Physicians & the Internet

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1999 VHA Report

- 50% of the 100 million households in US changed, added, or selected a physician in the last 2 years
- Most common reason for change:
  - Poor Quality of Interaction with Physician
    - Poor Communication
    - Lack of physician provided health information
60 million Americans searched the internet for health care information in 1999

68% of all US adults have access to net

65% talked to their MD about information they found on the internet

It is estimated by 2003, 109 million adults (1/2 the population) will be online

Source: Louis Harris Poll 1999
Big Dollars in E-Health

- In 2000, Healthcare expenditures on the net will pass book sales (currently #1)
- In US, 4 times as much is spent on pharmaceuticals as is spent on books
- It is estimated that $1 out of $4 spent on healthcare is wasted because of:
  - redundant testing
  - excessive administrative costs
  - preventable adverse drug reactions

Source: Piper Jaffrey Report
One Man’s Opinion

“The cost of paperwork in health care consumes up to 30% of the total annual trillion dollar price tag. Change will come and it will be driven by knowledgeable patients, who insist on more information and more involvement in their own health; and internet savvy health professionals, who use these new tools to provide better care.”

Bill Gates
Business@ the Speed of Thought
Where Are the Physicians?

- **Physicians Online**
  - 1996: 7%
  - 1997: 20%
  - 1999: 85%

- 62% of physicians online suggest websites to their patients

- 33% of MDs said patients brought them information obtained on the internet

Source: Medical Marketing & Media
Physician Use Online

- 74% Use Email
- 60% Search for Medical information
- 43% Go Online to Aid in Research Activities
- 30% Use the Internet for Professional Networking
Who’s Leading the Rush Online

- Consumers
  - Tools for Empowerment
  - Thirst for Knowledge about Their Health

- Entrepreneurs
  - 15,000 Health Related Websites
  - 1500 New EHealth sites every month
Who’s Not

- Physicians
- Hospitals
- Managed Care Executives
- Scientists with Medical Breakthroughs
Priorities of Hospital CIOs

- Y2K Compliance
- Integrating Internal Systems
- Creating a Computer Based Patient Record
- Use for the Web
  - Promote Hospital Programs
  - Recruit New Employees
  - Provide Consumer Information

Source: HIMS Convention February 1999
Roadblocks to Hospital Innovation in EHealth

- Money Spent on Y2K Issues
- Reimbursement Cutbacks from Medicare, MediCaid, and from HMOs
- Dollars Spent on Mergers, Acquisitions, & Operation of Physicians Practices
What Do Consumers Want?

- Communicate with Their Physician
  - 64% Want to be Able to Email Their MD
  - Only 34% of Physicians want to Get Email from their Patients
- Schedule an Appointment
- Review/Update Their Medical Records
- Ask for a Medication Refill
- Get Their Test Results
Consumers Want More

- Work with their Physician to Monitor Chronic Conditions (e.g. DM, CHF)
- Check on an HMO Authorization
- Pay Their Bill
- Register for Hospital Admission or Testing
- Join a Support Group
- Portability of Clinical Records
Top 10 Online Conditions

1. Depression
2. Allergies
3. Cancer
4. Arthritis
5. Hypertension
6. Headaches
7. Anxiety
8. Heart Disease
9. Sleep Disorder
10. Bipolar Disorder
Problems with Provider Approaches to EHealth

- Technically Jazzed Up Yellow Pages
  - e.g. practice locations, doctors on staff listing, services offered at the hospital
- Website “located” in PR/Marketing Department, not in Operations of Clinical Services
- More “About Us” (Hospital & Doctors)
- Should be “About You” (Consumer Focus)