MEDICINE IN CYBERSPACE
Bill Crounse, MD
Vice President, Overlake Venture Center
Senior Vice President / Founder
DrGoodwell.com

Background:
Board Certified Family Physician
20 years clinical practice experience
25 years television broadcasting experience
  KOMO-TV, KIRO-TV, KING-TV
  ABC Network News, The Health Show
  Lifetime Medical Television, PJU
  Medical News Network
VP / CIO Overlake Hospital Medical Center
Newspaper Columnist, Healthscape

billc@overlakeventurecenter.com
Our Environment

- Growing Communities
- Strong Economy
- High Technology
- High Expectations
Our Environment

- Growing Communities
- Strong Economy
- High Technology
- High Expectations

When searching for excellence people who could go anywhere choose Overlake Hospital
Our Environment

Silicon Forest

Microsoft
Amazon.com
Homegrocer.com
Drugstore.com
Infoseek
Go2Net

When searching for excellence people who could go anywhere choose Overlake Hospital
Web Power
“The Internet is causing a dramatic shift in the balance of power between the doctor and patient, changing how medicine is practiced more profoundly than anything since managed care.”

Dr. George Lundberg
Medscape / Medicalogic
Communications Media

Years to capture 50 million users

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The Future
The Future
What Has Been

- People will always get sick
- So they will always need physicians and hospitals
- So they will always come to us
Patients are asking docs about alternative therapies, clinical research trials, anecdotes from patients and other doctors--questions today’s physicians are not well-equipped to answer.
How Healthcare Consumers use the Web

- disease specific health information
- directories of providers
- health plan eligibility
- report card ratings of plans and providers
- online health advice and counseling
- patient support groups and chat rooms
- ordering books, drugs, medical supplies
- searching medical literature
- participating in clinical studies
- developing personal electronic medical record
- personal health improvement / fitness programs
What Will Be

• People will still get sick
• And they will still need physicians and hospitals
• But they may not come to you
A motivated patient who wants to learn about just one condition can easily surpass a doctor’s knowledge of its latest developments after just a few days on line.
What Will Be

• People will still get sick
• But they may not go to physicians
• And, more and more, they will co-ordinate their own care
What Will Be

Those who control the information will control the market.
E-health consumers want their information from:

- Own doctor: 62%
- National expert: 61%
- Hospitals: 58%
- Insurers: 45%
- Drug companies: 42%
- Internet companies: 33%
- Media companies: 33%
Located in Bellevue, Washington, Overlake Hospital Medical Center is a nonprofit, nontax supported community hospital working in close association with our medical staff.

The caring professionals at Overlake Hospital Medical Center provide Medical excellence every day™ by delivering quality inpatient and outpatient health care services that are affordable and accessible and by optimizing the health and quality of life of our patients and the Greater Eastside community.

Hot Topics!

Patient Registration
Overlake patients can now save time and send in their Pre-admission Registration online!

Ask Dr. Bill
Pose questions to Dr. Crouse and our medical editorial board.

Newborn Gallery
Congratulations to patients and their families from all of us at Overlake!

Overlake Healthscape
Browse and search articles on a wide range of health subjects.

Community Events
Make a note of these upcoming community events at Overlake!

Flowers and Balloons
Send flowers and balloons to Overlake patients.
hot topics

Informed Health Line
Speak with a professionally trained nurse about your health concerns.

PRO Club Begins Expansion
Check out important parking and shuttle information.

InteliHealth
Your resource for credible health information on the Web.

health care update

Provider Recruitment Update
Aetna Provider Information

Cervical Cancer
Dr. Bill Crouse
Health news, resources, and much more!

Got Water?

Back in Business

Don’t Forget to Walk

Ergo Tip: Ergonomics 101
More ergo info…
Cervical Cancer

Email Dr. Bill Crounse with your questions.

Because of the large volume of email I receive, I may not be able to answer each email personally.

Disclaimer

Over the past twenty years, doctors have seen a dramatic drop in the number of women who develop cancer of the cervix. According to the American Cancer Society, 13,700 cases of cervical cancer were reported in 1997. This compares to numbers almost twice that high during the middle 1970s.

The progress is no doubt due to a focused national education program on cervical cancer, and the widespread application of a screening tool known as the Pap test. Although significant progress has been made in the fight against cervical cancer, medical epidemiologists say there is plenty of room for improvement.
Physician Internet Use

Healtheon Corporation, 1999

- 85% of physicians are using the Net
- 63% are using e-mail daily
- 33% have used (or are willing to use) e-mail to correspond with patients
- 64% of consumers would like to correspond with docs via e-mail
Why Physicians Turn to the Net

CyberAtlas 1999

- Information on diseases 95%
- Reading medical journals 86%
- Visit medical association sites 80%
- Consult with colleagues 70%
- Consult with colleagues in other countries 45%
- Office uses to file billing claims 25%
Benefits of an Internet-Enabled Medical Practice

- 24 hour electronic medical record available anywhere
- Continuous clinical data
- Disease and care management protocols
- Patient monitoring
- Access to latest medical literature
- E-mail communication with patients and colleagues
- Quality assurance and clinical benchmarking
- Consumer eligibility, claims processing, electronic payment
- Informed patients / shared decision making
- E-mail, chat and telemedicine enabled consultations
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VPN Key Fob
**Pt** NEVTON, ISAAC  **Unit** 000352  **Age/Sex** 87 M  
Room E2 E211 A (Admitted May 27, 97)

**Laboratory Data Summary**

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**Done**
E-Health

The Brave New World in Clinical Medicine
What’s Next?
“When patients need information, they need information, not appointments. When they need medication, they need medication, not visits.”

Donald Berwick, MD
Institute for Healthcare Improvement
The Virtual Clinic Demo
“Wisdom is the one thing that can’t be bought and sold over the Internet. You want a wise physician, not a smart one.”

C. Everett Koop, MD