



Disease Management

Can the Internet be Used to Improve Health Status?

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Founder

LifeMasters Supported SelfCare

Symposium on E-Healthcare Strategies

Agenda



➤ **What is disease management and why it is important**



➤ **Why disease management is moving to the internet**



➤ **Examples of disease management on the internet today**



➤ **David's top 10 predictions for where this is going**



What is Disease Management?

systematic, coordinated and integrated approach to managing chronic conditions



Physician

- Guidelines
- Decision Support
- Reporting



Patient

- Education
- Monitoring
- Coaching



resulting in better outcomes and lower costs of care



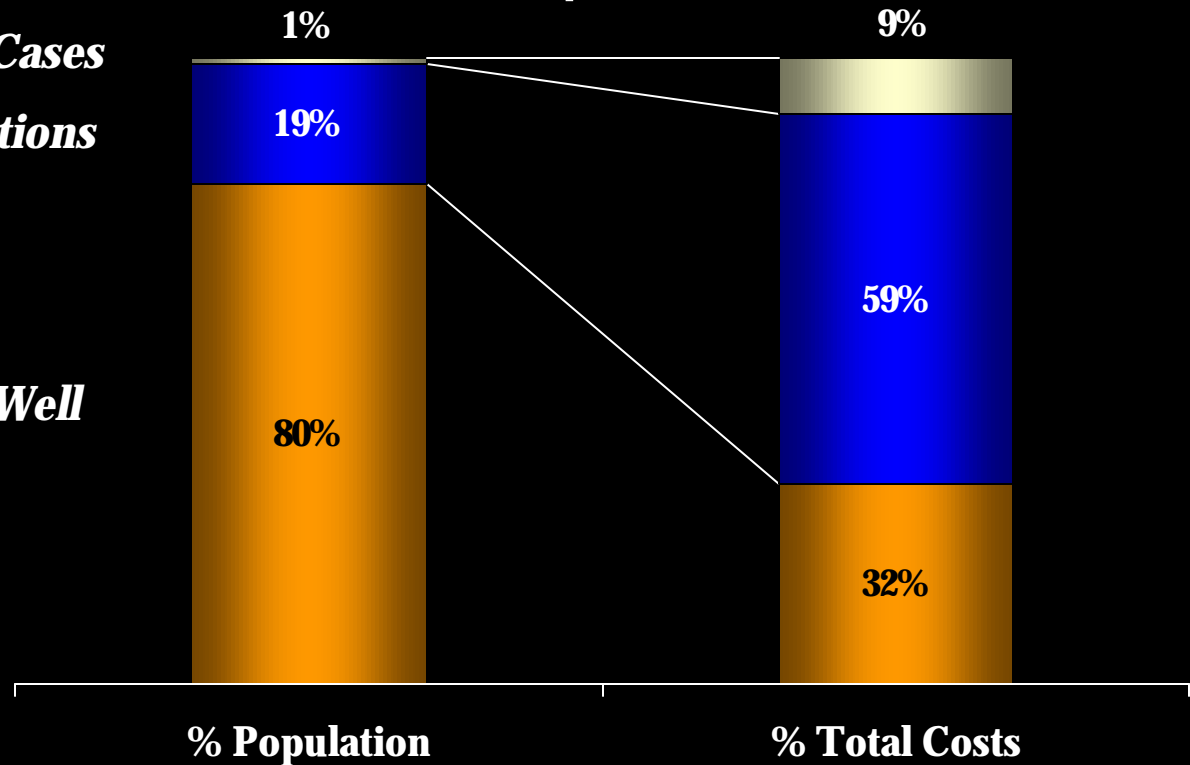
The Case for Disease Management



Catastrophic Cases
Chronic Conditions

Generally Well

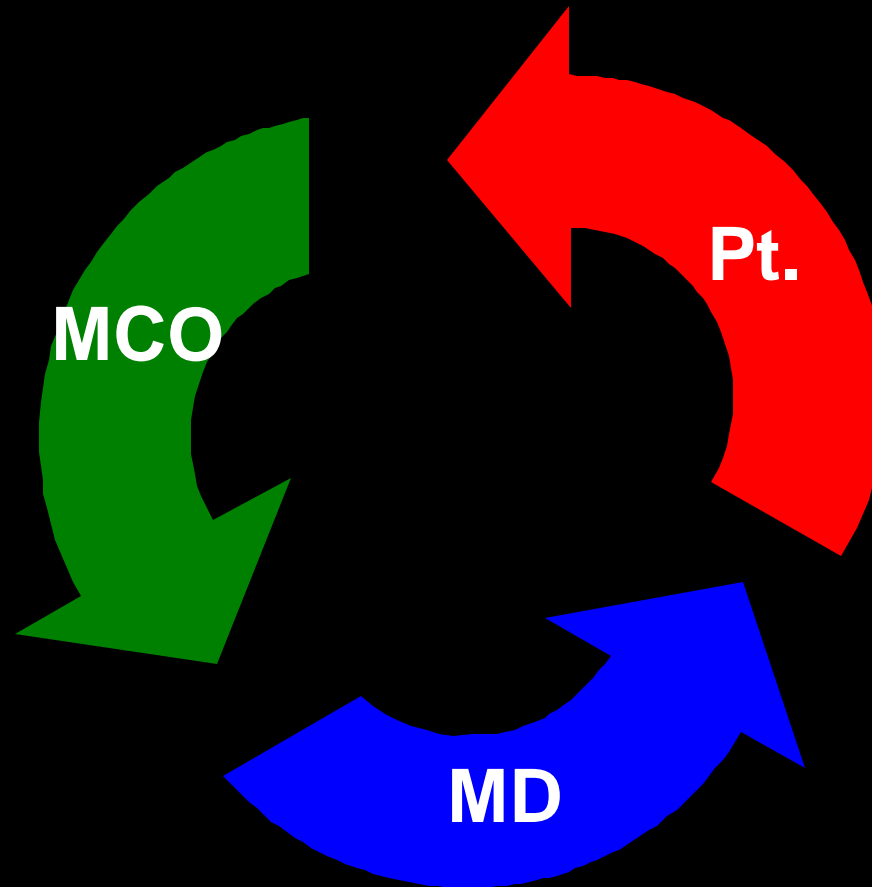
Population to Medical Expense Comparison



Source: USBancorp Piper Jaffray



Why is Disease Management Needed? *Fragmented Healthcare System*





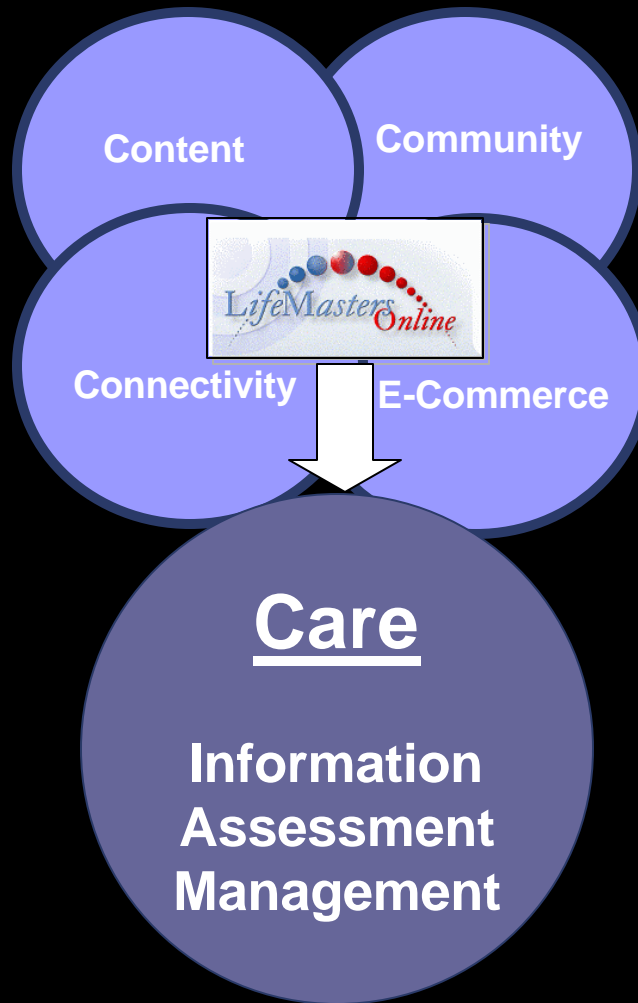
The Next Generation of eHealth: *Online Disease Management*



THN/WebMD
drkoop.com
HealthCentral



Healtheon
CareInsite



iVillage

Drugstore.com
PlanetRx
More.com



Desirable Characteristics of the Internet for Disease Management



➤ **Availability**



➤ **Content**

➤ **Communication**



➤ **Scalability**

➤ **Personalization**



➤ **Cost**

Undesirable Characteristics of the Internet for Disease Management



➤ Reliability



➤ Privacy



➤ Connectivity





Market Trends Driving Online Disease Management



➤ Cost



➤ Quality



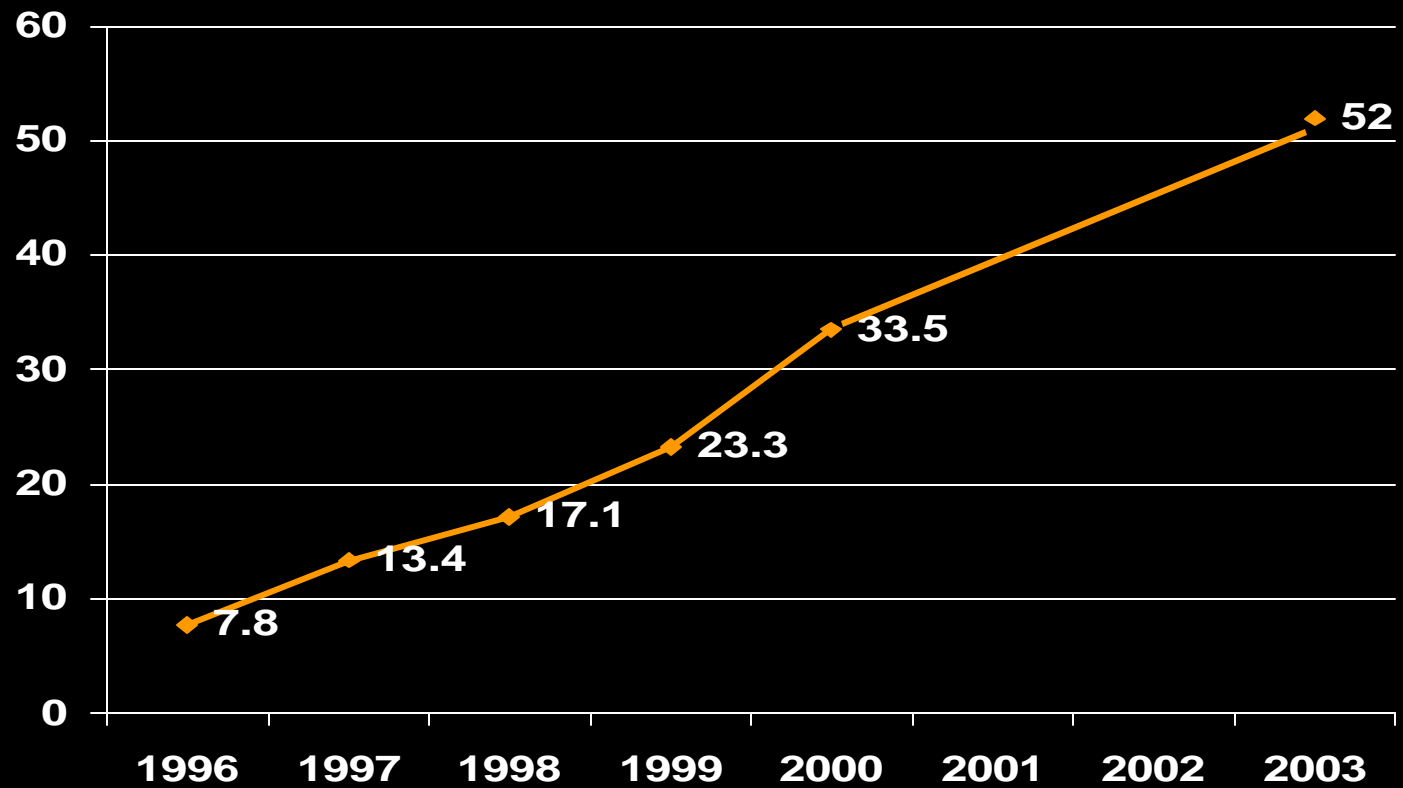
➤ Patient as consumer



➤ Demographics



HealthMed Retrievers Online (millions)



Source: cyberdialogue 1999



Examples of Disease Management on the Internet Today



➤ 'The Delightful DM Website'

- Secure
- Highly personalized content
- Simple intuitive navigation
- Relevant management tools
- Systematic and useful feedback
- Intelligent virtual coaching
- Alerts
- Access to relevant products (by permission)
- 'clicks & bricks' customer service

Representative Examples



➤ Health Risk Assessment



➤ Medical record

- Patient managed
- Physician managed



➤ Condition-related content



Representative Examples



➤ **DM tools**

1

2

3



➤ **Personalization engines**

➤ **Workflow tools**



➤ **Vortals**

1

2

3





Can The Internet Improve Care?



Intel Pilot Program

Healthcare Delivery on the Web



- An hour a day on the Internet
- 85% report Web data entry easy to use
- 91% compliance with daily data entry
- Comparable outcomes
- High satisfaction with community and communication aspects of the web
- Average age 79



David's Top 10 DM Predictions



➤ **There will be a multimillion dollar liability judgment in online DM**



David's Top 10 DM Predictions



➤ **There will be a major confidentiality breach in online DM**



David's Top 10 DM Predictions



➤ **FDA will get involved in regulating web-based DM applications**



David's Top 10 DM Predictions



➤ **Disease management will consolidate**



David's Top 10 DM Predictions



➤ **If consumers will pay for online DM, the industry will grow exponentially**



David's Top 10 DM Predictions



➤ **MSA's and defined contribution will redefine the healthcare landscape**



David's Top 10 DM Predictions



➤ **Managed care as we know it will not exist within 3 years**



David's Top 10 DM Predictions



➤ **There will be at least 2 successful DM IPO's this year**



David's Top 10 DM Predictions



➤ **Major federal reform of the healthcare system is unlikely any time soon**



David's Top 10 DM Predictions



➤ **The next time you see me, I will be 15 lb lighter**



LIFEMASTERS

SM

Supported SelfCare

Lessons



Taking Blood Pressure

What is blood pressure?

Blood pressure tells how much pressure the heart exerts when contracting and when at rest. Measured in millimeters of mercury (mm Hg), blood pressure is an estimate of how hard your heart has to work to keep sending blood to your body.

Healthcare providers use two numbers to measure blood pressure—a systolic number and a diastolic number. Systolic is the top number. This number tells the maximum amount of pressure when the heart is contracting. Diastolic is the bottom number. This number tells the minimum amount of pressure when the heart is at rest.

You've probably heard your healthcare provider say that your blood pressure is a certain number "over" another number. Those two numbers are the systolic and diastolic pressures.

How do I measure my blood pressure?

You'll need an automatic blood pressure monitor for this task. When choosing a cuff make sure that the width of the cuff is no larger than one-half the diameter of your arm. (You should not be able to wrap the cuff width around more than just the front of your arm).

- Sit at a table or on a chair with wide armrests.



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Home Preferences Easy use guide Logon: Password: Go Forgot password?

Selfcare Education Monitoring Support

- Emergency Medical Record
- Motivational Reminders
- Bulletin Boards
- Chat Rooms

Emergency Medical Record

We've set up a personal, [confidential](#) medical record just for you. On these pages, you can list your emergency contact person for medical matters, your past medical history, and all important healthcare information that you feel healthcare providers should know. The emergency page will help make certain that you get consistent and effective medical care—regardless of where you are.



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You must be logged on as a registered member to use this feature. Providing a name and email address are the only requirements to [become a member](#)

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| | | | |
|---------------------------|--------------------------------|----------------------------------|-----------------------------|
| Personal | Physicians | Contacts | Medications |
| Allergies | Family History | Hospitalizations | Smoking |

Primary Physician:

First Name: Last Name:

Address:

City: State: Zip:

Phone:

- Vital Sign Entry
- Vital Sign Graphs
- Vital Sign Calendar
- Preventive Care
- Medications

Vital sign graphs



Here are the online vital signs you've entered for the past 30 days, in a graph format.

... is an example of your vital signs information displayed as a graph. Your healthcare provider will probably be very pleased to see the interest you're taking in your personal health.

... must be logged on as a registered member to use this feature. Providing a name and email address are the only requirements to [become a member](#)

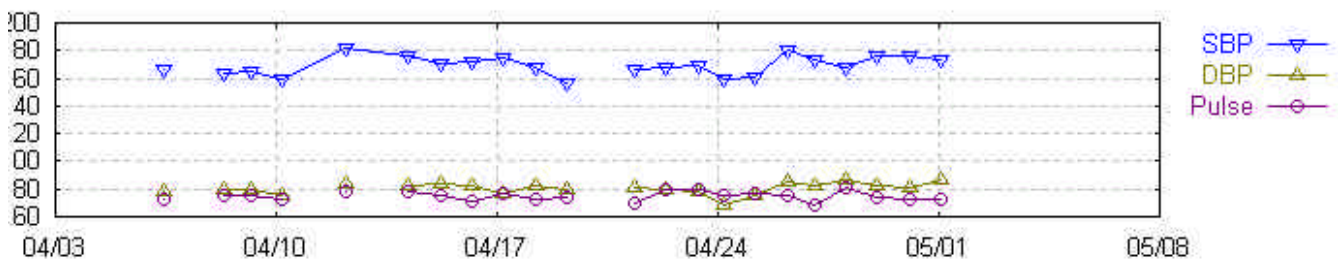
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Vital signs for John Doe

... are your vital signs for the past 30 days:



May 06 17:05:29 1999

