

Transforming the Business of Healthcare Back To Health

The Tenth Population Health & Disease Management Colloquium
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Philadelphia, PA

Donald Schonberger MD GWHP
National Director
US Health Plan Industry
Microsoft Corporation

Agenda

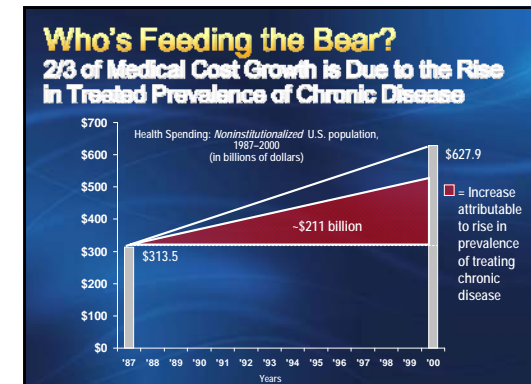
- How Relevant is "HIT" to the New Health Economy?
- How Must "HIT" Reinvent Itself?
- A Taste of HIT
- Call to Action

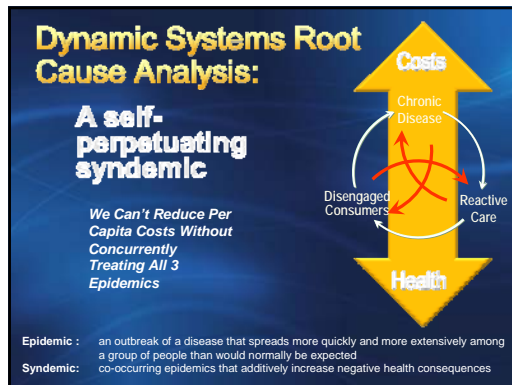
2nd Hand Thought is Pervasive

ReTHINK

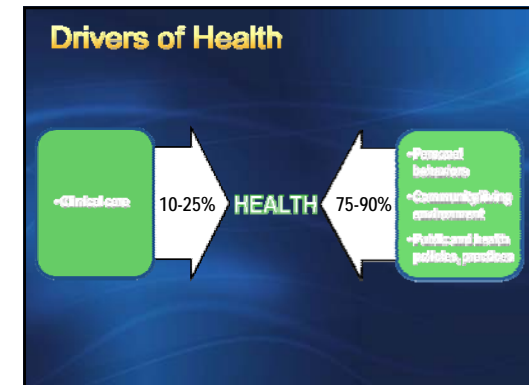
"Current efforts aimed at the nationwide deployment of health care IT will not be sufficient to achieve the vision of 21st century health care, and may even set back the cause if these efforts continue wholly without change from their present course"

NRC 2009 Report: Computational Technology for Effective Health Care: Immediate Steps and Strategic Directions





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Health Information Improvement Technology (HiT)

DEFINITION

- *Technology innovations that improve health and outcomes of individuals and populations at a lower cost per capita by delivering seamless and coordinated interactions across locations and devices.*

PRINCIPLES

1. **Root cause focused**
2. **Process oriented**
3. **Scale to populations, communities, states**
4. **Follow consumer, provider**

HIT v. HiT

	HIT Health Information Technology	HiT Health Information Improvement Technology
End goal	Improve organizational health	Improve health and outcomes of people and populations
Currency of health economy	Information.	Coordinated Interactions.
Focal purpose	Give individuals the right information at the right time/place/device	Digitize, redesign and scale the processes and expertise that improve the health and outcomes
Strategy	Information is power	Collaborative teaming is power.

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Healthy Interactive Entertainment

- HIT
 - Making consumer engagement in health natural, enjoyable
 - Sealing the impact of primary care & wellness coaches



Making Remote Patient Monitoring Work for Physicians, Patients, and Payers

- Transforming the Medical Management Model Begins with Patient / Physician Connectivity
 - *Cleveland Clinic Pilots Secure, Coordinated Health Information Technology Systems to Help Manage Three Common Chronic Conditions*
- HIT
 - Seamless, coordinated interactions – that follow patient & clinician
 - Scales medical management model

Gisela Nehring, R.R.T., Olga Rodriguez, R.N.,
R. Joseph Turk, Ramon Boudros, M.D., Gene
Lazuta, C. Martin Harris, M.D.

Virtually Personal Avatar

- HIT
 - Scales productivity and extends the reach of PCPs, nurses, coaches, educators

Meet Milo

Call to Action

Prove the business value of HIT innovations

1. Promote discussion, challenge the current mental model
HIT v. HiT
2. Pilot and prove the business value of HIT

Debbie.Schulman@microsoft.com