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# **Patient Engagement, The Mobile paradigm**

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- Introduction
- **What** is Patient Engagement?
  - Mobility and Patient Engagement (PE)
- **Why** Mobility works for Patient Engagement
  - Healthcare landscape for PE and Mobility
  - Some Best Practice solutions (demo)
- **How** to go from here to there?
  - Follow a Plan, however small!
    - ▶ Understand the Security and Compliance implications (FDA)
  - Healthcare PE Mobile Maturity Model ©
  - mHIMSS
    - ▶ Roadmap material
  - Engage! Transforming Healthcare Through Digital Patient Engagement (HIMSS), Jan Oldenburg

- Originally from UK
- Worked 17 years with EDS, in manufacturing and Healthcare
- Came to US in 2000
- Worked in Healthcare/ Insurance 12 years
  - Enterprise Architecture
  - Director BI, Applications
  - CTO, Innovation and Mobility program lead
  - CIO
- Currently responsible for Healthcare for Sogeti USA, part of Capgemini group

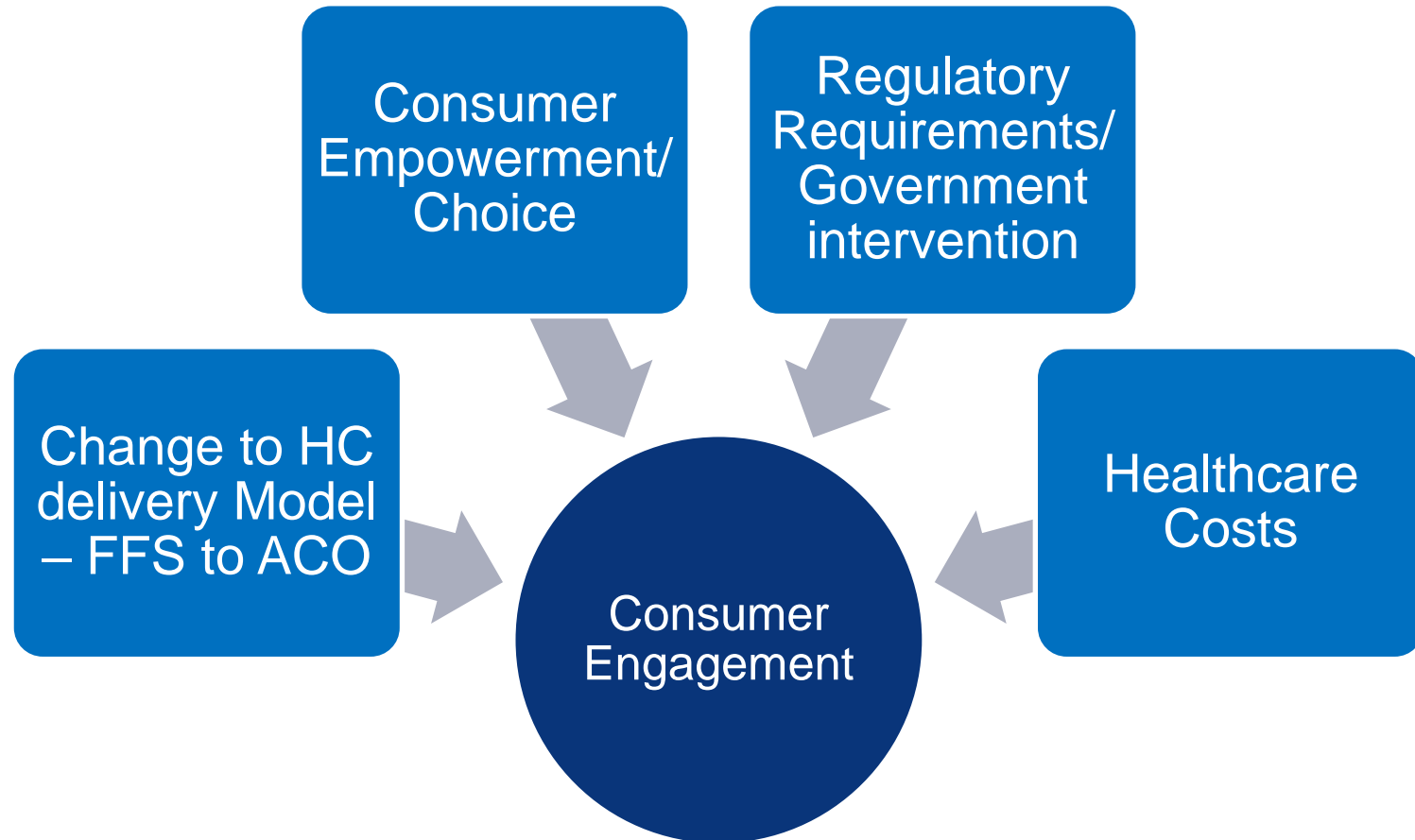


## Patient Engagement and Mobility

# WHAT



# The new normal for Healthcare



Adapted from mHiMSS Roadmap 2013.

# What is Patient Engagement?



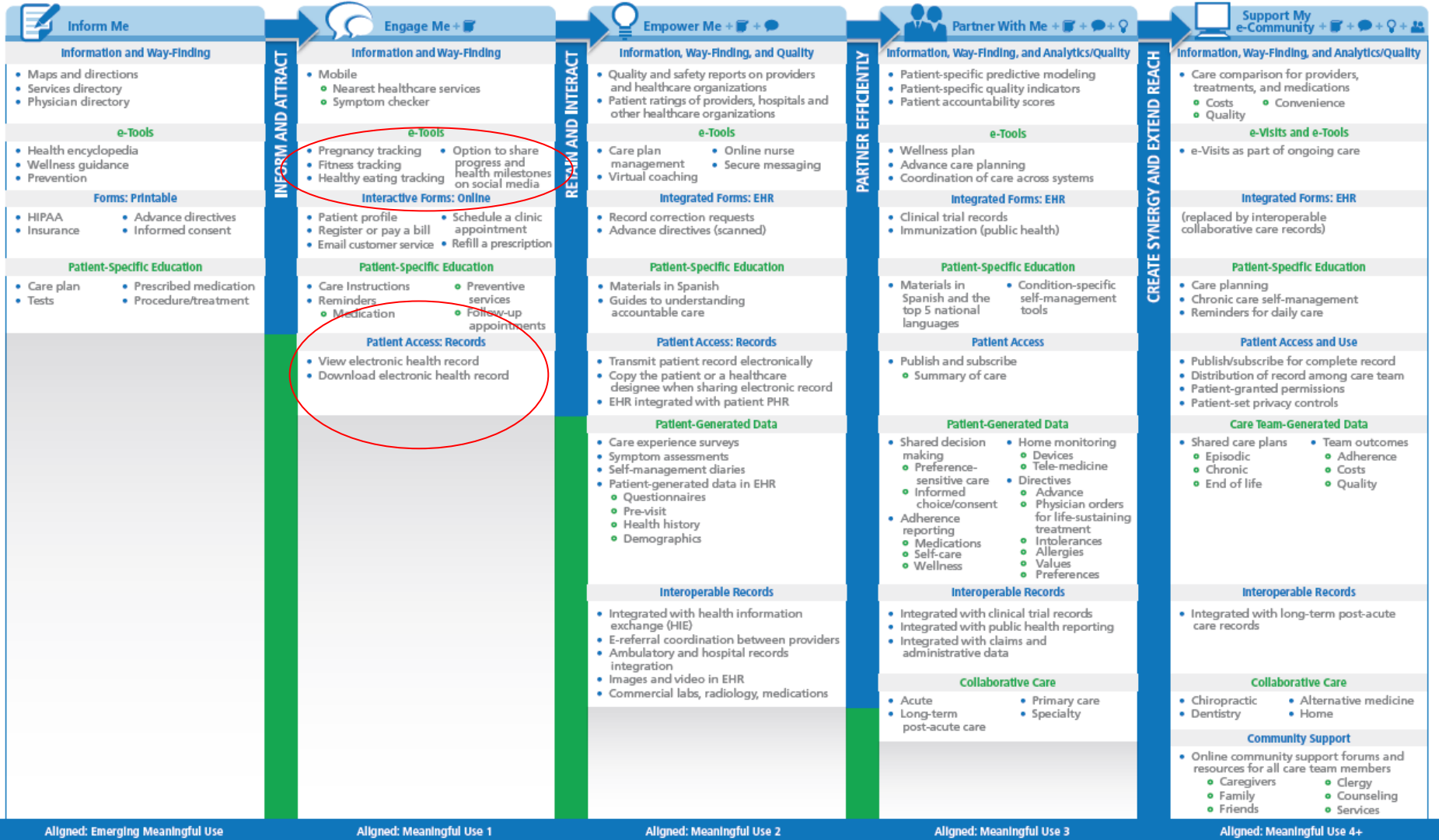
- Patient engagement using personal health IT tools comprises actions individuals take to obtain the greatest benefit from the health services available to them, using information technology capabilities that enables them to:
  - Better understand their health and health conditions
  - Obtain access to their own health data in real time or near real time
  - Improve communications with their doctors and providers
  - Take more responsibility for their own health and health outcomes
  - Improve their experience of interacting with the health system
  - Inform and educate their families and caregivers
  - Get support about health and healthy behaviors from family, friends, caregivers and health professionals

(Definition from Transforming Healthcare through Digital Patient Engagement – Jan Oldenburg, FHIMSS)

# eHealth Collaborative view



## PATIENT ENGAGEMENT FRAMEWORK





# So what are some mobile PE use cases?



FYI – When I say Mobile ‘App’, it could be Mobile Website, a Native ‘app’ or a hybrid solution.

# Mobile and Patient Engagement



Some Use Case	New Mobile engagement paradigms
Purchase Health Insurance	Shopping, Comparison of options, Purchase and enrollment
Seek Healthcare Information	Symptom checker, disease and medical condition, Guide to appropriate care
Access Care	View ID Card, Appointments, Reminders
Receive Care	Payment estimator, Out-of-Pocket payment, Updated PHR, Condition info, Telemedicine
Select follow up care	Medication reminders, Connection to Care Manager
Manage personal Health and Wellness	Connectivity to Wellness devices
Manage Healthcare expenditures	FSA, HSA tracker

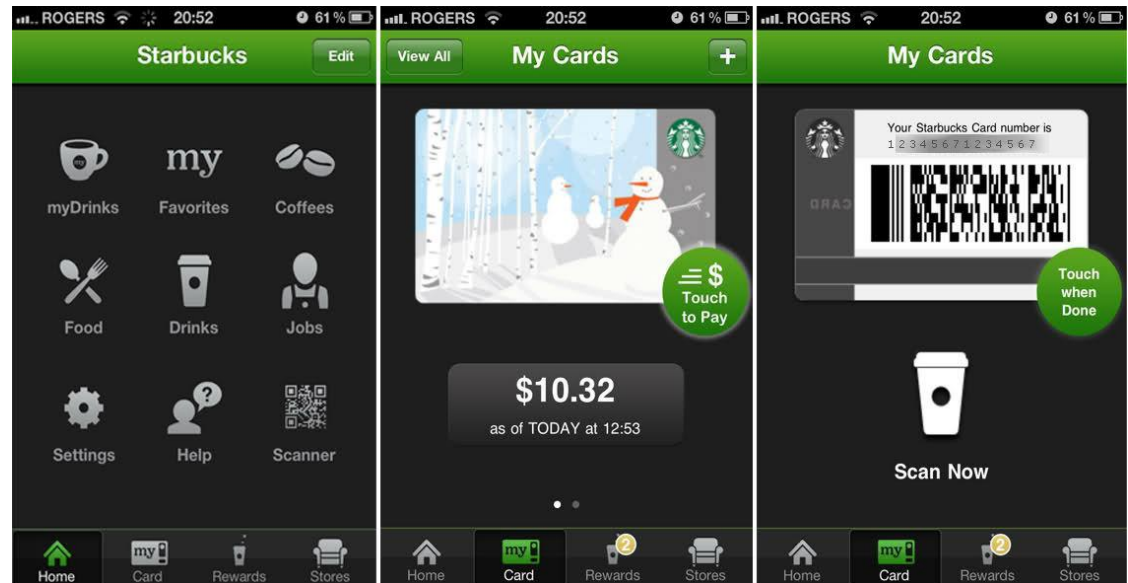


## Patient Engagement and Mobility

# WHY

# Mobile First for Patient Engagement

- One billion consumers will have smartphones by 2016 (US – 257 million smartphones and 126 million tablets).
- Mobile apps (websites or apps) is an engagement tool in your patients pocket.
- Mobile is part of the “perfect storm” of Social, Mobile, Cloud and Big Data that can deliver capabilities directly in the context of daily lives and real-time workflows. Forrester Research, Feb 2012
- Lets see a non-Healthcare example



# Healthcare Mobile 'app' Landscape

- The Consumer/Patient is starting to become the center of attention.
- Currently, there are about 97,000 mobile health applications available from a number of different app stores, with 15% of them dedicated to medical professionals instead of patients and popular consumers
- Most Hospital systems have some form of basic patient mobile app. Plus mobile access to patient record.
- However capabilities are limited, often hard to find and difficult to use.
- DEMO - iTriage, Carolinas, Wellmark



# FDA regulation landscape

## - Mobile Apps

### ■ Mobile Medical Device (regulated)

- Displaying, storing or transmitting PHI, e.g. Mobile ECG viewer like Airstrip solution
- Controlling connected medical device, e.g, app the controls a blood pressure cuff.
- Interpretation of Medical Device data

### ■ Mobile Apps (may be regulated)

- Patient Education data viewers
- Organization of PHI, such as lab results (e.g. iLog Lyme)

### ■ Mobile Apps (not regulated)

- Health/ Wellness apps
- Billing
- On-line Appointments, Insurance transactions
- Mobile EHRs or PHRs



# Some examples of Mobile Medical Devices?

- Smart Heart - With smartheart and a smartphone or tablet (iPhone, iPad, Android, etc.), you can perform a full hospital grade ECG



- **Glooko logbook** – help diabetes patients better manage their glucose levels throughout the day with glucose meter and companion application





Patient Engagement and Mobility

# HOW TO GO FROM HERE TO THERE?



## ■ Research

## ■ Have a Plan

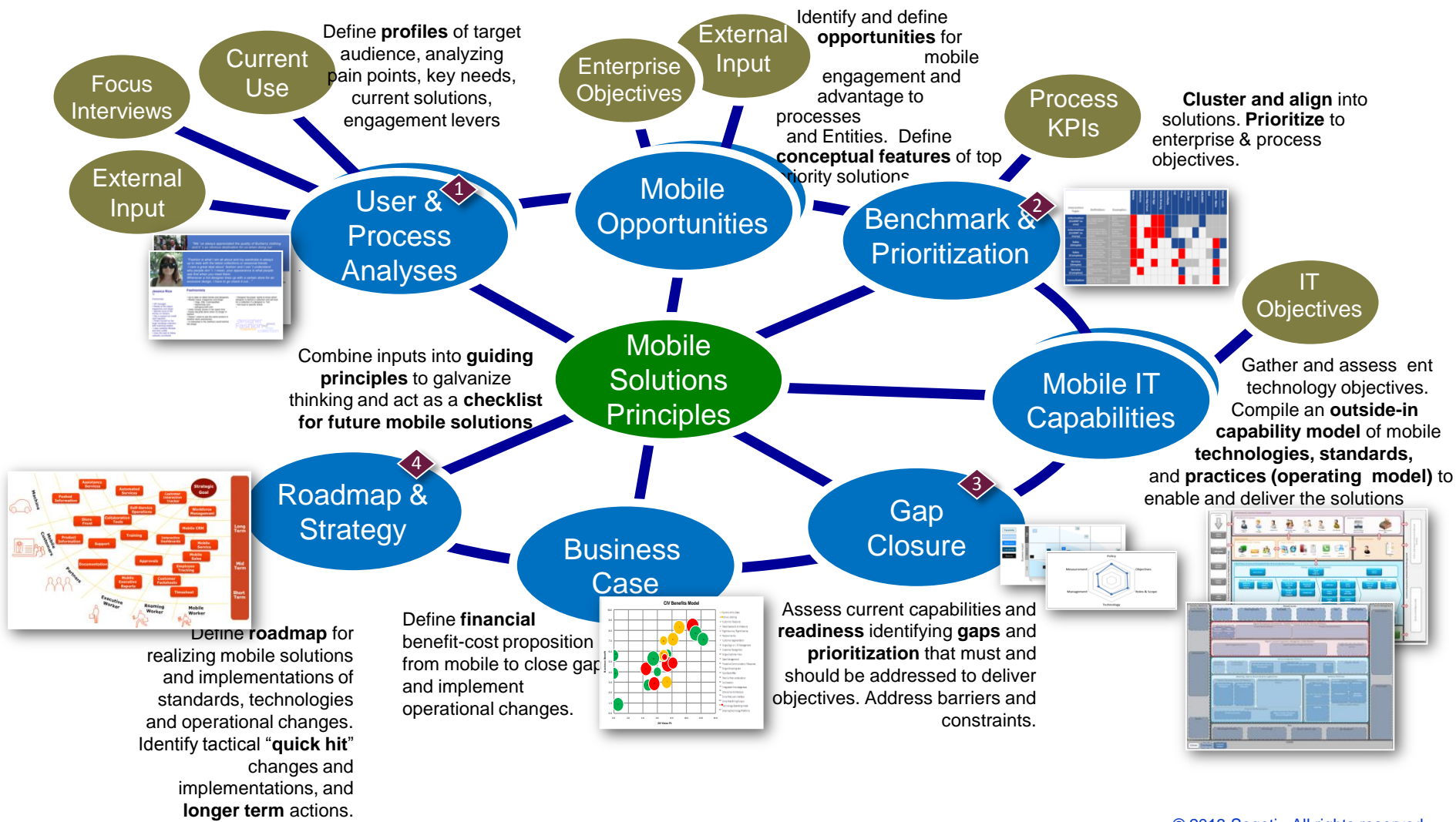
- Seek first to Understand!
- If you don't know how the current process works how can you improve it.

## ■ Formally organize for Innovation

## ■ Be pragmatic



# Mobile Strategy Approach



# Using a Workshop Structure

*A Workshop event is carefully designed to ensure it delivers its outcomes through a highly structured and proven process*



## Scan

- Allows participants to consider and assimilate large volumes of information prepared before the event, building a common understanding and arming participants with the knowledge they require to solve complex problems



## Focus

- Enables participants to drill down into discrete problem areas they have identified and supports the design of solutions

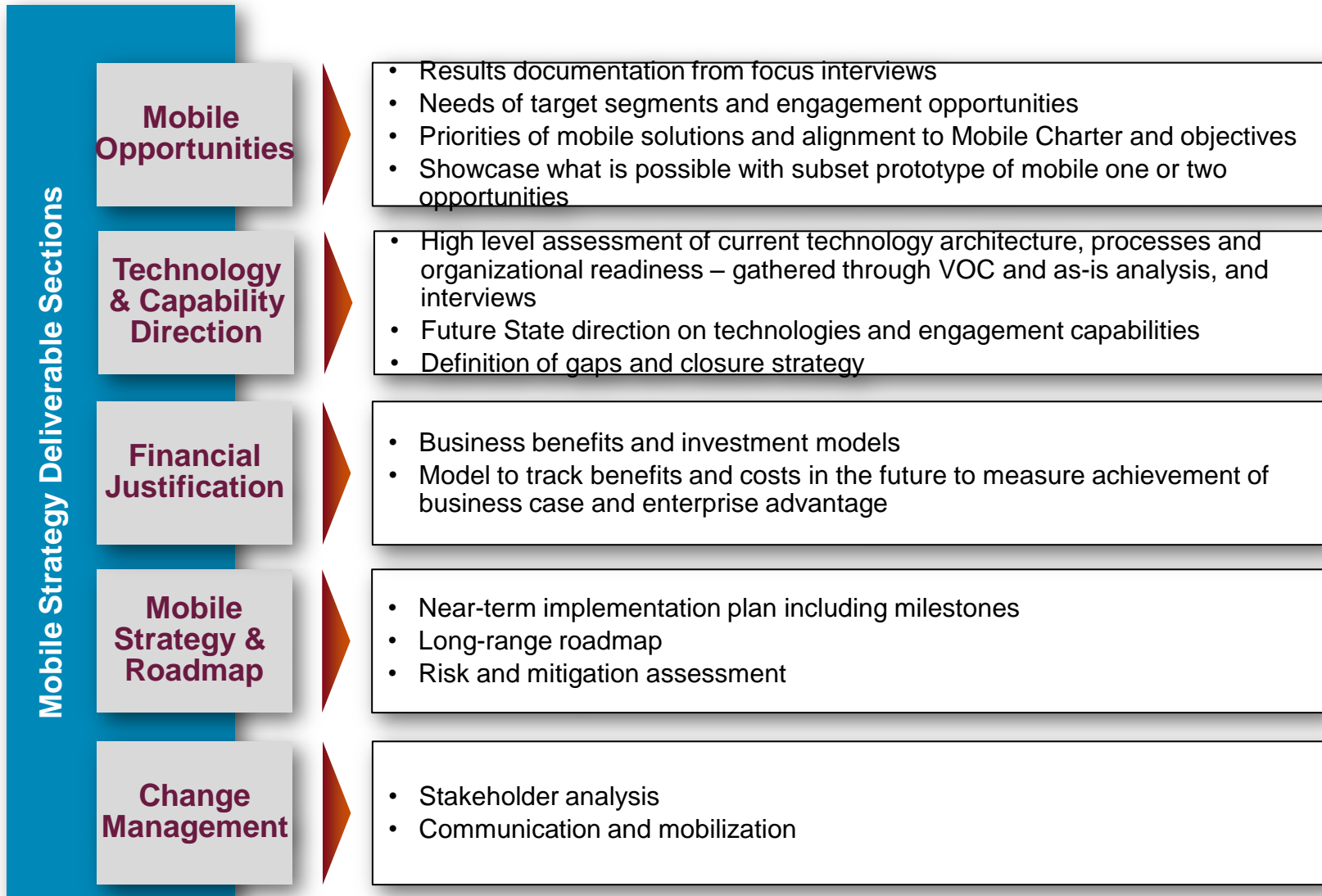


## Act

- Ensures the relevant action plans and next steps are in place to drive through solutions and that participants know what needs to be done to drive momentum following the event.



# Actionable and Results-Oriented





Patient Engagement and Mobility

# SOME OTHER TOOLS TO HELP

# PE Mobile Maturity Model - DRAFT



Functional Area	Capability level 1	Capability level 2	Capability level 3
<b>Health Information and Care Access</b>	<b>Health Information &amp; Treatment direction</b> <ul style="list-style-type: none"> <li>Symptom information</li> <li>Direct guidance to care</li> </ul>	<b>Streamline care access</b> <ul style="list-style-type: none"> <li>Insurance ID</li> <li>Wait time and pre-treatment advice</li> </ul>	<b>Remote care options</b> <ul style="list-style-type: none"> <li>On-line connectivity to physician</li> <li>Integration to Provider systems</li> </ul>
<b>Receiving Care</b>	<b>Find Hospital/ Care/ Doctor</b> <ul style="list-style-type: none"> <li>GPS enabled mapping</li> <li>Urgent care locations</li> </ul>	<b>Integrated appointments</b> <ul style="list-style-type: none"> <li>Real-time Appointment s</li> <li>Reminders (integrated with device)</li> </ul>	<b>Health Record updates</b> <ul style="list-style-type: none"> <li>EHR integrated with PHR</li> <li>'Care Aware' appointment process</li> </ul>
<b>Engaged and Empowered Care</b>	<b>Care Tracking</b> <ul style="list-style-type: none"> <li>Treatment diary</li> <li>Bluetooth enabled connectivity</li> </ul>	<b>Integrated Ecosystem</b> <ul style="list-style-type: none"> <li>Integrated to Health clubs</li> <li>Prescription reminders</li> <li>Financial Tracking</li> </ul>	<b>Personal Wellness tracker</b> <ul style="list-style-type: none"> <li>PHR</li> <li>Security for sharing</li> </ul>
<b>Health &amp; Wellness and Community enablement</b>	<b>Provider Quality info</b> <ul style="list-style-type: none"> <li>Provider quality ratings</li> <li>Social network feeds</li> </ul>	<b>Social and Community</b> <ul style="list-style-type: none"> <li>Forums for sharing and caring</li> </ul>	<b>Care team and Interoperability</b> <ul style="list-style-type: none"> <li>Secure sharing of care plans</li> <li>Collaboration</li> </ul>



# Make use of what's out there



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<http://www.us.sogeti.com/what-we-do/industries-healthcare.html>

**THANK YOU**