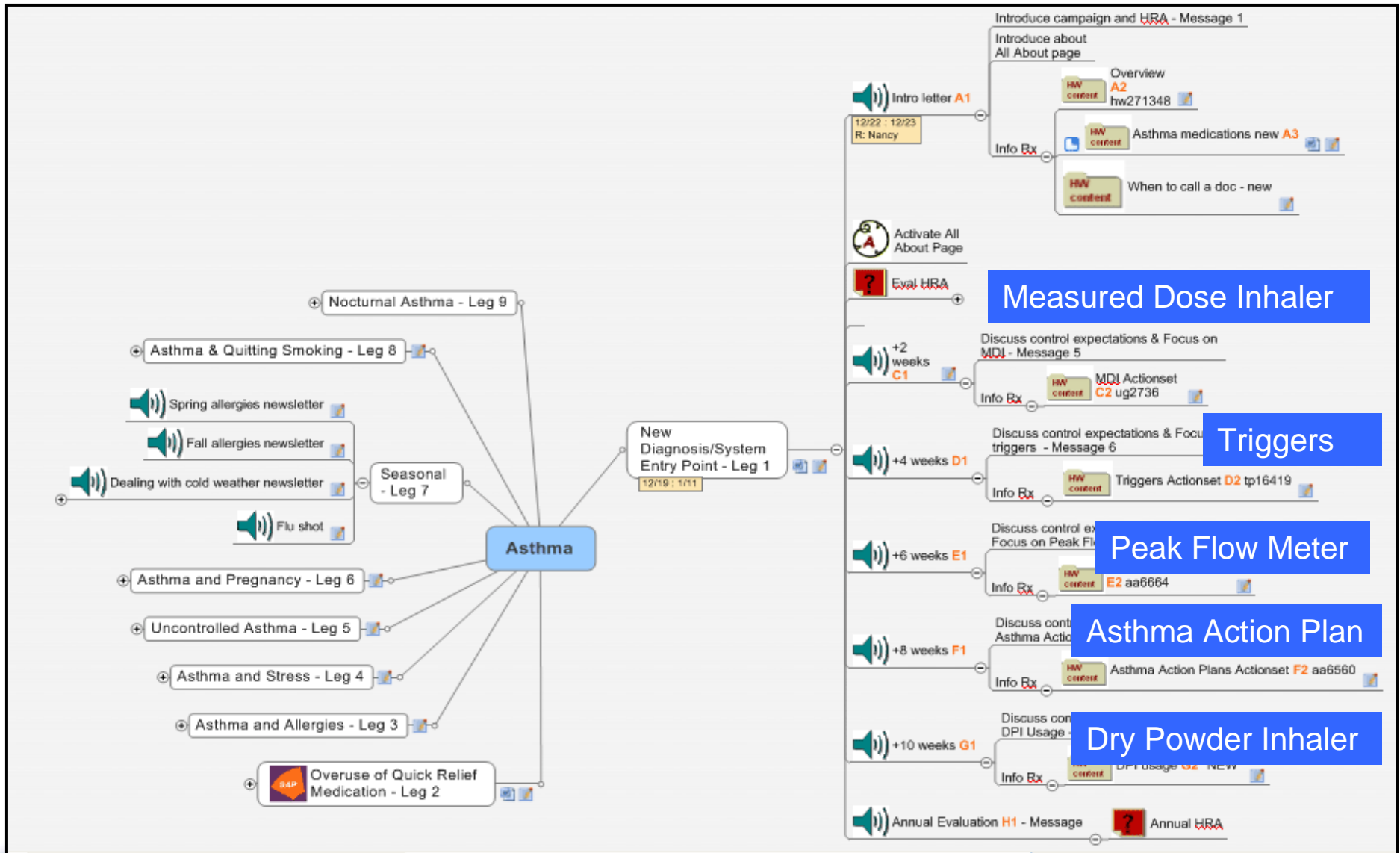


# New Diagnosis

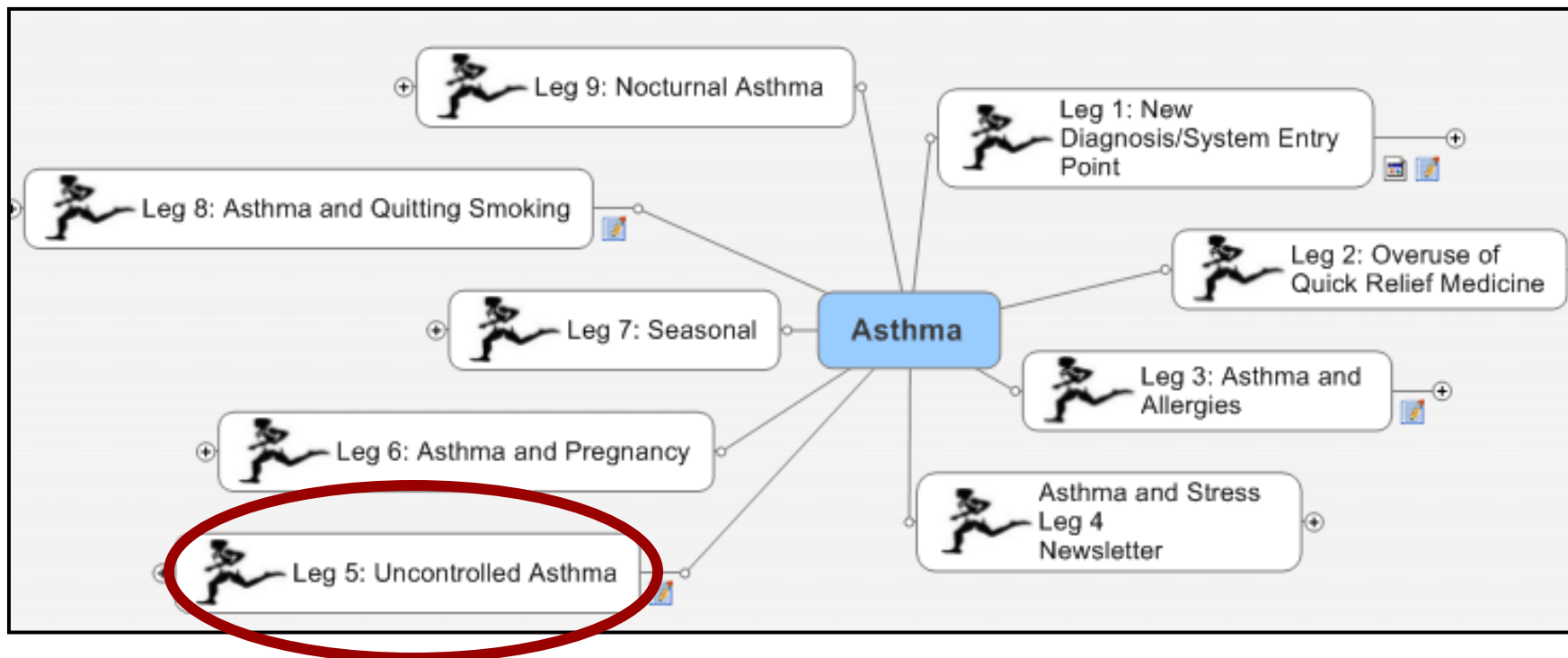
- Initial contact
  - Introduction electronic letter
  - Asthma HRA
  - All About Asthma page
- 2 Week Intervals
  - Metered Dose Inhaler
  - Triggers
  - Peak Flow Meter
  - Asthma Action Plans
  - Dry Powder Inhaler Usage



# Asthma In-depth Campaign



# Asthma In-Depth Campaign



Trigger: ER visit

Moment in Care: Uncontrolled Asthma



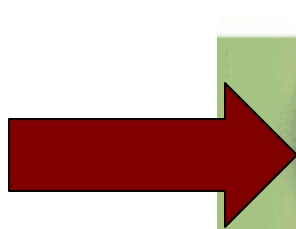


Asthma E-Zine • Too Much Medicine?

## How Much is Too Much?

### ► Check out these hot topics:

- Are you overusing rescue medicine?
- What overuse can do to you.
- A refresher course on using a metered dose inhaler may help.
- Find out why you may be overusing rescue medicine and what to do about it.



**YOUR ANSWERS LET US GIVE YOU INFO THAT YOU NEED NOW.**

► Go to your *Reminders* button. Here you will find the asthma medicine overuse quiz. Take it today!

Learn about your medicines.



• [Read Helen's story](#)

*"I've got the shakes!"*





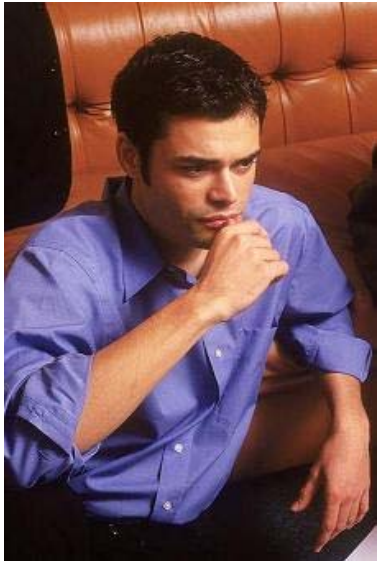
# Rescue Medications

---

How do you use a rescue inhaler? (examples of rescue medicines: albuterol, ventolin, maxair, atrovent)

- 2 times a week or less
- More than 2 times a week
- Daily
- Just when I exercise or play sports
- I don't use an inhaler





In the quiz about rescue medicine, you said:

### What is Overuse?



Overuse means that you are using too much rescue medicine. You may think that's not possible when you're in the middle of an attack. But, you can.

### Am I using too much?

The answer is "yes" if you use your rescue inhaler every day. That means you are having asthma symptoms every day and that's not good. Talk to your doctor.

Are you using your rescue inhaler more than 2 times a week? If yes, think of it as a warning sign and talk to your doctor.

### Why is this a problem?

When your asthma symptoms are not well controlled, you are more likely to have a serious asthma attack, which can mean a trip to the emergency room or a stay in the hospital. Attacks could also happen more often.

### What can I do about it?

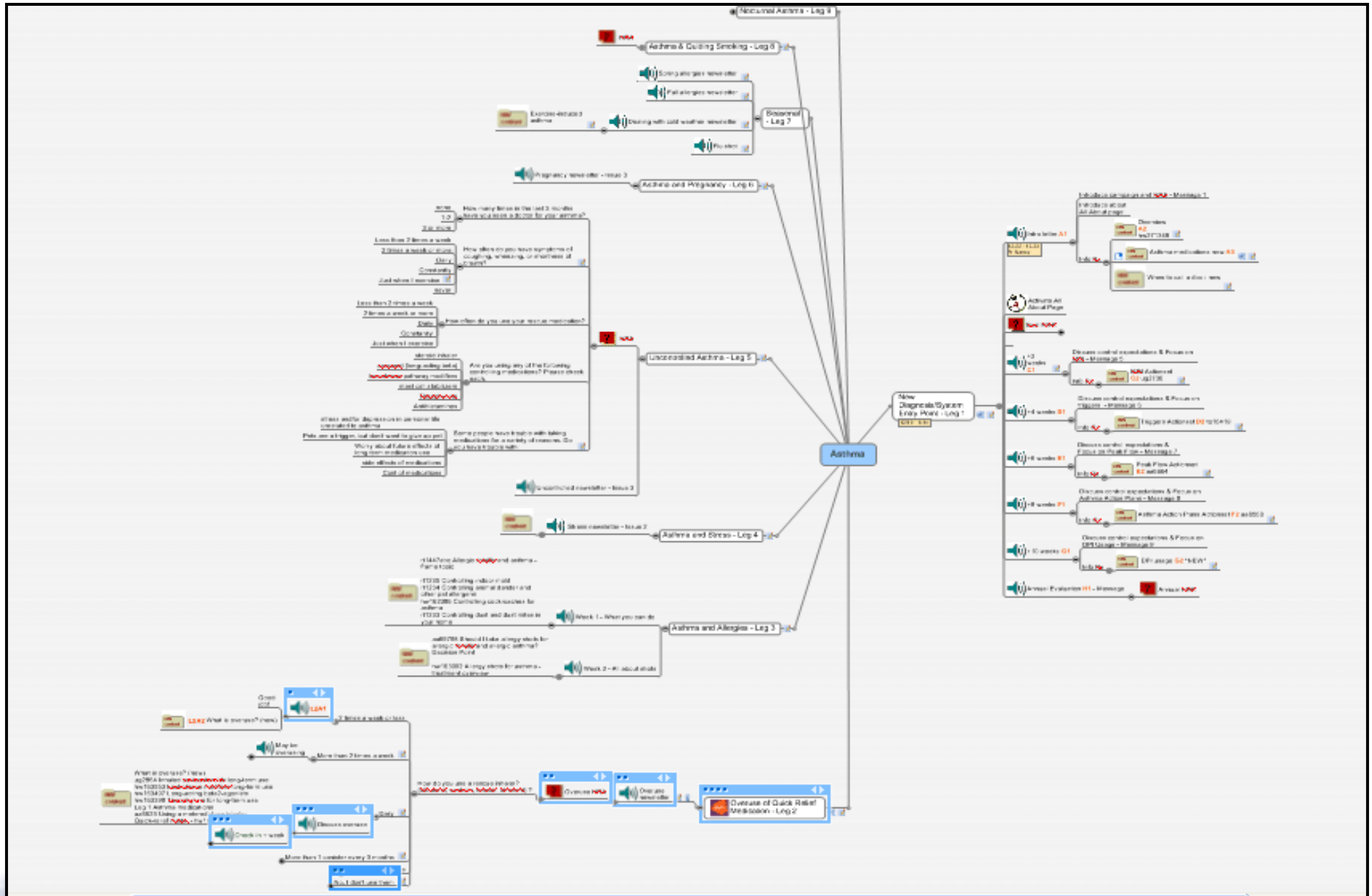
If you think you are using too much rescue medicine, talk to your doctor. You might need to think about:

- **Using controller medicine**

Not everyone who has asthma needs controller medicine. But if you are using



# Asthma Smart Campaign



# E-Zines

Asthma E-Zine • Too much medicine?

Asthma E-Zine • Asthma & pregnancy

Asthma E-Zine • Autumn, allergies, and asthma

Asthma E-Zine • Asthma on the loose

Asthma E-Zine • Autumn, allergies, and asthma

Asthma E-Zine • Sleeping through the night

Asthma E-Zine • What's stress got to do with it?

Asthma E-Zine • Spring into allergy season

## Spring Allergies

### ► Problems with pollen?

When spring weather hits, are you stuck indoors?  
 Tips for [avoiding pollen](#).

- If being indoors makes you sneeze or wheeze, you may be allergic to something else.
  - > [Mold](#), [dust mites](#), and [pet dander](#) can cause allergies to act up.

Here are some tips on [controlling allergies indoors](#).

Exercise & Asthma [Does exercise or sports trigger your asthma symptoms? More info>](#)

Asthma + Allergies = Trouble!

If you have asthma, it is even more important to control your allergies. [Find out](#) what you are allergic to and learn how to avoid it.

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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May							June							July							August						
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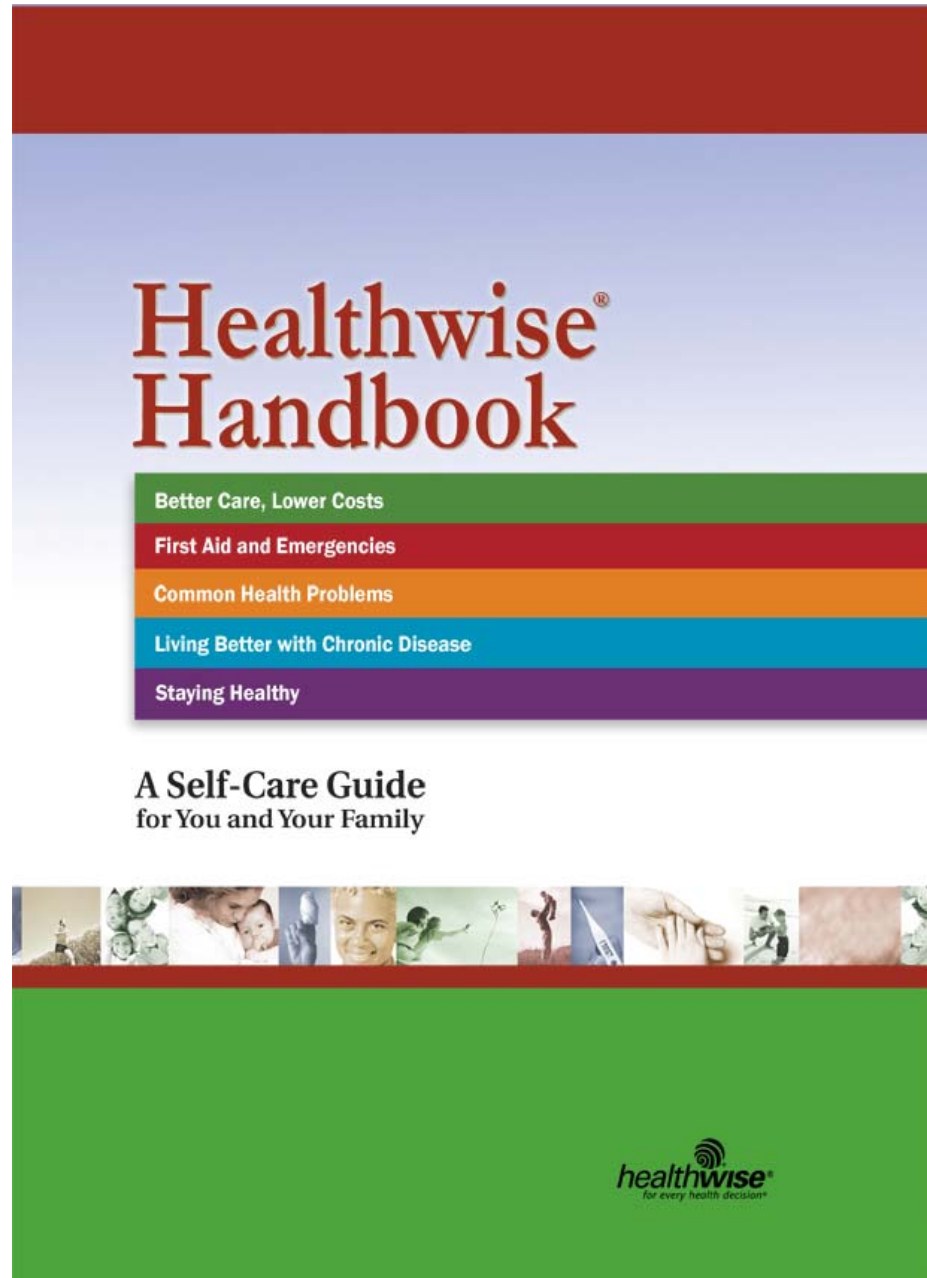


- Ix Prescription Pads with check-off boxes
- Wall Charts with recommended URLs
- Print-to-Web approaches through books and handouts



# Print to Web Engagement

- Plain Language
- The Key Basics
- Print-to-Web



### Home Treatment

- ◆ Put a warm washcloth on the ear to relieve pain, or use a heating pad set on low. Do not use a heating pad on a baby or a child who cannot tell you if it's too hot. Do not send your child to bed with a heating pad.
- ◆ Give your child acetaminophen (Tylenol) or ibuprofen (Advil, Motrin) for pain. Do not give aspirin to anyone younger than 20.

- ◆ Have your child drink plenty of clear liquids.
- ◆ If the eardrum ruptures, avoid getting water in the ear for 3 to 4 weeks. Showers or baths are fine, but do not let your child soak his or her head in the tub. Swimming in pools is fine also, as long as the child uses earplugs.

### Does Your Child Need Antibiotics?

Antibiotics can treat ear infections, but most children with ear infections get better without them. If the care you give at home relieves pain, and your child is feeling better after a few days, your child may not need antibiotics.

There are exceptions to this. Your child may need antibiotics right away if:

- ◆ He or she is younger than 2. The risk of other problems is higher for very young children. Also, a loss of hearing for even a short time may affect how your child learns to talk.
- ◆ Your child is very ill, has a high fever, or is in severe pain.
- ◆ Your child has a serious long-term health problem (like heart disease or cystic fibrosis).

In most other cases, your doctor may suggest that you wait 48 hours before you give your child antibiotics. If after 48 hours your child has not improved and needs antibiotics, you will have to wait at least another 48 hours for the antibiotics to take effect.

There are good reasons not to use

- ◆ An
- ◆ You
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If you are not sure what's best for your child and need help deciding, go to the Web site on the back cover and enter i279 in the search box.

### Preventing Childhood Ear Infections

- ◆ Breast-feed your baby. Breast-fed babies have fewer ear infections. If you bottle-feed your baby, hold the baby upright to drink. Never let a baby or young child lie down with or go to sleep with a bottle.
- ◆ Do not smoke in your home or around your children.
- ◆ Take your child to a smaller day care center. Fewer children means less contact with germs and illness.
- ◆ Wean your child from his or her pacifier by about 6 months of age. Babies who use their pacifiers after 12 months of age

### What About Ear Tubes?

Some children seem to get ear infections all the time. These children often develop fluid behind the eardrum and hearing loss. The hearing loss is usually temporary, but it is more of a concern in children age 2 and younger. Normal hearing is important when young children are learning to talk.

If your baby or young child often has ear infections and fluid in the ear, you may want to talk to your child's doctor about ear tubes. Ear tubes are put in the eardrums to drain fluid and help restore good hearing.

The doctor may want to test your child's hearing first. If there is no hearing loss,

If you are not sure what's best for your child and need help deciding go to the Website on the back cover and enter i279 in the search box.

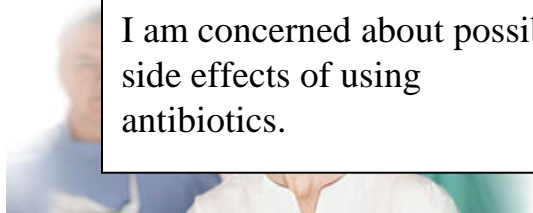
Earwax helps keep the ears clean and keeps out dust and water. Normally, earwax drains freely from the ears and does not cause problems.

As a rule, it is best to leave earwax alone. You can avoid most earwax problems by not using cotton swabs in your ears.

### Should I give my child antibiotics for an ear infection?

Circle the answer that best applies to you.

	Yes	No	NA	
My child is younger than 2 years of age.	Yes	No	NA	ld
My child has a medical condition that makes him or her more susceptible to infections.	Yes	No	Unsure	out
My child has taken courses of antibiotics for repeat ear infections.	Yes	No	Unsure	other nt to
I am concerned about developing drug-resistant bacteria.	Yes	No	Unsure	hiting,
I am comfortable delaying treatment for 48 hours to see if the condition improves.	Yes	No	Unsure	want to
I am concerned about possible side effects of using antibiotics.	Yes	No	Unsure	



Another alternative is to encourage people to start with the Web.



[Get health advice](#)

[Appointments/Rx refills](#)

[Your plan](#)

[Locate our services](#)

[Mailbox](#)

[How to get care](#)

## Health encyclopedia

▫ [Search tips](#)



## Search or browse our health encyclopedia

[ñ](#) [Visite la Guía de salud práctica de Healthwise® en español.](#)

Choose a letter to browse health topics beginning with that letter. For example, click on the letter "A" for information about asthma.

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)  
[0 to 9](#) (these health topics begin with numbers)

You can also search for a health topic by entering it in the field below.

[Search](#)

## Web-First Engagement

# Healthwise<sup>®</sup> Knowledgebase

More than 5,500 topics on:

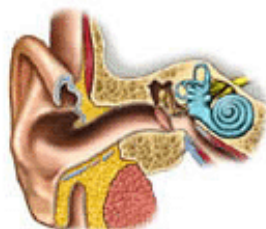
- Symptoms
- Health conditions
- Treatments
- Medical tests
- Medications
- Wellness
- Medical consumerism




# Symptom topics

## Ear Problems and Injuries, Age 11 and Younger

### Topic Overview



© www.nucleusinc.com

Ear pain in children may be a sign of an infection in the space behind the eardrum ([middle ear](#) ). Ear infections ([otitis media](#)) most commonly occur when cold symptoms, such as a runny or stuffy nose and cough, have been present for a few days.

An ear infection may occur when the [eustachian tube](#) swells and closes and fluid from the throat accumulates in the middle ear. The combination of fluid and germs (from bacteria or viruses) creates a perfect environment for an infection. Swelling from the infection causes pain from increased pressure on the eardrum. The pressure can cause the [eardrum to rupture](#) (perforate). A single eardrum rupture is not serious and does not cause hearing loss. Repeated ruptures may lead to hearing loss.

Middle ear infections are more common in children than in adults. Young children have short, soft, more horizontal eustachian tubes that are more easily blocked than those of older children and adults.

Ear infection is the most commonly diagnosed [bacterial infection](#) in children younger than age 7. By that age, approximately 93% of children in the

### Topic Contents

#### ► Topic Overview

[Check Your Symptoms](#)

[Home Treatment](#)

[Prevention](#)

[Preparing For Your Appointment](#)

[Related Information](#)

[Credits](#)





## Check Your Symptoms

If you answer yes to any of the following questions, click on the "Yes" in front of the question for information about how soon to see a health professional.

Review [health risks](#) that may increase the seriousness of your child's symptoms.

- [Yes](#) Has your child had an [injury to the ear](#)?
- [Yes](#) Does your child have [drainage from the ear](#) that does not appear to be earwax?
- [Yes](#) Does your child have ear pain with a [fever](#)?
- [Yes](#) Does your child appear to have [ear pain](#)? See [evaluating pain in a child](#).
- [Yes](#) Does your child have [redness, swelling, or pain in the external ear or behind the ear](#)?
- [Yes](#) Is your child [taking an antibiotic for an ear infection](#) without an improvement in symptoms, or have new symptoms developed?
- [Yes](#) Does your child appear to have a [hearing problem](#)?



## Check Your Symptoms

If you answer yes to any of the following questions, click on the "Yes" of the question for information about how soon to see a health professional.


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- [Yes](#) Does your child have ear pain with a [fever](#)?
- [Yes](#) Does your child appear to have [ear pain](#)? See [evaluate pain in a child](#).
- [Yes](#) Does your child have [redness, swelling, or pain in the external ear or behind the ear](#)?
- [Yes](#) Is your child [taking an antibiotic for an ear infection](#) without improvement in symptoms, or have new symptoms developed?
- [Yes](#) Does your child appear to have a [hearing problem](#)?


## When to See a Doctor

You have answered **Yes** to:

Does your child have [drainage from the ear](#) that does not appear to be earwax?

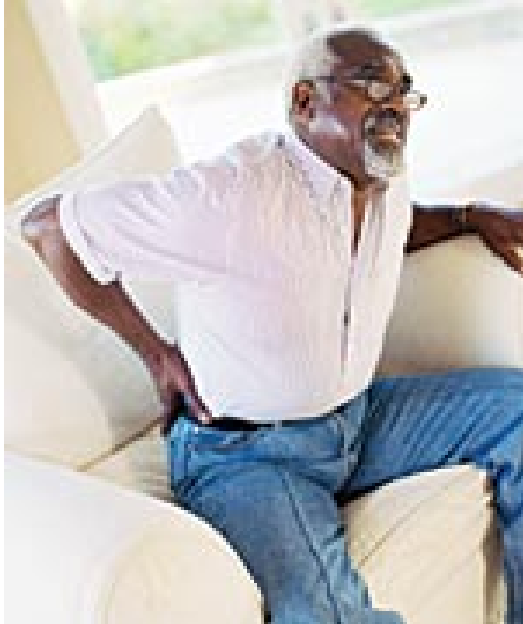
	<b>Call your child's health professional immediately</b> if you answer "Yes" to any of the following questions.
<a href="#">Yes</a>	Does your baby younger than age 3 months have any drainage from the ear?
<a href="#">Yes</a>	Does your child, age 3 months or older, have unexplained bleeding from the ear?

	<b>Call your child's health professional today</b> if you answer "Yes" to the following question.
<a href="#">Yes</a>	Does your child, age 3 months or older, have drainage from the ear that looks like pus or fluid that is white, yellow, or bloody?

	<b>You may wait</b> to see if your child's symptoms improve over the next 24 hours (or specified time period) if you answer "Yes" to the following question.
<a href="#">Yes</a>	Has your child had minimal bleeding from a scratch or from cleaning the ear?

If you have answered "No" to the above questions, go back to **Check Your Symptoms** and continue to answer the questions to evaluate your Symptoms.





Know a friend with a bad back?

Try a book, the Web or a nurse



# Health conditions

## Herniated Disc

### Topic Overview

What is a herniated disc?



The bones (vertebrae) that form the [spine](#) in your back are cushioned by small discs. These discs are round and flat, with a tough, outer shell (capsule or annulus) that surrounds a jellylike material, called the nucleus.

### Spine

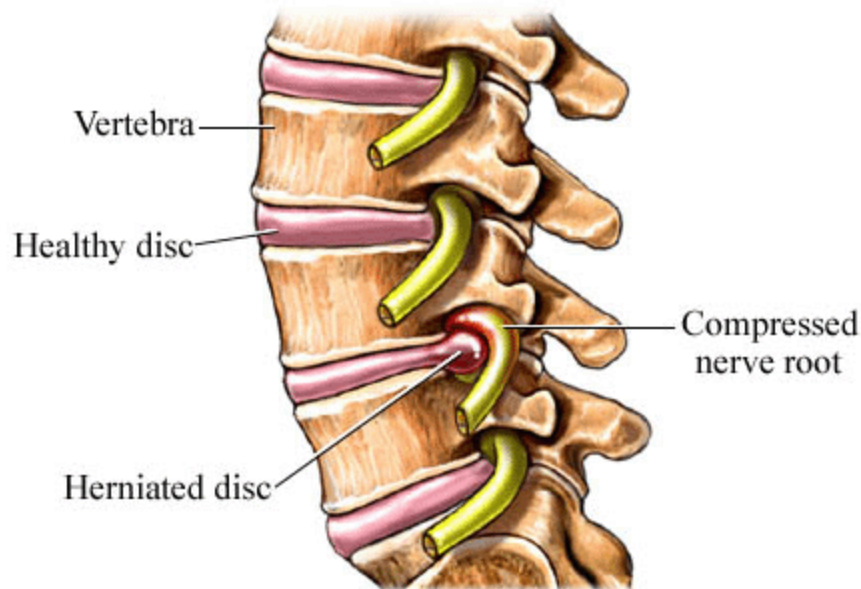
The spine is composed of 33 interlocking bones called vertebrae that are separated by soft, compressible discs and supported by many different ligaments and muscles. Each vertebra (vertebra) has a hole in its center, and the holes of one vertebra fit over the holes of the one above and below to form the spinal canal.

The spinal cord is a nerve that runs through the spinal canal to the base of the spine. It then branches out through other openings in the vertebrae to the rest of the body.

The spinal cord is a nerve that runs through the spinal canal to the base of the spine. It then branches out through other openings in the vertebrae to the rest of the body.

Shock absorbers for normal, everyday activities. They can bulge slightly.

### Herniated disc



### Topic Contents

► [Topic Overview](#)

[Health Tools](#)

[Cause](#)

[Symptoms](#)

[What Happens](#)

[What Increases Your Risk](#)

[When To Call a Doctor](#)

[Exams and Tests](#)

[Treatment Overview](#)

[Prevention](#)

[Home Treatment](#)

[Medications](#)

[Surgery](#)

[Other Treatment](#)

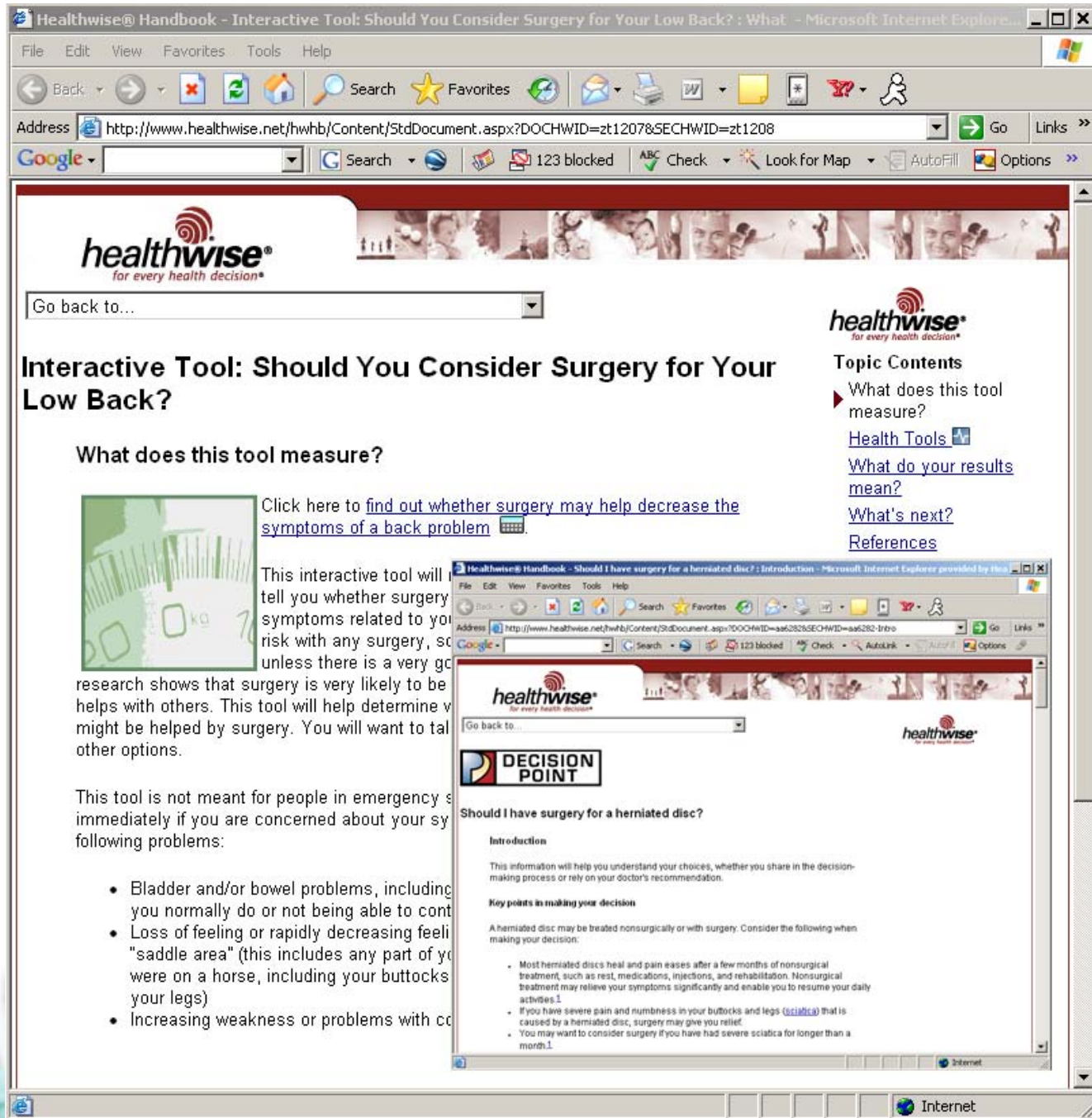
[Other Places To Get Help](#)

[Related Information](#)

[References](#)

[Credits](#)





Healthwise® Handbook - Interactive Tool: Should You Consider Surgery for Your Low Back? : What - Microsoft Internet Explorer...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.healthwise.net/hwhb/Content/StdDocument.aspx?DOCHWID=zt1207&SECHWID=zt1208> Go Links

Google Search 123 blocked Check Look for Map AutoFill Options

healthwise®  
for every health decision®

Go back to...

## Interactive Tool: Should You Consider Surgery for Your Low Back?

**What does this tool measure?**

Click here to [find out whether surgery may help decrease the symptoms of a back problem](#).

This interactive tool will tell you whether surgery symptoms related to you risk with any surgery, so unless there is a very good research shows that surgery is very likely to be helps with others. This tool will help determine v might be helped by surgery. You will want to tal other options.

This tool is not meant for people in emergency s immediately if you are concerned about your sy following problems:

- Bladder and/or bowel problems, including you normally do or not being able to cont
- Loss of feeling or rapidly decreasing feeli "saddle area" (this includes any part of yo were on a horse, including your buttocks your legs)
- Increasing weakness or problems with co

**Topic Contents**

- ▶ What does this tool measure?
- [Health Tools](#)
- [What do your results mean?](#)
- [What's next?](#)
- [References](#)

healthwise®  
for every health decision®

Go back to...

**DECISION POINT**

### Should I have surgery for a herniated disc?

**Introduction**

This information will help you understand your choices, whether you share in the decision-making process or rely on your doctor's recommendation.

**Key points in making your decision**

A herniated disc may be treated nonsurgically or with surgery. Consider the following when making your decision.

- Most herniated discs heal and pain eases after a few months of nonsurgical treatment, such as rest, medications, injections, and rehabilitation. Nonsurgical treatment may relieve your symptoms significantly and enable you to resume your daily activities.1
- If you have severe pain and numbness in your buttocks and legs (sciatica) that is caused by a herniated disc, surgery may give you relief.
- You may want to consider surgery if you have had severe sciatica for longer than a month.1

Internet





## Lifting properly to prevent back injury

### Introduction

No one is immune to back injury. Whether you have a strong back or have hurt your back before, it is well worth it to:

- **Stop** yourself before casually picking up a light or heavy load.
- **Plan** in your mind for the best way to lift what's in front of you. This could include enlisting help from one or more people.
- **Lift and move** slowly and carefully.

The time you take to use the right lifting mechanics is far less weeks, or months it can take to heal from a back injury.



[What types of lifting can cause injury?](#)



### How can I lift without hurting my back?

Follow these basic rules to protect your back while lifting:

- **Squat** down, bending at the hips and knees only. If necessary, put one knee to the floor and extend your other knee in front of you, bent at a right angle (half kneeling).
- **Press** your chest straight forward (enough to allow a person in front of you to read a name tag pinned to your chest). This helps keep your upper back straight while maintaining a slight arch in your lower back.
- **Slowly lift** by straightening your hip and knee joints (not your back). If you are half kneeling, straighten one leg or the other first, keeping your back straight.
- **Hold** the load as close to your body as possible, at the level of your navel.
- **Use your feet** to change direction, taking small steps.
- **Lead with your hips** as you change direction. Keep your shoulders parallel with your hips as you move.
- **Set down** your load carefully, squatting with the knees and hips only.

## Actionsets

### Proper lifting technique



Follow these tips to avoid compressing the spinal discs or straining your lower back when lifting:

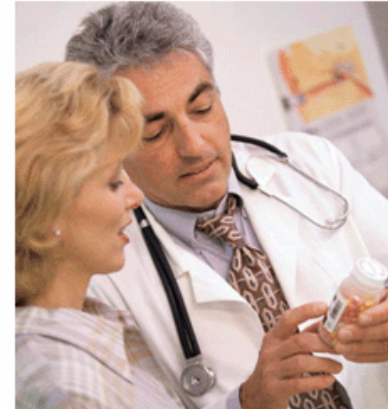
- **Squat** down, bending at the hips and knees only. If necessary, put one knee to the floor and extend your other knee in front of you, bent at a right

**Dear Anna:**

It isn't easy making a decision whether or not to have surgery. [This information](#) gives you specific points to consider when deciding if back surgery is best for you.

As you weigh the medical facts, keep in mind that your needs and desires are equally important.

If anything you read doesn't make sense to you, be sure and talk with your doctor.



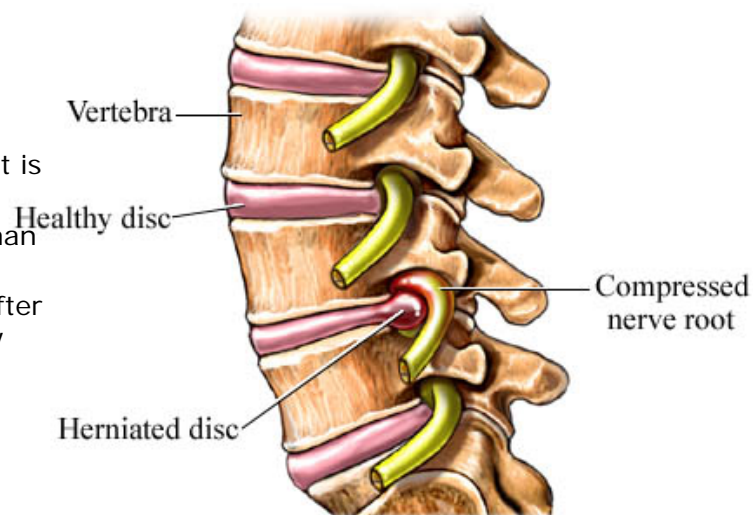
**Messages can target major decisions  
at each new moment in care.**



This information on surgery for a herniated disc will help you understand your choices, whether you share in the decision-making process or rely on your doctor's recommendation.

## Key Points

- Most herniated discs heal and pain eases after a few months of nonsurgical treatment, such as rest, medications, injections, and rehabilitation.
- If you have severe pain and numbness in your buttocks and legs (sciatica) that is caused by a herniated disc, surgery may give you relief.
- You may want to consider surgery if you have had severe sciatica for longer than a month.<sup>1</sup>
- You will probably experience faster pain relief if you have surgery. However, after 4 to 8 years, the results from nonsurgical treatment are as good as are surgery results.<sup>1</sup>



## What is a herniated disc?

The bones that form the spine in your back are cushioned by small discs. Spinal discs are round and flat, with a tough, outer layer that surrounds a jellylike material. They act as shock absorbers for the spine and keep the spine flexible. When they are damaged from an injury, normal wear and tear, or disease, they may bulge abnormally or break open. An abnormally bulging or ruptured disc is called a herniated disc, or sometimes a slipped disc.

[more](#)





## Ix Applications for Hospital P4P

- Decision Support
- Disease Management & Self-Management
- Personal Wellness and Prevention Plans
- Time Phased Post-Discharge Instructions
- Adherence Aids for Long Term Meds



## Ix Applications for Provider CDHC Success

- Patient Instructions with Web Links & visit summary
- Test Prep
- Test Results & Explanation
- Hospital Stay Success Guides (reduce errors)
- Decision Aids for Surgical/Treatment Decisions
- Medication Decision Support
- Personal Prevention Plans





# Ix Discussion



## In-Depth Ix Campaign Discussion

Where would these campaigns work best?

Are incentives necessary/appropriate?



# The Medencentive Model

## Quality Incentives for Doctors and Patients

- EBM Guidelines for the Physician
- Ix for the Patient
- P4P for both
- Checks and balances



## P4P for Physician and Patient with checks and balances

- Physician: 20% - 40% premium
  - Acknowledge guidelines
  - Prescribe information
  - Rate patient compliance
- Patient Rewards:
  - Open Ix & Answer Questions
  - Declare compliance to EBM
  - Authorizing release of MD's rating of their compliance (augment reward)



- [www.medcentive.com](http://www.medcentive.com)
- PowerPoint from 2005 Ix Conference  
[http://www.ixcenter.org/conf\\_mat05/greeneppt.pdf](http://www.ixcenter.org/conf_mat05/greeneppt.pdf)



# The Virtual Coach

The next generation in patient engagement

Reaching the previously hard to reach—  
better





# Engaging those at Risk

## Comfort and Learning:

- Words
- Pictures
- Conversation

## A wise friend:

- Always there
- Always on your side
- Always with the info I need



## **A Conversation Interface**

- Comfort of a Conversation
- Personalization of a two-way exchange
- Quick jump from virtual to actual coaching



## **The more you tell me about you.....**

- Conditions & Symptoms
- Treatments & Tests
- Health status & Health habits.
- Readiness to change
- Age, sex, education level
- Reading style

## **The more helpful I can be .....**



## The Virtual Coach

- Easy to talk with
- “It seems like a real person”
- A wise friend who will guide you to the most helpful information.



## The Virtual Coach Continuum

**Basic  
Interactive**

**What is  
eczema?**

**Gathering  
Information**

**Ix asthma  
rescue meds  
overuse  
questionnaire**

**Triage &  
Decision Making**

**What to do when  
your child has a  
fever**

**Pushing Information and  
Helping Make  
Better Decisions**

**Motivating patients to  
continue  
taking beta blockers  
after heart attack**

Increasing Levels of Interactivity and Involvement



**This is a sample of an interactive conversation.**

While the sample offers less interactivity and less quality than the I might like, it demonstrates some possibilities of the process.

## Sleep Apnea Example

<http://www.rush.edu/rumc/page-1119821272844.html>



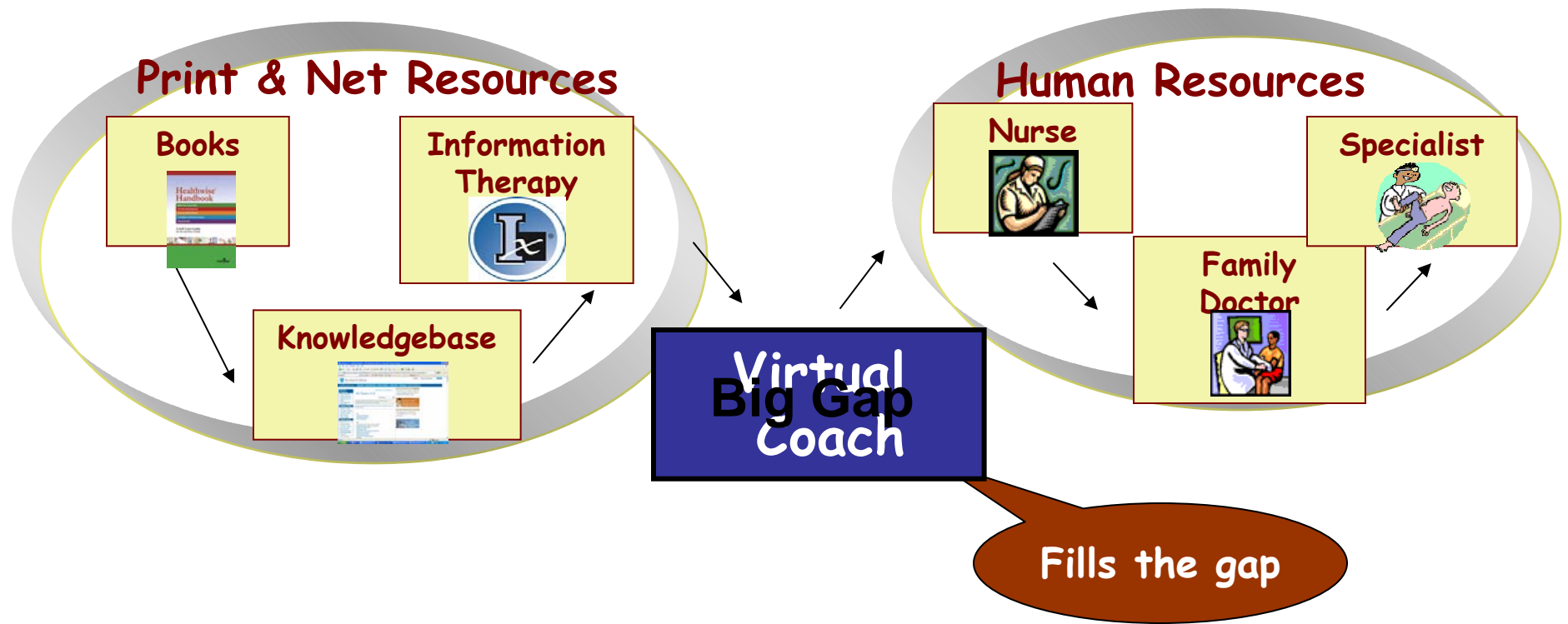
## The Challenge:

- **Much higher production values**
- **Production equipment and facilities**
- **Voice talent**
- **Liability Issues**



# The Virtual Coach

There are many ways to get health information.



Value increases



Cost increases





# Virtual Coach Discussion

Will it work?

On what topics?

With what people?

On what technology?





## Free access to the Healthwise Knowledgebase:

<http://demo.healthwise.net>

User Name: Consumer

Password: Summit

Expires: 11/30/06

