

## The Electronic Medical Office

### Alabama Back Institute



Point of

Care

Communications  
Education

Better Health  
Better Outcomes

Ira C. Denton Jr., MD

## Primary elements of The Electronic Medical Office

- The Computer-based Patient Record (CPR)
  - The Internet

## Me, a Cyberpatient?

The general atmosphere

Surf in the waiting room



Selected pages are indexed, housed on a Zip drive, and run from a local browser.

Journals in chart racks



The CPR leaves the chart racks empty. So, put journals in them.

## Me, a Cyberpatient?

The general atmosphere

Surf in the exam room



Patients definitely get involved in the exam room CPR. Position in triangle.

Electronic Med Library



The electronic library gives patients and families a way to explore privately.

## Conventional paper charts



A black hole



Goldmine of  
raw  
information

## The Computer-based Patient Record (CPR) for Better Health

Jonathan Teich, M.D., described the fundamental roles  
of the CPR as:



- CPR as a clerk
- CPR as a communicator
- CPR as an assistant



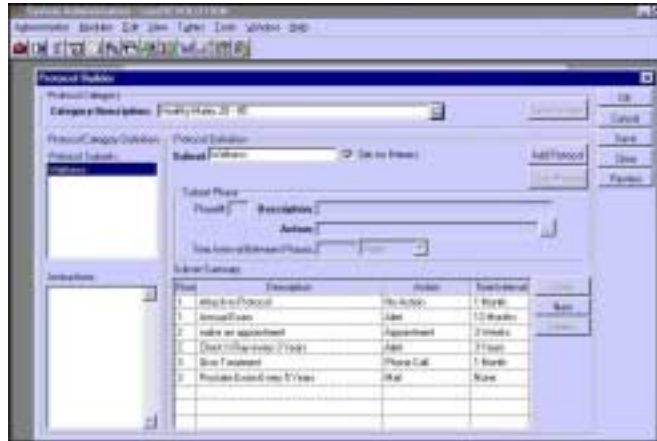
## Informative views: images



## CPRs generate outside communications



## CPR as Assistant: flexible builder for alerts/guidelines



## The Internet: it's global and local

“Networking Health: Prescriptions for the Internet (2000),” report from the National Academy of Sciences: National Academy Press, March 2000

Guidelines for Medical Information Sites: JAMA Vol 283, No. 12, March 22/29, 2000

•Available from National Academy Press:  
<http://www.nap.edu/catalog/6381.html>

## The Internet and Global Healthcare Networking

- Make possible the interconnectedness of the diverse members of the healthcare community—providers, patients, researchers, educators and payors
- Enable the dynamic sharing of information in response to changing needs and afflictions

## Globally, the Internet can:

- Provide consumer access to health records
- Access emergency med details for unconscious patients
- Deliver care instructions to travelers who develop symptoms
- Enable homebound patients to communicate with caregiver
- Support surgical teams
- Enable HMO approvals on instantaneous basis
- Enhances public health surveillance
- Enhance medical students' access to clinical information
- Improve research collaboration

## But There are Concerns and Caveats

The public Internet is vulnerable to prying eyes, mischief makers, and hostile attackers.

Misuse of personal health information can stigmatize, embarrass, and destroy insurance and employment.

California report documents major erosion of public trust because of information leakage to PBMs, insurers, and double-click marketers.

Abdication of personal control must be carefully considered.

Internet will not reach full potential until all players respond to privacy obligations

## Networking Health: Prescriptions for the Medical Office Internet

In-office education

Office web site

E-mail (rules and etiquette)

# The Office Web Site

Some prime elements:

- Home page sets tone
- Brochure with Office location and policies
- Who your are; what you do
- Focused education material
- Guidelines
- Case examples
- Links to resources
- Appointment scheduling

# The Office Web Site

[Http://www.alaback.com](http://www.alaback.com)

## Setting the Office Tone



**Home**  
**The ABE Office**  
**ALL 2000**  
**Brochure**  
**Calendar**  
**Map**  
**Dr. Denton**  
**Paul Lottus**  
**Neurosurgeons**  
**and Conditions**  
**Who we are**  
**Site Recovery**  
**Site Security**  
**Site Status**

### Spine Surgery Specialists

Alabama Back Institute (ABI) specializes in the [alaback.com](http://www.alaback.com) of patients with spine and disc disorders. While facing the challenges of the times, ABI remains committed to courteous, compassionate care, and, in the managed care arena, to patient advocacy. We update the site regularly and do the [Fast-Track](#).

In addition to surgical spinal conditions, our site also looks at some of the forces at work in today's labor market healthcare environment. Among these forces are managed care, evidence based and preventive practices, computer information systems and, not least of all, certain "popular" disorders. Our belief is that informed patients rather than anonymous focus will ensure positive change. For that reason, we encourage patients to take charge by keeping [personal health records](#) for themselves and their families.

## The Office Web Site

### General information

Office location

Office Policies



**Home**  
**The ABI Office**  
**ABI 2000**  
**Brochure**  
**Cyberpatient**  
**Map**  
**Dr. Denton**  
**Past letters**

**Office Brochure**  
Welcome to Alabama Back Institute!  
Dr. C. Denton, Jr., D.D.  
200 Geneva Dr., Ste. 100  
1440000th Commerce Highway  
Huntsville, AL 35891  
Tel: (256) 866-4444 Fax: (256) 866-4747  
E-mail: [alback@albackinstitute.com](mailto:alback@albackinstitute.com)

**Neurosurgeons and Conditions**  
**Who we are**  
**Disc. Anatomy**  
**Disc. Surgery**  
**Get Smart**  
**Case Studies**  
**Guidelines**

**Info ID**  
**Search Our**  
**Online Library**  
**Healthcare**  
**WWW resources**

**Information for Patients**  
We hope you will find this information useful to help you. It includes some of the things that help minimize lost-minute soaps and delays.

**What is the Alabama Back Institute?**  
The Alabama Back Institute is a neurosurgical practice that requires surgery. In addition, we work with physiatrists, and chiropractors in order to help patients. ABI emphasizes patient education.

**Do I need a referral?**  
Because our practice is a consultation and we treat surgical conditions. Although referral is

## The Office Web Site

### More Information

How the office views patients

What patients can expect



**Home**  
**The ABI Office**  
**ABI 2000**  
**Brochure**  
**Cyberpatient**  
**Map**  
**Dr. Denton**  
**Past letters**

**Me, a Cyberpatient?**

**Patients really are Using Computers at the Alabama Back Institute!... because health care information promotes improved outcomes.**

By involving themselves in their personal health affairs, patients can become the most influential force in health care today. For most of us, that means getting informed and learning something new. Here is where ABI's information resources for patients can help. First, call on our human resources: Ask the doctors and nurses. There are no dumb questions about your health. Then tap into the power of our computer-based medical library to learn more about your condition, medications, tests, and treatments.

**Here is how to become a Cyberpatient at ABI.**

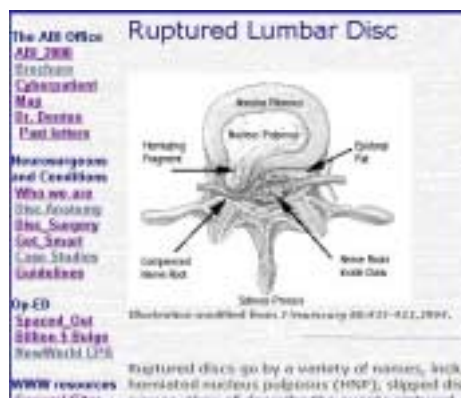
**Neurosurgeons and Conditions**  
**Who we are**  
**Disc. Anatomy**  
**Disc. Surgery**  
**Get Smart**  
**Case Studies**  
**Guidelines**

# The Office Web Site

## Focused Education

Conditions

Basic details

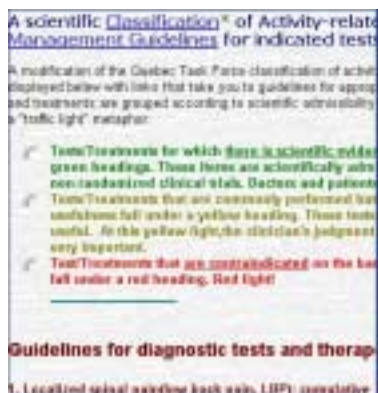


# The Office Web Site

## Focused Education

Guidelines

Informed experience



# The Office Web Site

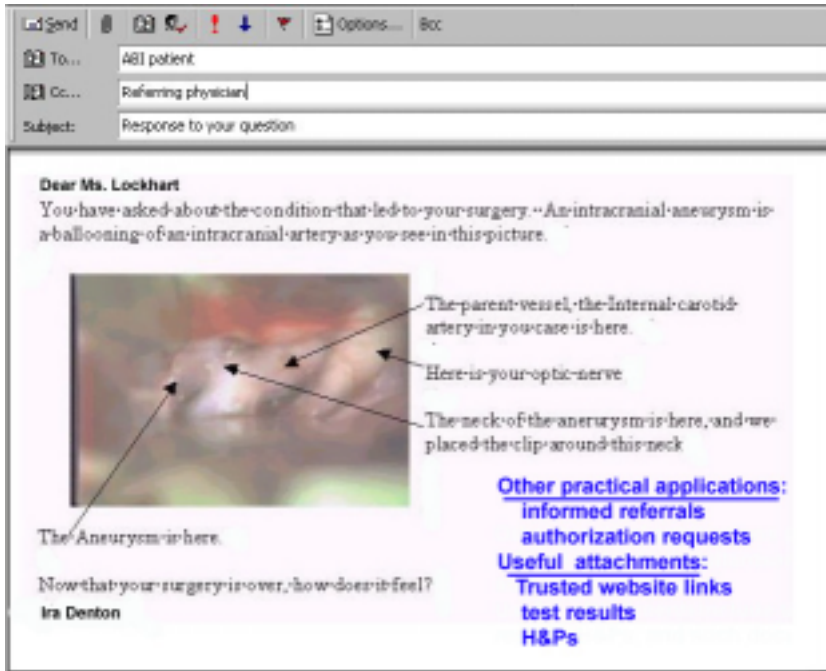
## Recommended Links

**Alabama Back Institute**



Home      **Topical Sites and Resources for FAQs**

<p><b>The ABI Office</b> <a href="#">ABI 2000</a> <a href="#">Doctors</a> <a href="#">CSPatient</a> <a href="#">Map</a> <a href="#">Dr. Denton</a> <a href="#">East letter</a> <a href="#">Macromassage</a></p>	<p><b>Guidelines.</b> What kind of treatment do I need? When are X-rays, scans, and myograms indicated? <a href="#">AMCP Guidelines</a></p> <p><b>Spine Site Index.</b> Spine web: <a href="http://www.spine.com/~farwood/Spinesite.htm">http://www.spine.com/~farwood/Spinesite.htm</a> Spinal Disorders: <a href="#">Spinal Disorders.org</a></p>
---	---



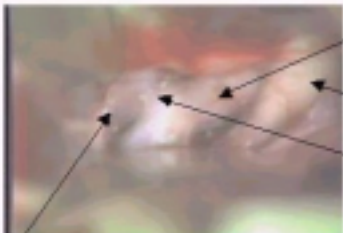
Send      Options...      Rec

To...      ABI patient

Cc...      Referring physician

Subject:      Response to your question

**Dear Ms. Lockhart**  
You have asked about the condition that led to your surgery. An intracranial aneurysm is a ballooning of an intracranial artery as you see in this picture.



The parent vessel, the internal carotid artery in your case is here.

Here is your optic nerve

The neck of the aneurysm is here, and we placed the clip around this neck

The Aneurysm is here.

Now that your surgery is over, how does it feel?

**Ira Denton**

**Other practical applications:**  
[informed referrals](#)  
[authorization requests](#)

**Useful attachments:**  
[Trusted website links](#)  
[test results](#)  
[H&Ps](#)

## Healthcare goes Copernican!



Consumers have claimed the epicenter in matters of healthcare.

The other players revolve around them.

## Me,...with my own personal health record!



### Personal Health Record

Health in context

# The Cyberbond for Better Health

Office CPR

PHR



# The Cyberbond for Better Health

Office CPR

PHR

