Networked PHR, a framework for personal health applications & services

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# Drivers for deployment of PHR

- CRM tool for health plans, hospitals and large practices
- Remedy information asymmetry in US healthcare system – consumer education and engagement
- Employers desire to engage employees in own care and wellness
- Offer platform for other types of services

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Reasons for lack of adoption of PHRs

- CRM tools can't provide complete information, are tethered and not portable
- Data not automatically populated
- Confusion over standards
- Thicket of medical data regulation, legal protections, and privacy restrictions
- Consumer anxiety over misuse of personal medical data
- No critical mass movement toward widespread PHR use
- No infrastructure to connect legacy data systems to PHRs
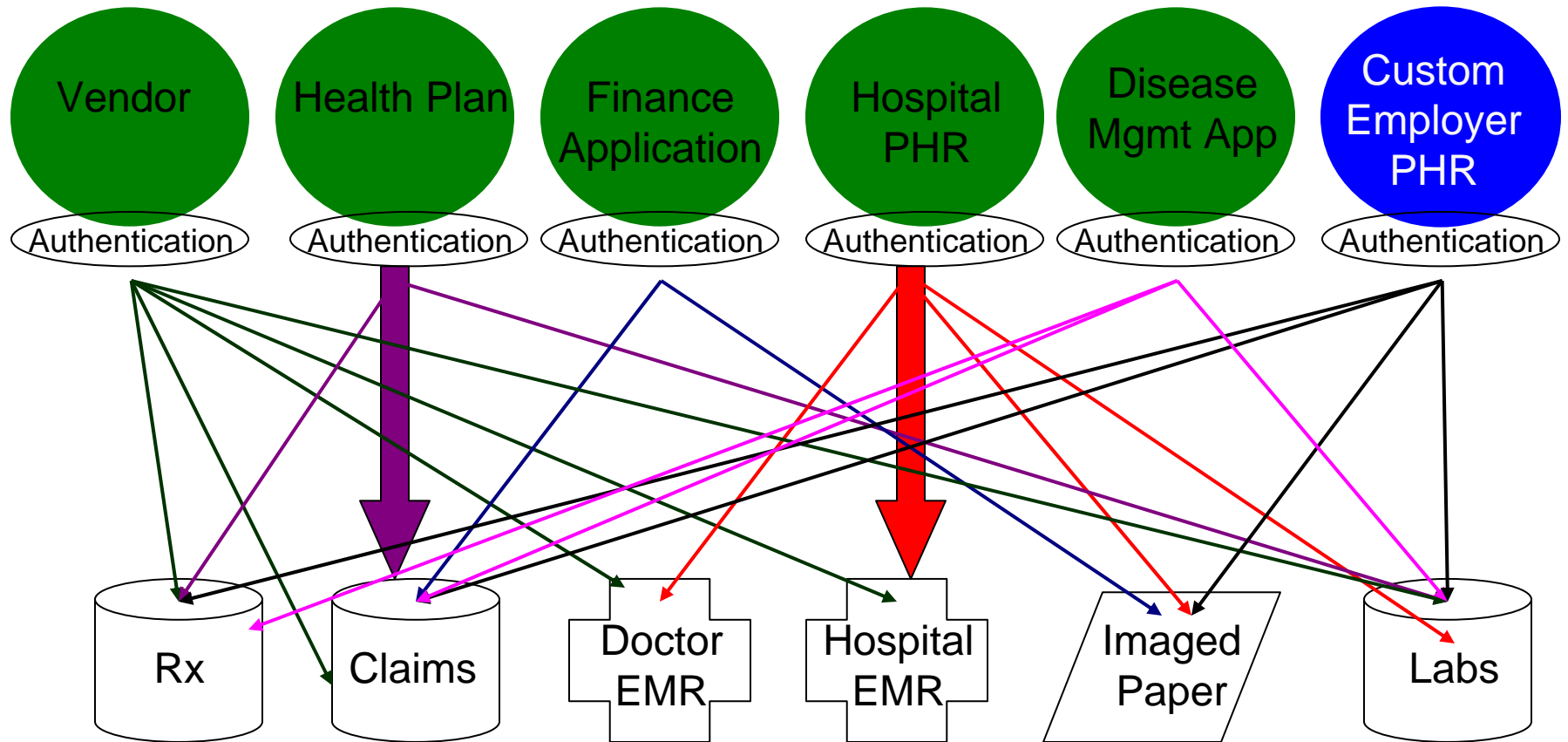
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PHR industry today

200+ PHR and related applications...
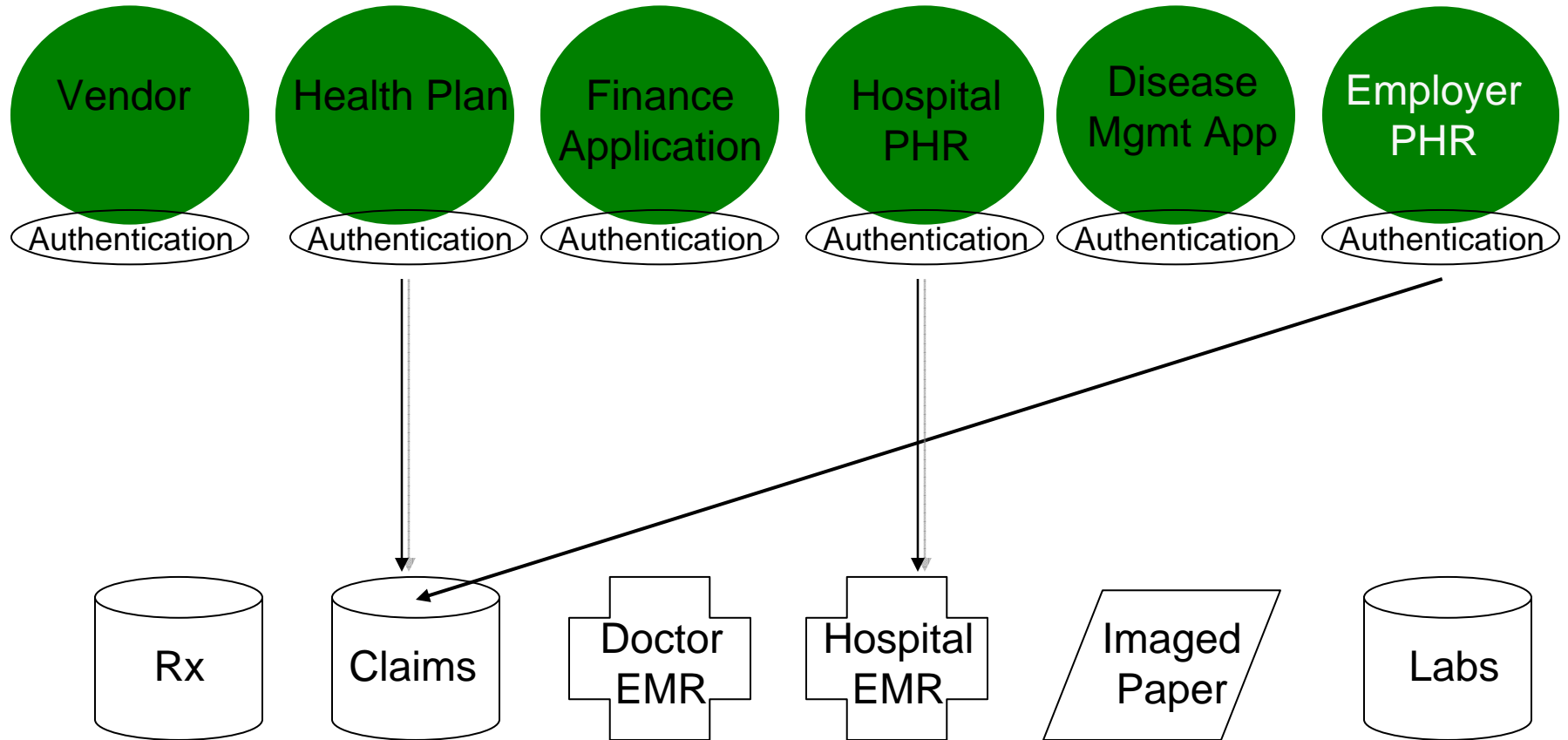
PHR industry (a simulation)

200+ PHR and related applications...

... x 500+ data originators

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How to stop this fragmentation

- Devise a common framework to solve privacy and security issues as well authentication and record location,
- Run the CF as a public utility to stop development of a million PHR silos,
- Plan for mass adoption of this model by:

  – Portable across platforms: Web app, USB key, PDAs
  – Modular and flexible in terms of functionality and data access
  – Initially free to users
  – Low cost and economically predictable to employers
  – Non-disruptive to current provider and payer data flows
  – Independent of current institutions but able to exchange data with them
  – Private, secure, and hosted by an independent third party

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Important reasons for promotion of NPHR by employers

1. Reduced medical costs through improved management of care, especially in case of chronic diseases
2. Reduced medical costs through improved compliance with prescriptions and other physician orders
3. Reduction in redundant medical services - especially when employees switch health plans, doctors, hospitals, and employers
4. Improved medical quality through reduction of medication interaction errors
5. Reduced absenteeism through digitization of a percentage of traditional physician office visits
6. Ability to deploy best of class personal health applications
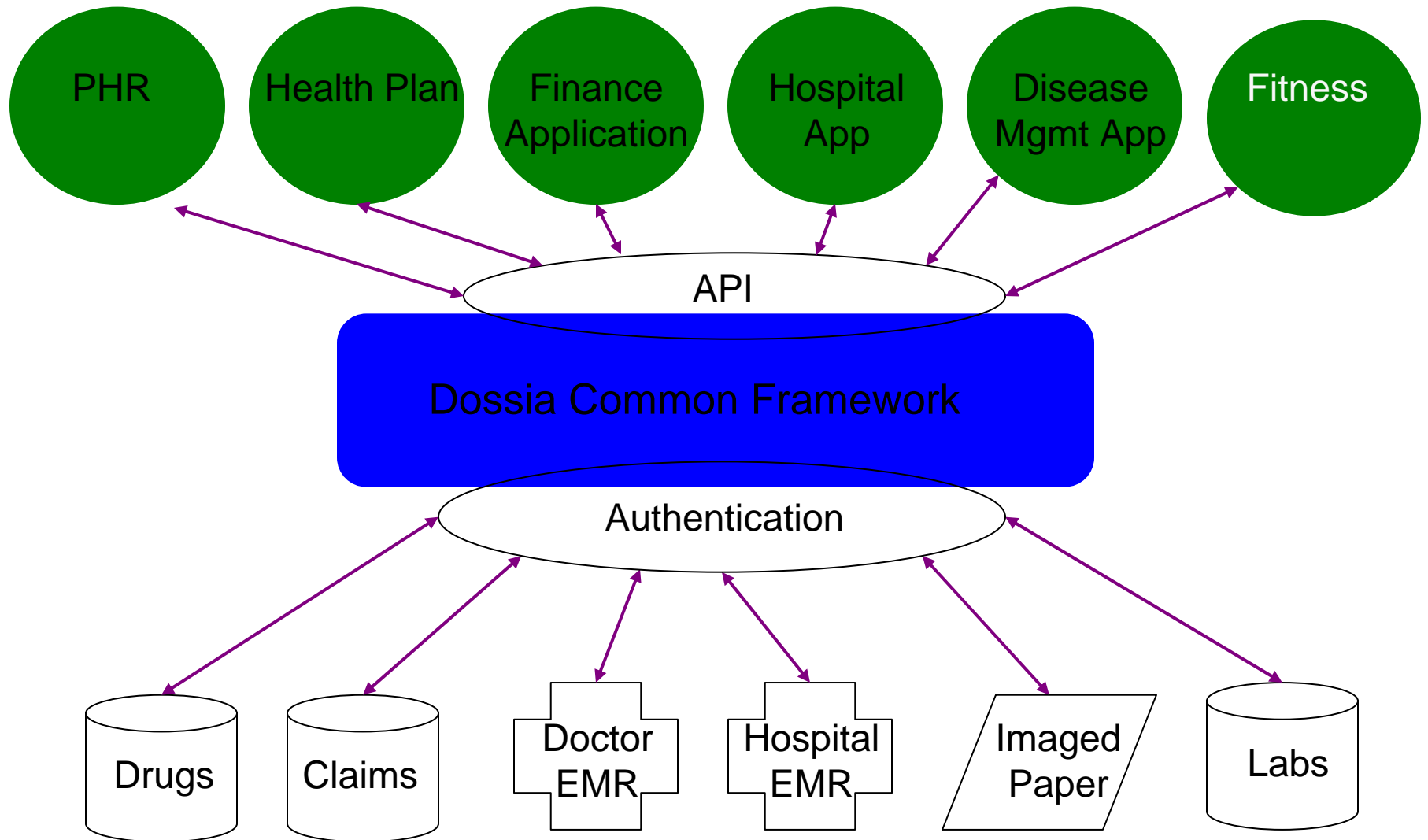
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Dossia – employer funded initiative

- An electronic system for collection and secure storage of lifelong personal health information for those who choose to participate
- To be developed, deployed, and maintained by a not-for-profit company (Omnimedix Institute) with funding by a consortium of large employers
- Architecture based on the Markle Foundation's Common Framework with broad-based input and a strong focus on privacy and security
- Designed to operate as a public utility providing a common API to enable a wide variety of personal health applications

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What Dossia is not

- A PHR application
- An effort by employers to control their employee's health data
- A commercial effort by any of the founding companies
- A system tethered to a specific delivery system or EHR vendor

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Networked PHR as the Common Framework

PHR

Health Plan

Finance Application

Hospital App

Disease Mgmt App

Fitness

API

Dossia Common Framework

Authentication

Drugs

Claims

Doctor EMR

Hospital EMR

Imaged Paper

Labs

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Role of Dossia Founders

- consortium of large employers united in their goal of providing employees, their dependents, retirees and others in their communities with an independent, lifelong health record.

- Current members include Applied Materials, BP America, Inc. Cardinal Health, Intel, Pitney Bowes and Wal-Mart.

- Funding an independent nonprofit organization, Omnimedix Institute of Portland, OR, to develop and implement the Dossia Network, an independent, secure, non-profit infrastructure for gathering and securely storing information for lifelong health records.

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The benefits of a networked PHR

- Consumer focused; designed to meet the needs of consumers and their families.
- With addition of an open infrastructure, NPHR will foster creation of new ecosystem of personal health applications and services
- Shift emphasis and responsibility for information gathering and care from the institution to the individual

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Opportunities for Health Care After Dossia

More robust, portable data base strengthens and expands PHR offering to consumers; improves uptake and supports employers' health and wellness activities

Dossia offers interim step in EMR adoption, offering primary care physicians the opportunity to provide additional value with tools such as decision support and e-visit capability

Dossia provides national platform to expand reach of regional HIEs

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