



Reach Your Patients. Reach Your Goals.

Health Information Technology Summit

Wendy Angst
CapMed, Division of Bio-Imaging Technologies Inc.

wangst@capmed.com

CapMed

A Division of Bio-Imaging Technologies, Inc.

www.CapMed.com
www.CapMedPHR.com



CapMed's Personal Health Record



- Began in mid-90's from EMR
- Focused and nimble
- Over 600,000 PHRs distributed
- Quicken®-like model
- Awarded Best PHR at TEPR 2006
- NSDQ: BITI

The best way to care for your patients, is to help them care for themselves.



What Sets CapMed Apart?

- Our hybrid product – multiple delivery mechanisms
- Leadership in interoperability
- The richness and depth of our Personal Health Record
- Modular in design
- Personalization for consumer
- Patient Provider communications
- Extensive customization

The best way to care for your patients, is to help them care for themselves.

Interchangeable PHR Offerings



- **Personal HealthKey (USB Drive)**
 - ◆ Program resides on the secure USB drive with built in security (256 AES-bit encryption)
 - ◆ Tangible product supports feelings of data control and security
 - ◆ The HealthKey can be updated and accessed anywhere regardless of any software, EMR, or Internet connection

- **CapMed Personal Health Record (CD-ROM)**
 - ◆ Program runs from personal PC
 - ◆ Internet enabled for exchanging information
 - ◆ Supports mass distribution

- **CapMed Online PHR**
 - ◆ Stand alone or connected to HealthKey or CD
 - ◆ Manage information online, with id# and password authentication/validation
 - ◆ Permission-based access for providers



The best way to care for your patients, is to help them care for themselves.

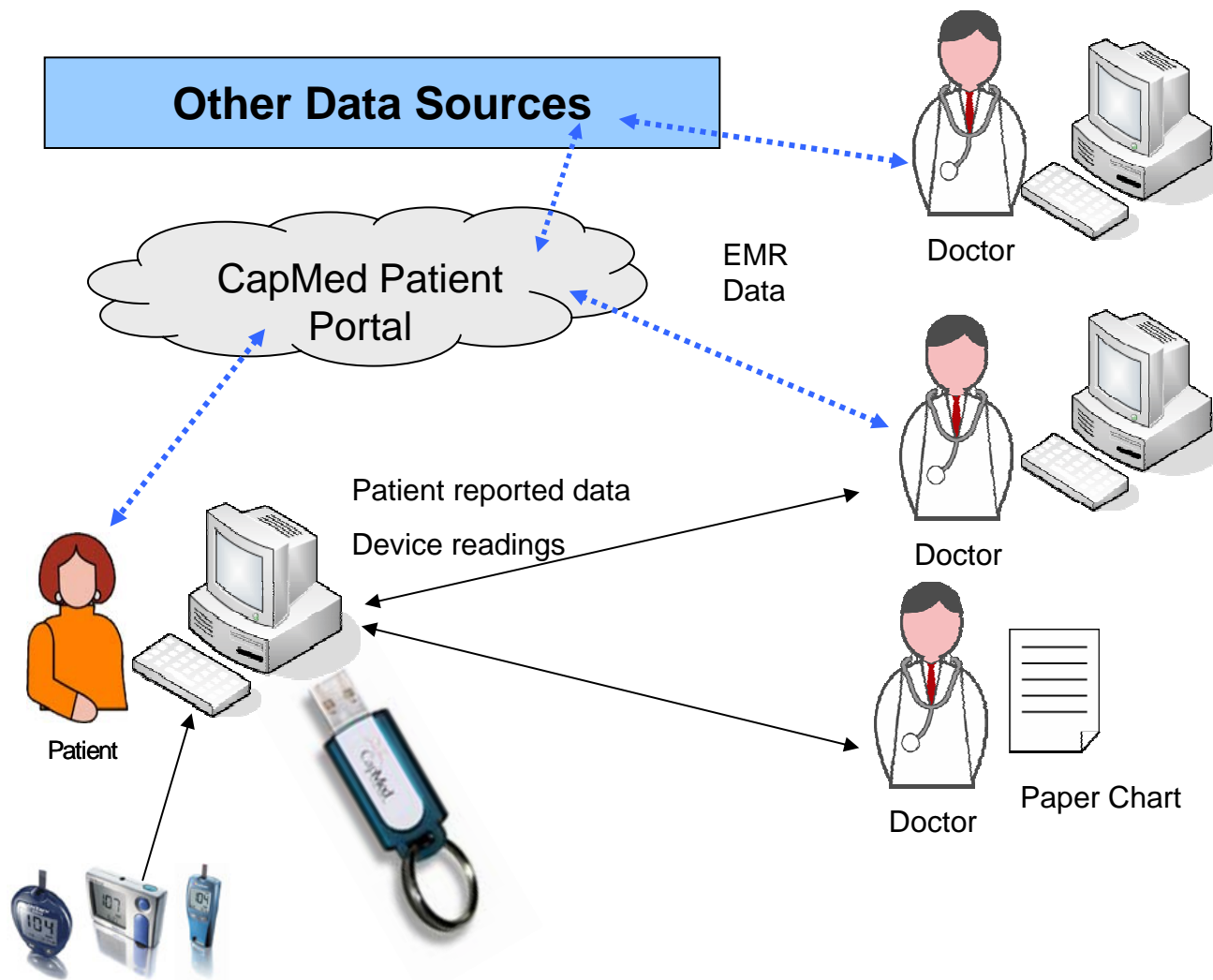
CapMed Interoperability



- We are the only Personal Health Record vendor that has consistently participated in interoperability showcases at both HIMSS and TEPR
- NHIN demonstration with IBM for consumer use case
- Multiple data sources
 - ◆ Medication history
 - ◆ Claims data
 - ◆ Lab results
 - ◆ EMR data
 - ◆ Home monitoring devices
- CapMed supports multiple standards
 - ◆ ASTM CCR
 - ◆ HL7 CDA/CRS
 - ◆ HL7 CCD

The best way to care for your patients, is to help them care for themselves.

Information Exchange



The best way to care for your patients, is to help them care for themselves.

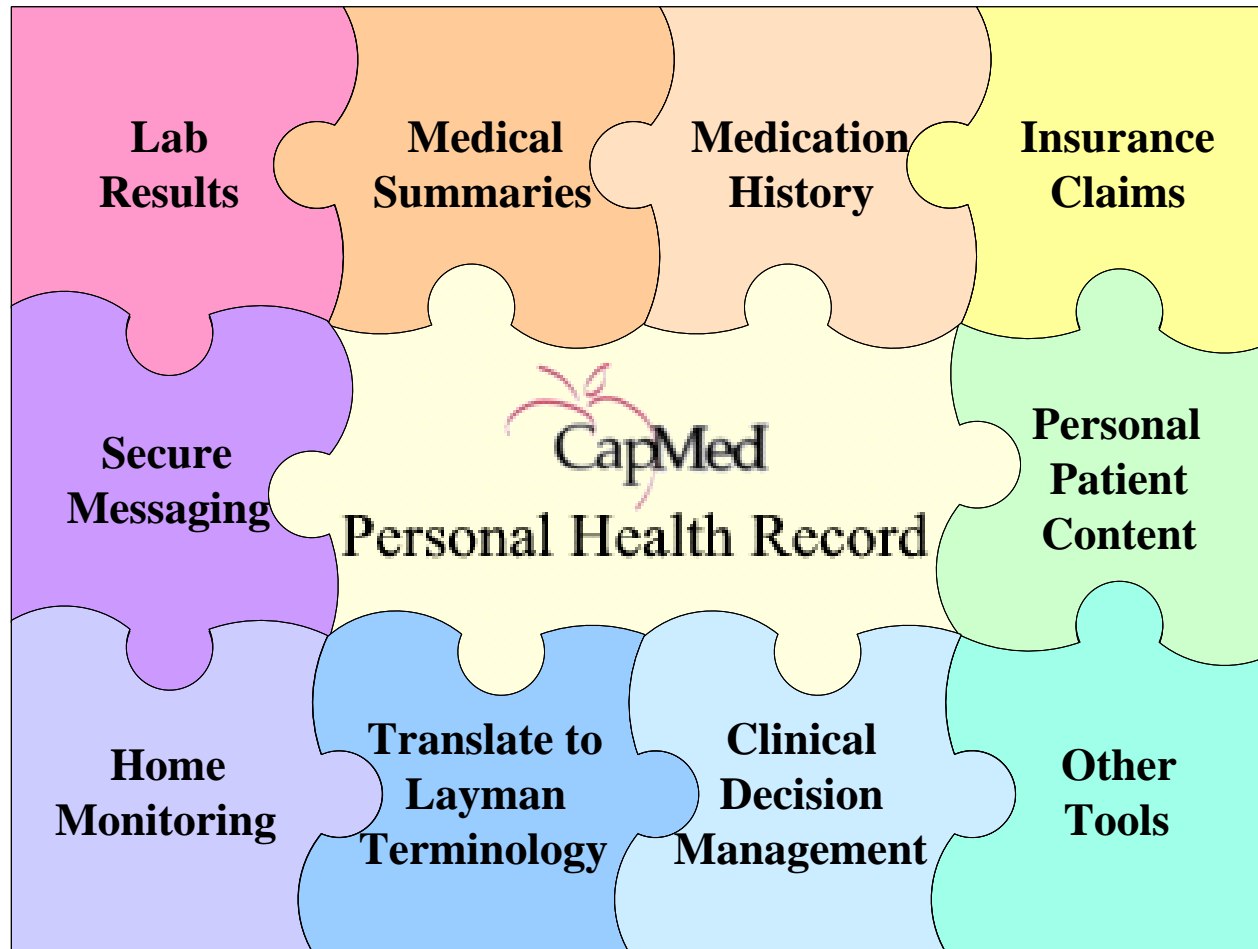


CapMed Personal Health Management Suite

- **Store multiple family members**
- **Data entry wizards**
- **Medical reminders and alerts**
- **Report manager**
- **Ability to attach documents and images**
- **Import data from home monitoring devices**
- **Provide remote access to providers and care givers**
- **Support emergency access**
- **Personalized health information**
- **Communications engine**
- **Data mapping and translation for electronic input**
- **Pre-visit forms**
- **Secure messaging**
- **Health Risk Assessments**
- **Health coaches**
- **Gaps in care**
- **Layman terminology**
- **Drug interaction checker, include food**
- **Managing healthcare finances**

The best way to care for your patients, is to help them care for themselves.

Modular Design



The best way to care for your patients, is to help them care for themselves.



Personalized to End User

- Direct links to patient education tied to conditions, medications, tests and treatments with personal health page aggregates all relevant information
- Reminders and alerts trigger based on information input into PHR, including:
 - Gaps in care
 - Values outside of normal ranges
 - Follow up care such as refills or appointments
- Enhancing patient/provider communications
 - ◆ Printed reports , including a wallet emergency card
 - ◆ Transfer via the Personal HealthKey (USB)
 - ◆ Online access – “inviting care givers and providers”
 - ◆ All data in PHR abides by industry standards to support interoperability with other systems
- Personalized messaging to optimize user engagement

The best way to care for your patients, is to help them care for themselves.

Patient Provider Communications



- Information accessible to care providers
 - ◆ Standards import and export
 - ◆ Multiple ways of sharing data
- Alerts/notifications sent to providers
- Enables consistent view of information
- Improves care management efficiencies
- Overall improved patient/provider collaboration



The best way to care for your patients, is to help them care for themselves.

Branding and Customization

Packaging

- Member outreach materials
- Product packaging
- Labeling
- User guide

Application

- Dashboard
- Reports
- Interfaces
- Tools



<https://CapMedPHR.com>



The best way to care for your patients, is to help them care for themselves.



Personal Health Dashboard

Friday, March 23, 2007

Welcome, Jane!

[Logout](#)

Personal Family Record For:

Family Member:

Bewell, Jane E

[Go to My PHR!](#)

My Health Data

- [Download my medical data](#)
- [Upload my medical data](#)
- [Copy data to/from PHR](#)
- [HealthKey](#)



Communication

[options](#)

Messages

- [Inbox \(3\)](#)
- [Outbox \(2 pending receipt\)](#)
- [Alerts \(2\)](#)
- [Health Notifications](#)

My Latest Health Stats

[options](#)

Blood pressure: 120/80;
 Weight: 150;
 Pulse: 72;
 Cholesterol: 150;

Reminders

Today's Reminders

[Add a reminder](#)

Health Information

[Search](#)

Family History of breast cancer

Articles

- [MedlinePlus: News by Date](#)
- [MedlinePlus: All Health Topics](#)
- [More...](#)

News

- [Plant Compound In Diet Associated With Decreased Risk Of Postmenopausal Breast Cancer \(Science Daily\)](#)
- [Cancer has reached most serious phase \(The News & Observer\)](#)
- [Breast cancer survivor's husband tells of his journey \(Louisville Courier-Journal\)](#)
- [More...](#)

Breast Cancer

Articles

- [MedlinePlus: Breast Cancer](#)
- [MedlinePlus: Cancers Topics](#)
- [MedlinePlus: Breast Diseases](#)
- [More...](#)

News

- [Edwards' Story Resonates With Breast Cancer Survivors \(KOCO ChannelOklahoma.com via Yahoo! News\)](#)
- [Breast cancer radiotherapy gentler on the heart \(Reuters via Yahoo! News\)](#)

Today's Tip:

[How to Eat Healthy on the Road](#)

Quick Tasks:

Select a Topic

CapMed PHR HealthKey



Consumer Empowerment: Taking Healthcare Into Your Own Hands

Learn more about CapMed's PHR

- [What is a PHR?](#)
- [Why is a PHR Important?](#)
- [How Do You Use a PHR?](#)
- [PHR and Your Doctors](#)
- [About CapMed](#)