

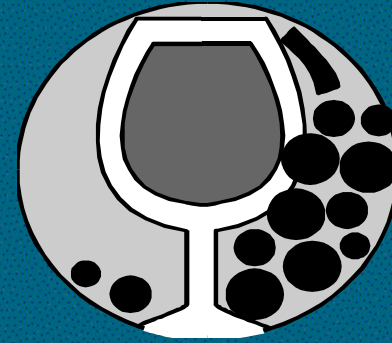


Kaiser Permanente Online

www.kponline.org

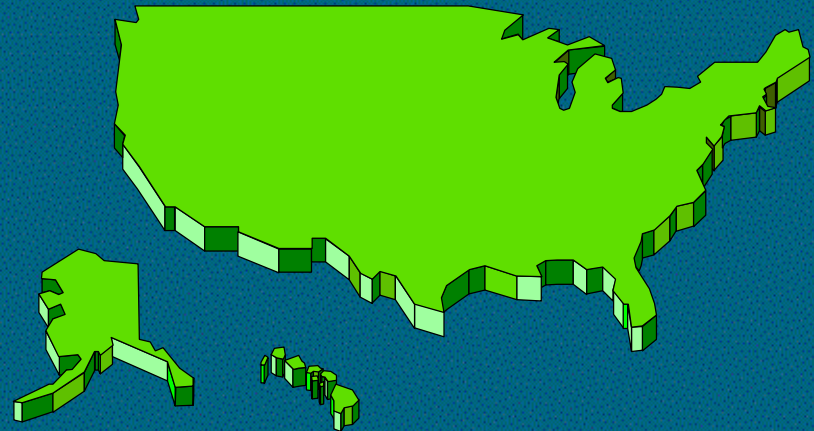
June Forkner-Dunn, RN, PhD *(candidate)*

e-HEALTH “TERROIR”



- 76,000,000
- 24,191
- 60
- 2/3

Kaiser Permanente



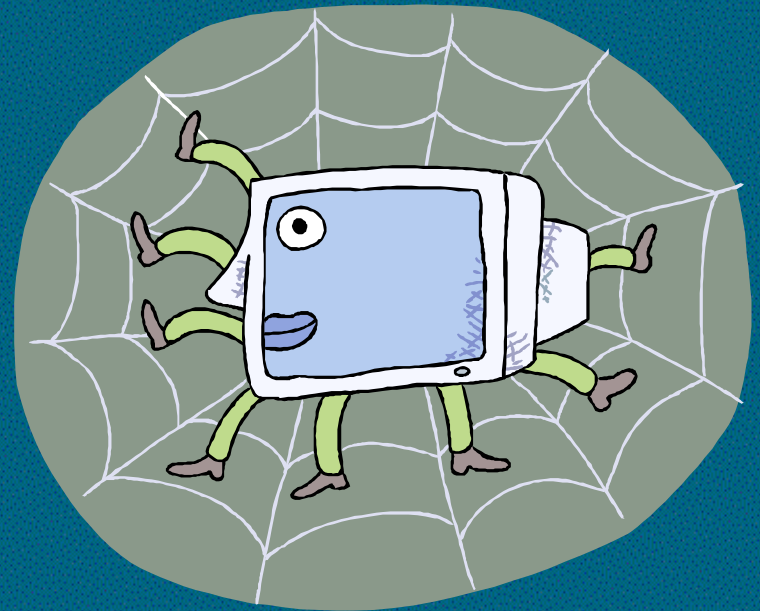
- 8.2 M members
- 7 states & Washington DC
- 11,000 physicians

KP WEB PORTALS:

www.kponline.org

www.kp.org

INTEGRATION 2002



KP Online Differs from most other sites:

- ***Unbiased information:*** we do not sell products nor advertising on the site
- ***Secure and Private:*** member information is not shared or sold
- ***Relationship oriented:*** service is linked to Kaiser Permanente physicians and health care practitioners

Convenience



Today...

- Static health content
- Directories
- Appointment *Requests*
- Pharmacy Refill

Tomorrow...

- Interactive health education
- Test results
- *Direct* scheduling
- Preventive health prompts

Relationships



Today...

- Message Boards
- Pharmacist & RN advice
- Unstructured e-mail

Tomorrow...

- Real time chat
- Real time advice
- Pt - care team messaging

Customization



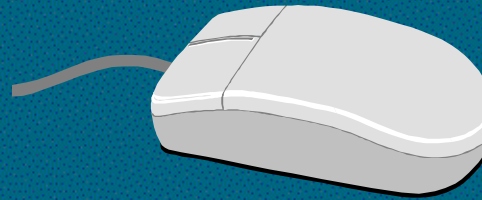
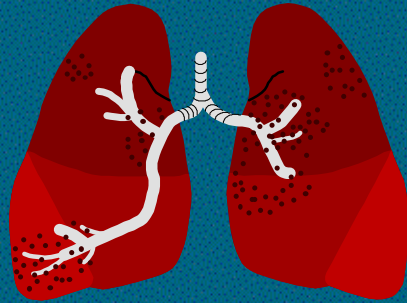
Today...

- **Region-specific info**
- **Health Risk Assessment**

Tomorrow...

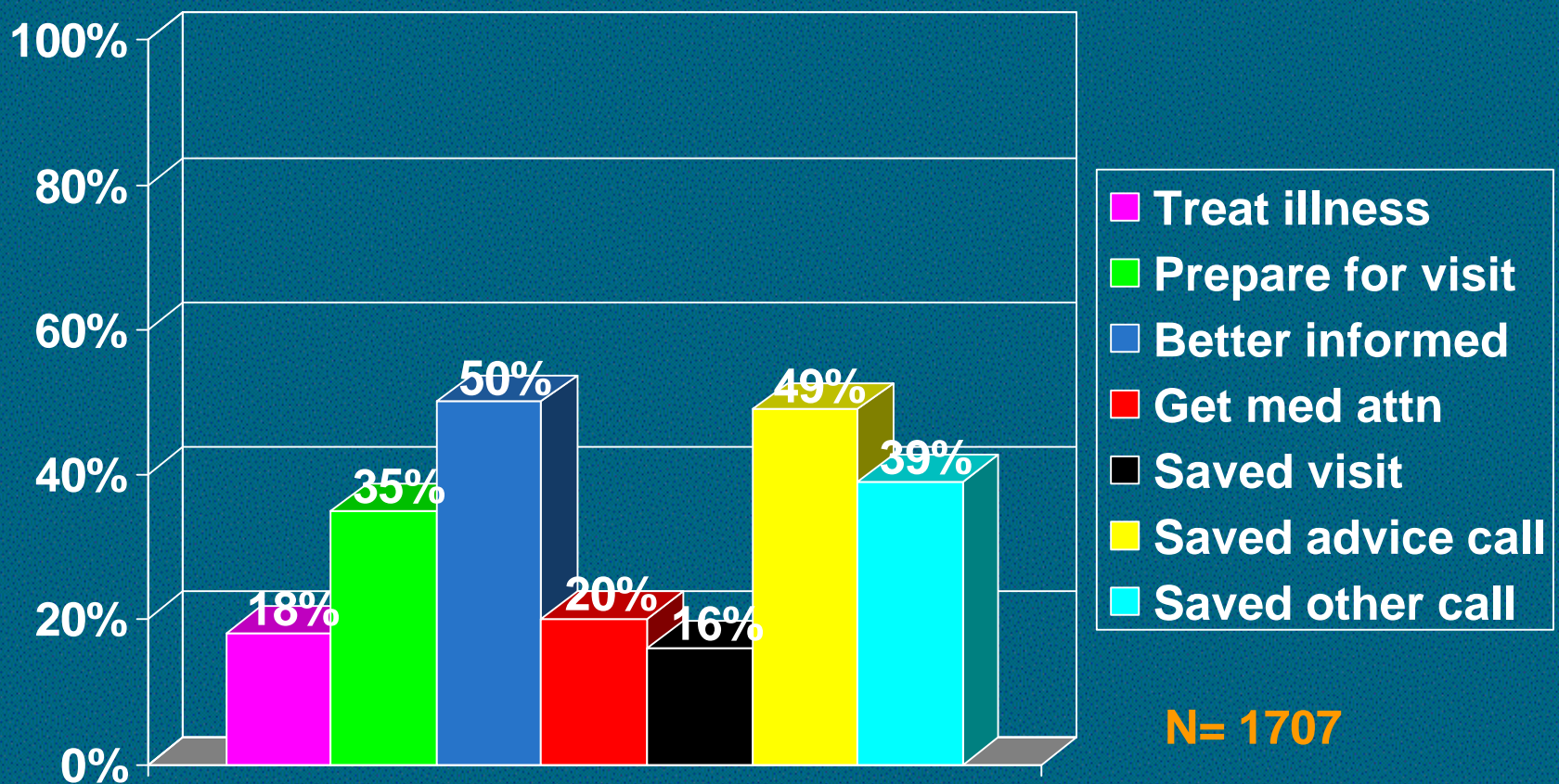
- **Personal health record**
- **Personal home page**
- **Chronic disease management**

R & D: “*Private*” Discussions



- Integrating private online groups into usual care
- Feasibility studies to prepare for clinical outcome research

How was it helpful?



“I quit smoking via a Kaiser class and now I'm managing my Type II Diabetes via Kaiser online and Kaiser classes. What a great organization!”

Health Plan Member

