

# Pushing the Envelope: Cutting-Edge Models of Patient-Centered Care Delivery

***National Health IT & Delivery System  
Transformation Summit – June 27 & 28***

**Bart Foster  
CEO & Founder  
SoloHealth**

# SoloHealth

- Healthcare Technology Company Based in Atlanta, GA
- Focused on Self-Service Healthcare to **Empower Consumers**
- Spin-out of Novartis
- Awarded \$1.2M Grant from National Institute on Minority Health & Health Disparities & SBIR
- Leading Automated Retailer Coinstar an Investor

Our Model  
Awareness + Education =  
Action





# **Cutting-Edge Models of Patient-Centered Care Delivery**

- What Does the Phrase Mean for Consumers & the Industry?
- Examples of “Patient-Centered Care Delivery”.
- Technology Plays A Key & Crucial Role for Success.
- Open Communication Platforms & Data, Information Access a Necessity.
- Consumers Must Be Informed, Engaged & Empowered
- Pharmacy and Grocery Retailers Can Be the “Frontline”

# Self-Service Technology Enables Consumer Empowerment



403,000  
ATMs



26,000  
locations



74,000 self  
checkouts



All major  
airlines

# How Did You Arrive at the Conference?





# Despite the Rise of Smart Devices (phones, tablets) & the Internet



**More than  
55% of mobile  
users will have  
smartphones  
by end of 2011.**



**\$9.2 Billion in  
Revenues  
(2010)**



**142.8 million  
smartphone  
users by 2011.**

**First \$10+  
Billion Quarter  
(Q4 2010)**

# Consumer are Still at Retail



92% of Americans  
Live Within 5 Miles  
of Multiple  
Retailers

Consumers Visit  
Supermarkets 2.1  
Times/Week

**Walmart**   
Save money. Live better.

**CVS/pharmacy**

**RITE  
AID**

**SAFEWAY**

**Kroger**

**Walgreens**  
The Pharmacy America Trusts

  
**TARGET**

**Publix**

# Retail Healthcare Innovation



These formats  
offer assisted  
convenience to  
shoppers





# And Convenience

Expanding service  
assortment to capture  
greater share of wallet

**SEARS**  
Hearing Aid Centers



 **TARGET**  
*Optical*

 SoloHealth™

# But What Can I Do for Myself?



# Market Opportunity: The Virtual Front Porch



SoloHealth is at the convergence of  
Retail, Self Service and Healthcare



**Why Do We Need Cutting-Edge Healthcare  
Technology Delivery & Communication?**

**How Can Technology Help Our Healthcare  
System?**

**Why Should We Care?**



# Largest Health Risks in the United States



**Visual Impairment** affects over 150 Million people



**Hypertension** affects 65 Million, Nearly 1 in 3 Adults



**Overweight or Obesity** affects 141 Million people



**Pre Diabetes** affects over 79 Million Americans

These afflictions impact overall health risk

# Changing the Paradigm



Transformational  
Market Shift



## Industry Current State

25,000 placements  
Dated  
Not networked

## The SoloHealth Platform

Innovative  
Networked  
Specific and Relevant Content

# Consumer Self Empowerment



Blood Pressure



Vision Screening



Body Mass Index &  
Health Risk Assessment



Connected  
kiosk/web/mobile/social

# Beyond the Kiosk: The SoloHealth Platform

## Insurance Companies

Data Transfer  
Enrollment  
Health Risk Assessments



## In Store

Advertising  
Coupons  
Data exchange



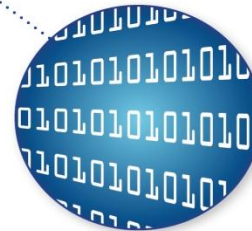
## Mobile / Web

Wellness Programs  
Affinity Programs



## Local Providers

General Practitioners  
Integrated Delivery Systems  
Optometrists  
Other Health Providers



## Data Insights

EMR / PHR connectivity  
Market Research  
Shopper Insights



# My Health in My Hands

Welcome! Please Touch an Image To Begin



Tests & Screenings



Email

Find a Dr.

History

EXIT



START OVER VOLUME



flowplayer



START OVER VOLUME



TOUCH a meter below for specific results!



Blood Pressure



Health Risk

**FAST FACT:**

Did you know that more than half of all American children are now overweight?

## Health Risk Assessment

Based on the information collected, your Health Risk Assessment result is mostly good, as indicated by the Health Risk Assessment meter. However, there is room for improvement.

## Depression/Stress Advice

Your score is in a range typically associated with major depression. Depression is a serious medical condition and should be treated by a doctor. If you don't feel you can keep yourself safe right now, contact emergency services. Depression is usually treatable, and with it, you can feel better.

Email address below to receive your results.

4	5	6	7	8	9	0	Delete
R	T	Y	U	I	O	P	-
F	G	H	J	K	L	-	underscore
C	V	B	N	M	.	@	
SPACE							.com

No, Thanks

Introduction Exam Analyze Results



GO BACK NEXT

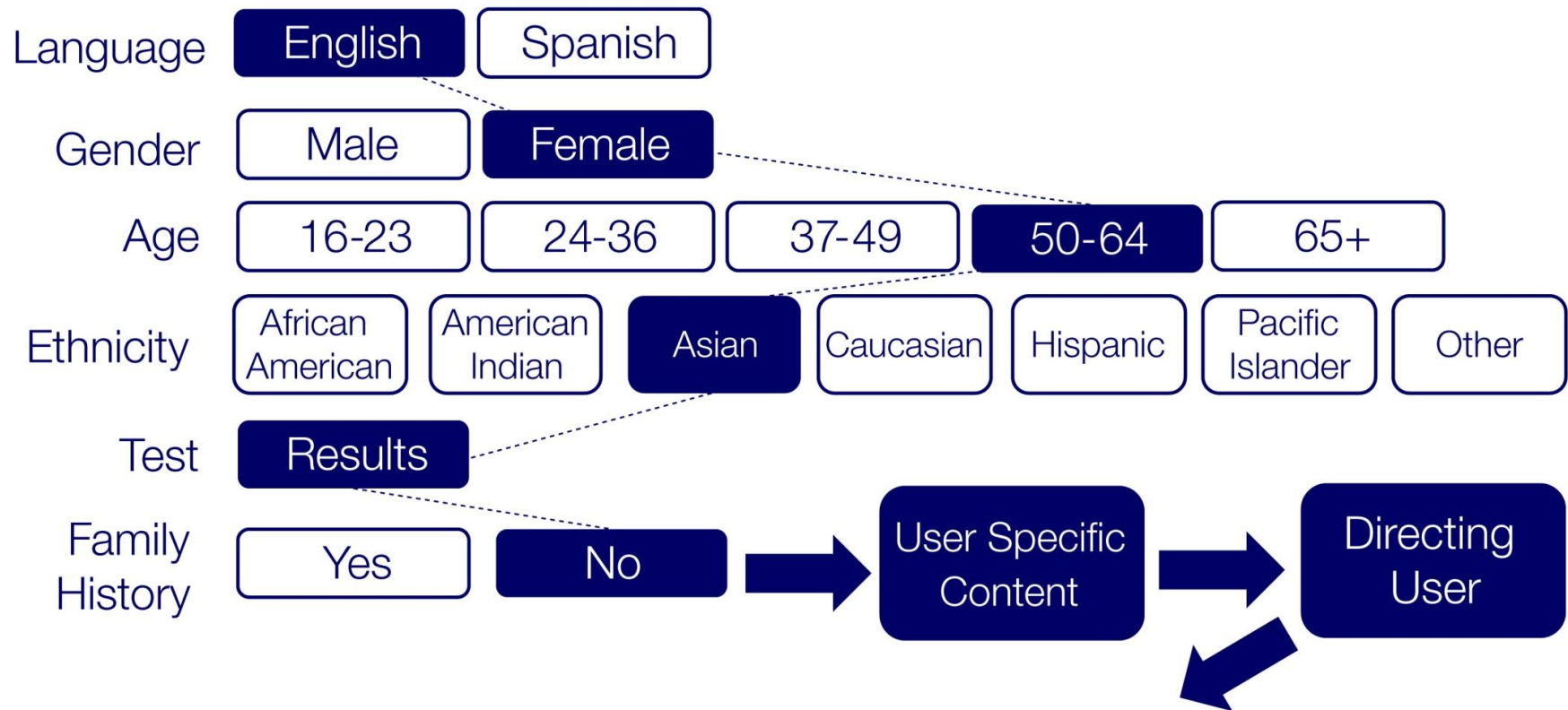
Menu Introduction Exam Analyze Results



GO BACK NEXT

SoloHealth

# Personalized, Relevant, Contextual



Email

Find a Dr.

History

**EXIT**



**26.2**

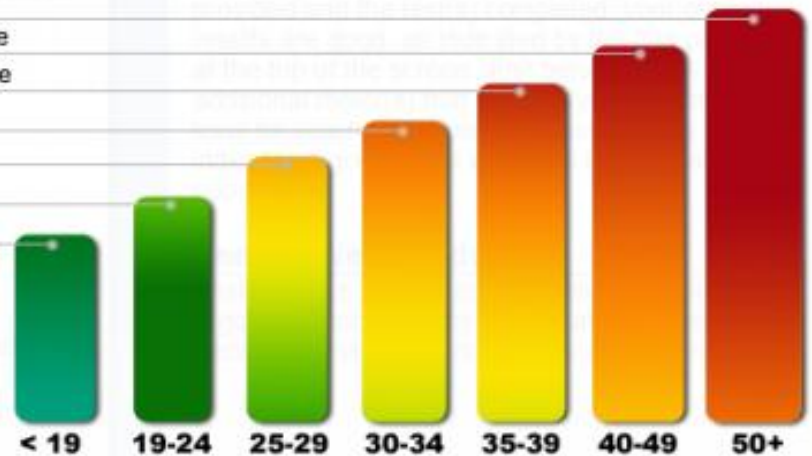
**Your Weight:  
188**

Find out How  
You Compare  
to others in  
your area

## Healthy Weight Advice

Based on the information collected, your BMI result is good, as indicated by as indicated by the BMI meter. However there is room for improvement.

Super Obese  
Morbidly Obese  
Severely Obese  
Obese  
Overweight  
Ideal BMI  
Under Weight



Powered By SoloHealth™



START OVER



VOLUME



Menu



Introduction



Exam



Analyze



Results



GO BACK



NEXT



Email

Find a Dr.

History

EXIT

### Austin Regional Clinic

Serving the Austin Area.  
(512) 272-4636



Daytime Urgent &  
After Hours Care  
AustinRegionalClinic.com

Same Day Appts-Urgent Care-  
After Hours Clinic

### Westlake Eye Specialists

5656 Bee Caves Rd Ste F200, West Lake Hills, TX 78746  
(512) 472-4011



"The Art of Eye Surgery"  
Board Certified  
Ophthalmologists  
3600 EEE CARE RD STE F-200

Mon-Thu 8am-5pm, Fri 8am-  
12noon, Sat-Sun Closed

### Seton Family of Hospitals

1201 W 38th St, Austin, TX 78705  
(512) 324-1000



A Family of Hospitals  
CARING FOR YOU  
Seton Family of Hospitals

### Dell Children's Medical Center of Central Texas

4900 Mueller Blvd, Austin, TX 78723  
(512) 324-0000



Dr. Erin Amjadi

901 W Ben White Blvd Austin TX 78704  
(5.8 Miles Away)

Family  
Doctor



Sweet Vida Medical Center

1221 W. Ben White Blvd. Austin TX 78704  
(5.8 Miles Away)

Family  
Doctor



Austin Medical Associates

900 E. 30th, Suite 100 Austin TX 78705  
(8.81 Miles Away)

Family  
Doctor



Austin Regional Clinic

6835 Austin Center Blvd. Austin TX 78731  
(10.23 Miles Away)

Family  
Doctor

4454 Jallard Rd. Ste. 100 Austin TX 78750

Familiv



1

2

3

4

5

Menu

Introduction

Exam

Analyze

Results

GO BACK

NEXT



START OVER

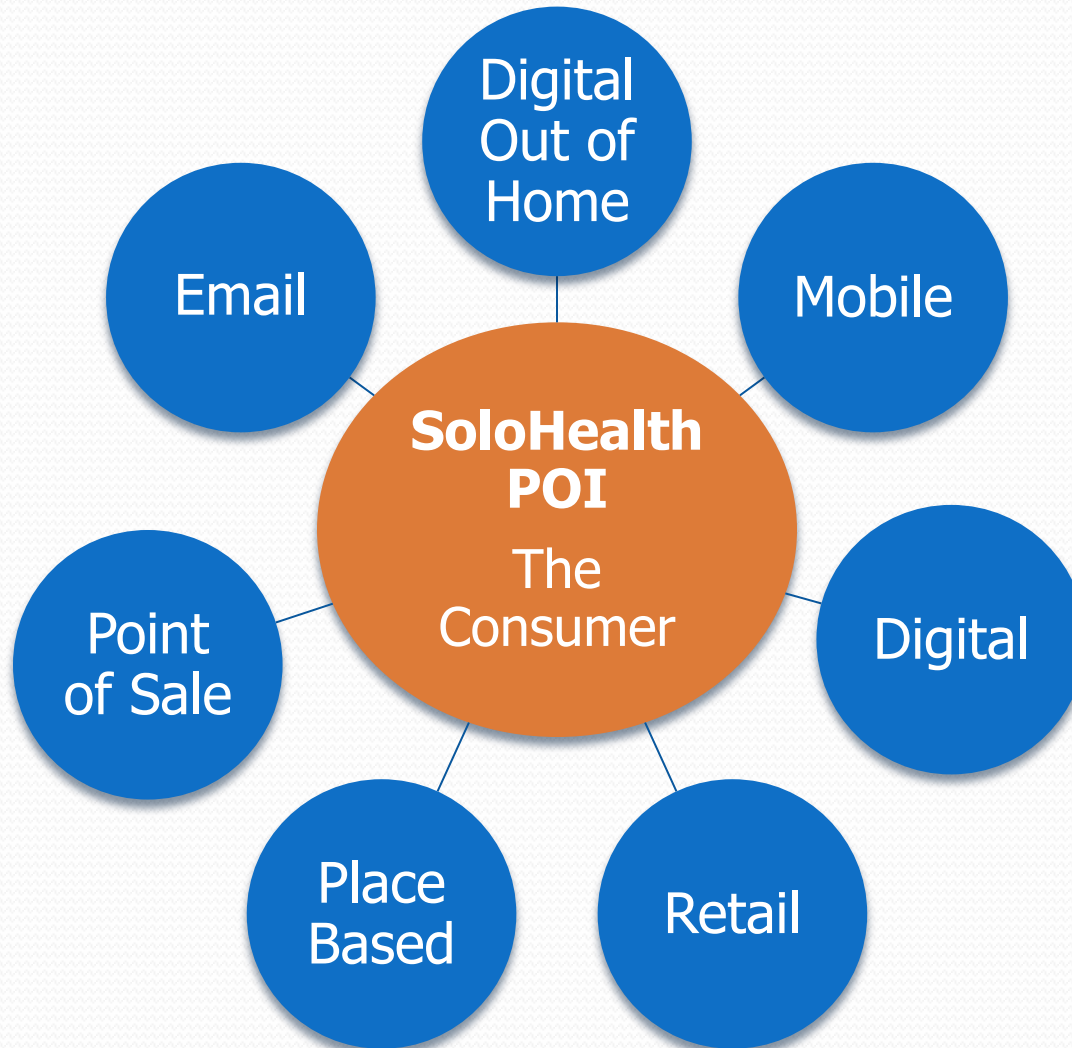


VOLUME





# Today's Communication Platforms



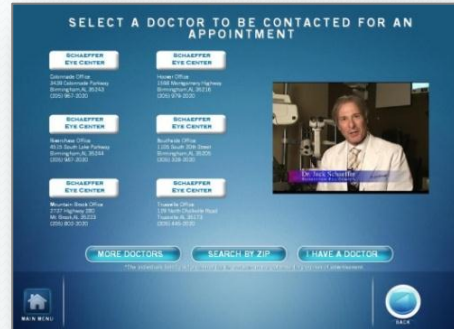
# The SoloHealth Platform

- **Empowers** consumers and fulfills “self-service” desire
- Focuses on **Awareness, Education & Action** to drive Health outcomes
- Connects with consumers across numerous touch points, allowing true consumer **"Point of Interaction" (POI)**
- Facilitates dialogue with local health care providers
- Tying into Government's Open Data Initiative

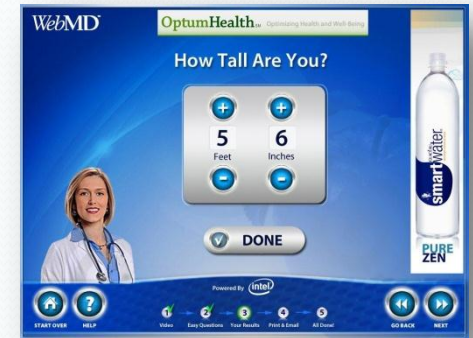
# Sustainable Business Model



Retailer



Local Listings



National/Regional  
Ads

# *Free Vision Screening -> 9 Metro Markets. > 1.5 million users*



SAFEWAY



Schnucks



Smith's  
FOOD & DRUG STORES  
www.smithsfoodanddrug.com

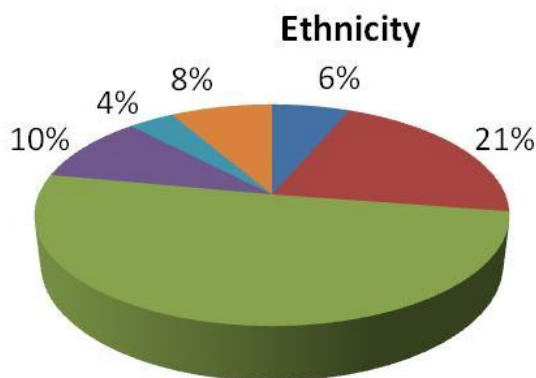


Walmart  
Save money. Live better.





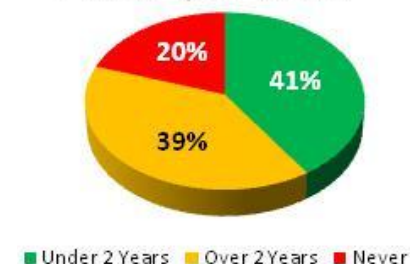
# *Users Reflect Demographics of the Area*



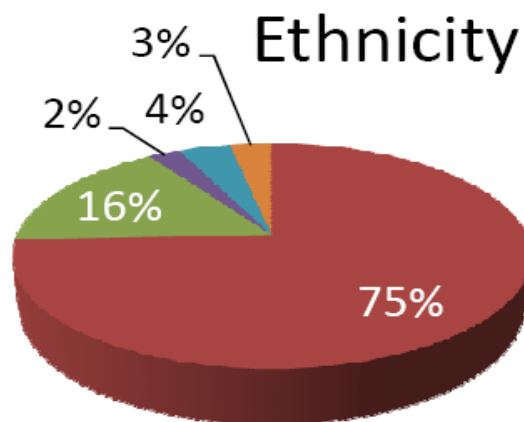
Asian  
 Black  
 Caucasian  
 Hispanic  
 Multi-Racial  
 Other



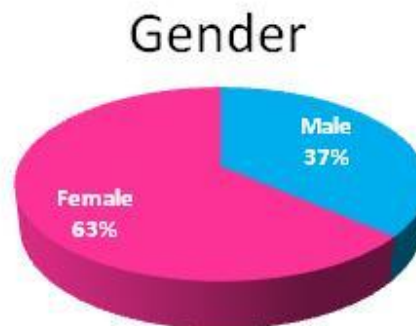
**Last Eye Exam**



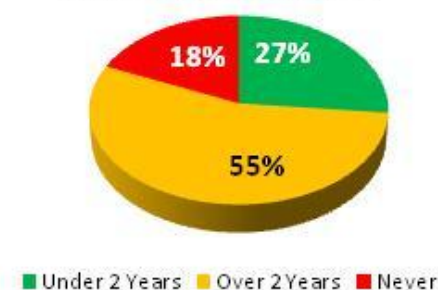
All Users Reflect Demographics of Where Kiosks are Placed



Asian  
 Black  
 Caucasian  
 Hispanic  
 Multi-Racial  
 Other



**Last Eye Exam**



Exam Requester -> More Diverse, More Female, More Need

# Summary

1. Trend of self-service is here to stay & growing
2. Empower Consumers; Awareness + Education = Action
3. Reach consumers where they are
4. Important to provide numerous points-of-interaction for today's on-the-go and tech-savvy consumers.

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