

Take Charge. Feel Better.

Using digital tools for better health
OR
How – and why - to be a smarter healthcare
consumer and more informed patient



Today's Agenda

- Introductions
- The changing landscape of healthcare
- How we can adapt, and why we should
- Tools: from the critical to the cool



Introductions

- Clinician?
- Embrace technology?
- Devices?



Healthcare:

Efforts made to maintain or restore physical, mental, or emotional well-being by trained and licensed professionals

Efforts we make, in partnership with trained and licensed professionals, to restore physical, mental, or emotional well-being



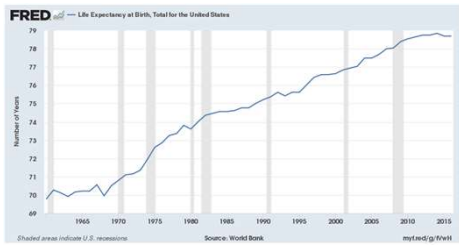
Changing Landscape of Healthcare



Demographics



Medical Advances



Physician Shortages



HITECH Act 2009

- In 2009 as part of the Health Information Technology for Economic and Clinical Health (HITECH) Act, the federal government set aside \$27 billion for an incentive program that encourages hospitals and providers to adopt electronic health records systems (EHR) to improve quality of care.
- Assumptions:
 - Interoperability could be achieved
 - Physicians and Patients would embrace this change



Payment Reform

- Reimbursement is moving from volume based to value based
- The new care models often use care teams, digital health tools that enable better monitoring and intervention, and patient facing tools to support patient engagement
- Patient engagement – directly or indirectly - now affects provider reimbursement







Patient Engagement: Next Blockbuster Drug



Engagement leads to better health

- Only 10 - 20% of the factors affecting healthcare outcomes fall inside of traditional healthcare delivery system.
- Daily choices and proactive health management can keep us feeling better, longer.
- Each of us is the expert on how our health affects our lives; we can build a foundation for better aging.

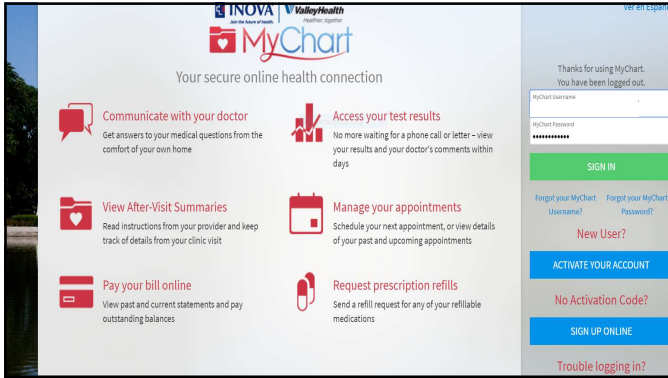


Tools to help us navigate



- Patient Portals
- Consumer Health Websites
- Medication Mgt. Apps
- Medicare's Blue Button
- Wellness Apps
- Chronic Condition Apps
- Surgical and Inpatient Apps
- Wearables
- Connected Devices






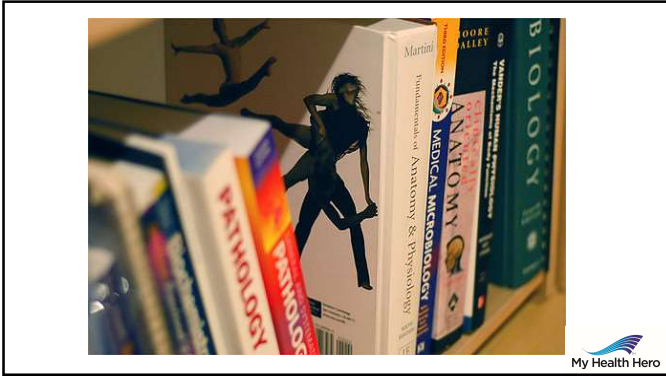
Benefits of Patient Portals

Engaging Patients

- Immediate access to lab results, x-ray reports
- Download and share with other providers
- Medications list
- Visit summaries: review for accuracy and understanding
- Prepare for next visit
- Appointment scheduling and reminders
- Medication refills
- Billing and payment




Create a Personal Health Record



Information Overload

“If I read and memorized 2 medical journal articles every night, but the end of the year I would be 400 years behind.”


~ Dr. Donald Lindberg, director of the National Library of Medicine



Consumer Health Websites

Affiliated with hospitals, .org or .gov

- Centers for Disease Control and Prevention
➤ cdc.gov
- MayoClinic
➤ mayoclinic.org
- National Institute on Aging
➤ nia.nih.gov



Comprehensive Meds List



Medication Reconciliation (Med Wreck)



Common Medication Myths

- **I know everything I take.**
 - What if you are injured and unconscious?
- **My doctor has a complete lists of my medications.**
 - Studies show only 25% of doctors felt confident that they had a complete list of medications on their patients.
- **I always take my medications with me.**
 - You may forget the medications in your refrigerator, or the over the counter medications and supplements that you take.
- **Supplements don't count.**
 - Supplement use has been associated with a range of adverse events and drug interactions.

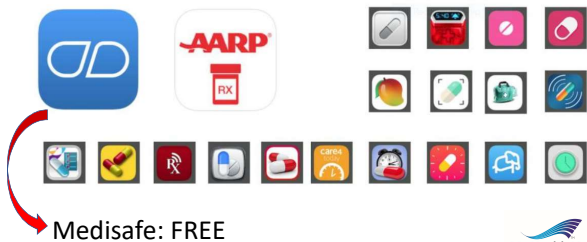


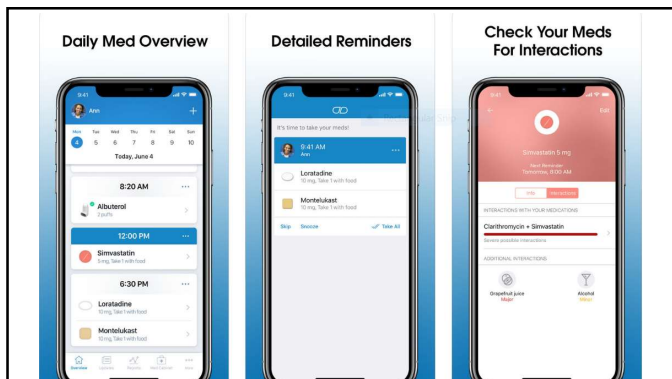
Helping to Right Med Wreck


- Maintain a comprehensive and up to date list of everything you take.
- Share with your providers and loved ones or caregivers who assist.
 - Use notes app on your smart phone, maintain and share directly.
 - Medication reminder app
 - Medications list in your emergency contacts




Medication Reminder Apps



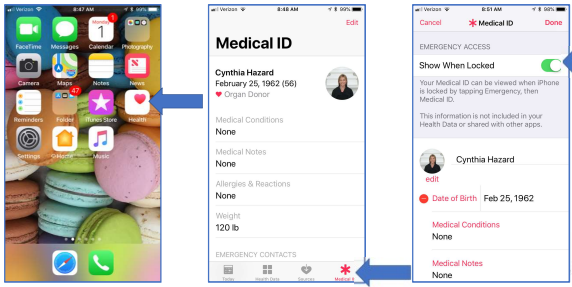


EMERGENCY

INFORMATION

Create a medical ID on your mobile phone.

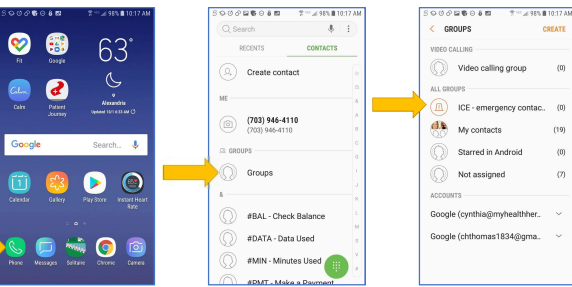


Medical ID on mobile phone: iPhone



The screenshots illustrate the steps to create a Medical ID on an iPhone. The first screenshot shows the Medical ID app icon on the home screen. The second screenshot shows the Medical ID profile for Cynthia Hazard, including her name, date of birth (February 25, 1962), weight (120 lb), and medical conditions (None). The third screenshot shows the 'EMERGENCY ACCESS' settings, where the 'Show When Locked' toggle is turned on.

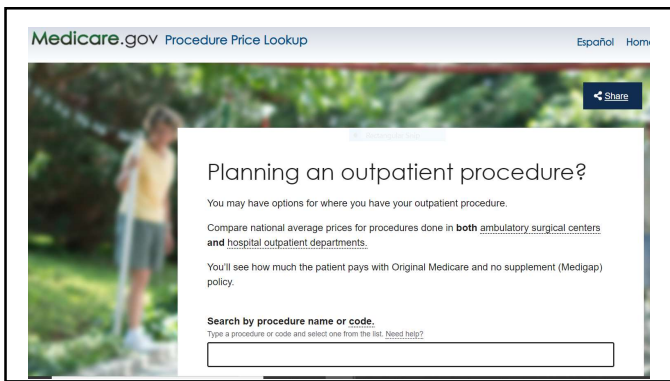
Medical ID on Mobile Phone: Android



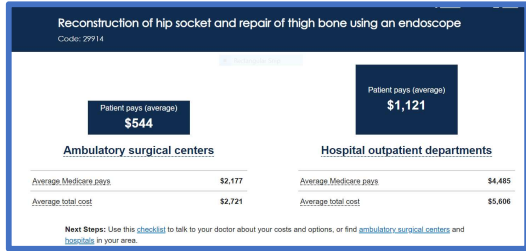
The screenshots illustrate the steps to create a Medical ID on an Android phone. The first screenshot shows the home screen with the Phone app icon highlighted. The second screenshot shows the 'CONTACTS' app with a new contact being added. The third screenshot shows the 'GROUPS' screen with a new group named 'ICE - emergency contact...' being created.



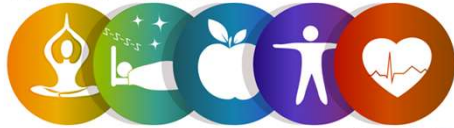




Price Transparency: Procedure Price Comparison



WELLNESS



APPS



318,000

Number of healthcare apps available worldwide

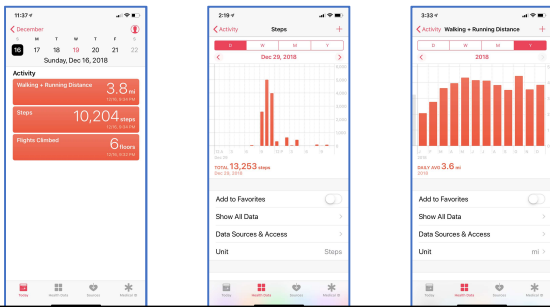


Step Counters: Apple Health & Google Fit



My Health Hero

Step Trackers



Nutrition Apps



My Health Hero

MyFitnessPal: Free

The screenshot shows the MyFitnessPal app interface. At the top, there are tabs for 'Diary', 'Edit Entry', and 'Nutrition'. The 'Edit Entry' tab is active, showing a list of food items: Strawberries - Raw (600 cal), Breakfast (600 cal), Lunch (577 cal), and Dinner (577 cal). A pie chart on the right shows the macronutrient breakdown: Carbohydrates (65%), Fat (19%), and Protein (16%). Below the pie chart, there are sections for 'Nutritional Facts' and 'Total Fat (g)', 'Total Carbs (g)', 'Total Protein (g)', 'Total Fat (g)', 'Total Carbs (g)', and 'Total Protein (g)'. The My Health Hero logo is visible in the bottom right corner.

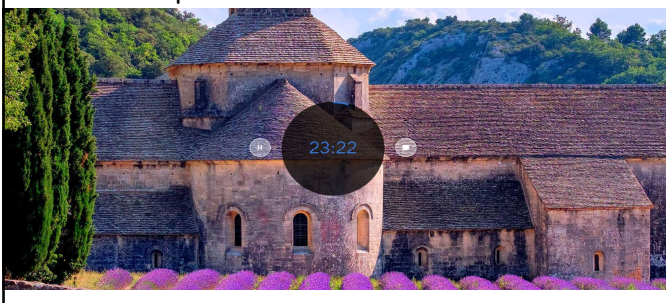
Mindfulness, Sleep and Gratitude Calm, Headspace, and Grateful



The screenshot shows a post from the Grateful app. The post is titled 'GRATEFUL' and is dated 'SUNDAY, SEPTEMBER 30'. The text of the post reads: 'Seeing Chad and Frances on October 12th Going to New York City with Greg on October 11. Seeing my fair lady at Rockefeller Center. What a love forever to'. Below the text is a photo of a dog lying on a banana. The Grateful app logo is visible in the bottom right corner.



Calm Sleep Stories

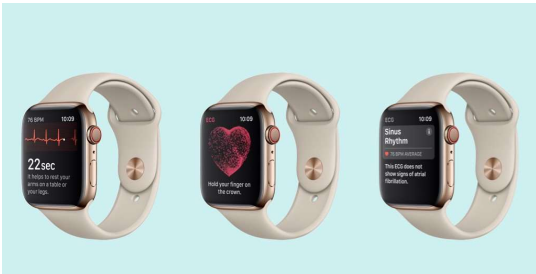


Instant Heart Rate: Android or iOS



Instant Heart Rate: HR Monitor 4+
Pulse Tracker & Stress Test
Azumio Inc.
#20 in Health & Fitness
★★★★★ 4.8, 64.5K Ratings
Free · Offers In-App Purchases

Consumer Wearables: Fall prevention, detection, protection + EKG



Telemedicine



Managing a Diagnosis: SAMPLE

Tool	Use
Patient Portal	Learned of diagnosis
Online Research	Recommended protocols
Step Tracker	Set and manage daily goal
Medication App	Mid day and evening reminder
Nutrition App	Monitor whole food calcium intake



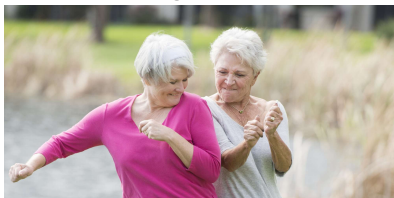
Estimated savings from digital health?



\$46 Billion



Take Charge. Feel Better.



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