



HEALTH RECORD NETWORK

America's Network for Record Health

Brian J. Baum

Testimony

National Committee on Vital and
Health Statistics

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(HRN is a collaborative program sponsored by Duke University -
Fuqua School of Business and Duke Medical Center)

US Healthcare Future State

Vision

- ④ Consumer Centric
- ④ Information-rich
- ④ Medical information follows the consumer, information tools guide medical decisions

Source: Framework for Strategic Action – Progress Report July 21, 2004

***We know what “there” is...
We can define the destination***

The Challenge

is getting “from here to there”



Moving an Industry

- \$1.7 Trillion – 16% of US GDP
- Approximately 13 million employed in industry
- Almost 6000 registered hospitals
- More than 36 million admissions per year
- 500,000+ physicians
- Potentially almost 300,000,000 customers

A strategy to “get there”: Build it and they will come

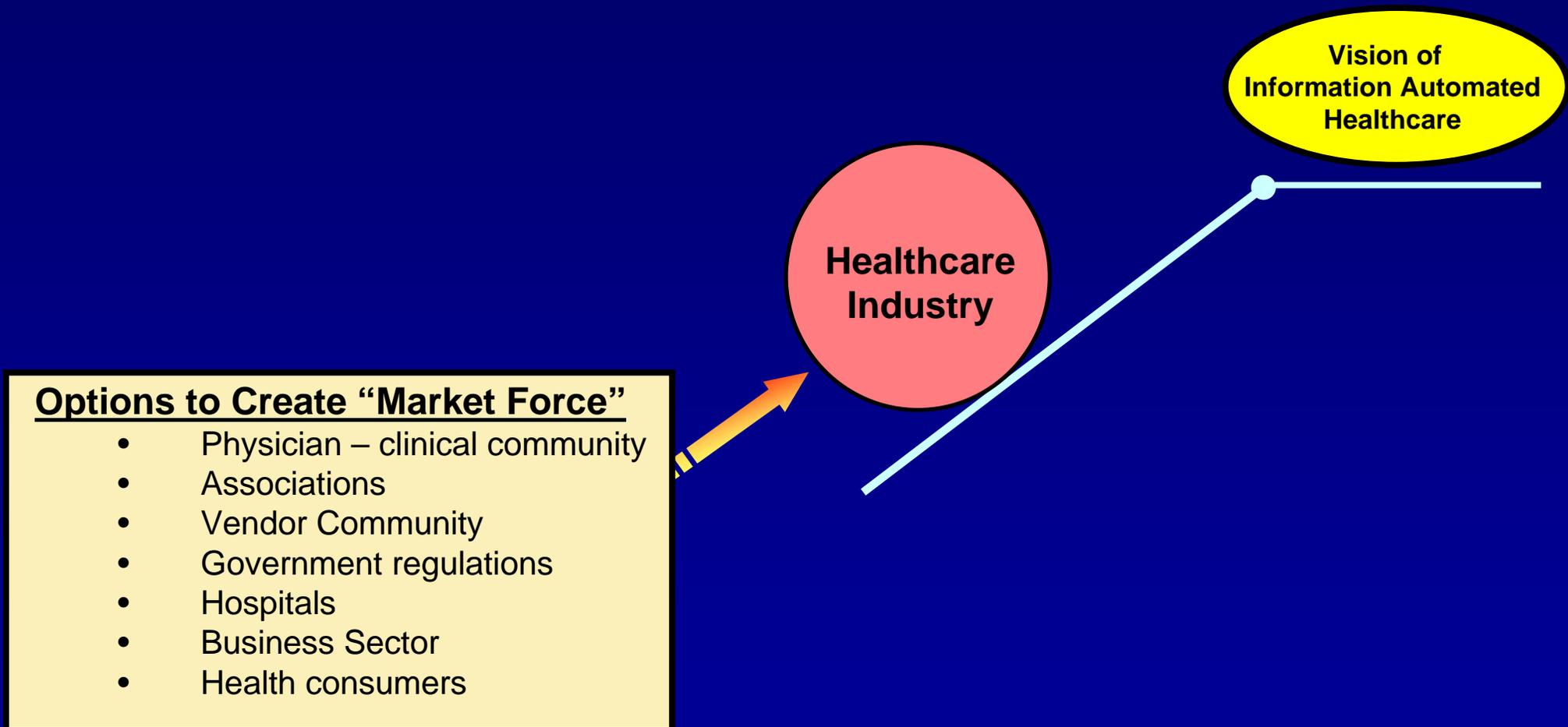
Tactics

- ④ Develop standards
- ④ Deploy clinical systems
- ④ Equip physician offices, clinics, labs, etc.
- ④ Raise funds for investment
- ④ Provide financial incentives to drive adoption
- ④ Create local networks
- ④ Over time, link networks

Net, net – an operational necessity, but a strategy with inherent risk

Health Record Network

A complementary, parallel approach



HRN – grounded in physics (of markets): $F=ma$

Why the Consumer?

④ 10% of 300,000,000 = Market Force

How to Engage the Consumer?

1. **Segment the Market:** Early Adopters – Parents with children, baby boomers assuming responsibility for parents care, chronically ill, significant health events.
2. **Create awareness:** elevate consumer discussion of the benefits of automated health information
3. **Provide an easily accessible, universal solution:** market demand must be addressed with a solution – web based solution provides universal access
4. **Make it recognizable:** create a trusted brand that provides anywhere anytime utility
5. **Keep it simple:** don't start with full integration and automation – allow the market to absorb basic functionality and over time allow the market to demand greater efficiency
6. **Provide value:** even at a basic level provide obvious benefit and value to the consumer and his/her clinical team

Preliminary HRN Environment

The screenshot shows the Health Record Network (HRN) website interface. At the top, the logo for Health Record Network is displayed with the tagline "America's Network for Record Health". A search bar is located on the right, along with navigation links for Privacy, Prefs, Help, and Log Out. The user's name, John Paynter, and the date, Thursday, November 11, 2004, are shown in the top left. A navigation menu includes Home, My Health Record, Family History, My Doctors, Health Planning, and Manage My Record. A "Health Guides" dropdown menu is also visible.

Reminders

- > You have not yet completed your Initial Health Assessment. Please complete your assessment now.
- > Three new doctors in your area have joined HRN.
- > You will need to refill your Atenolol at your pharmacy. *Ending Thursday, 2 refills remaining*

Manage my alert preferences...
[More alerts...](#)

HRN Suggestions

Since you are over 65, you should schedule a yearly physical exam with your primary care doctor. Given that there is a history of Cancer in your family, we recommend you discuss this at your next appointment.

My Family

- **Me (John Paynter)**
 - Lois *Wife*
 - Lisa *Child*
 - Joseph *Child*
 - Matthew *Child*

[Add a new family member...](#)

About Me

Blood Type:	O positive
Advanced Directive:	Not specified
Organ Donor	Yes
Clinical Trial Participation:	Yes

[Change this information...](#)

Related News

- Cancer research takes a step forward [more]
- New England Journal of Medicine reports improved cardio... [more]
- Dr. Jones (Duke University Hospital) provides overview of his research... [more]

My Insurance UnitedHealthcare

Status:
Open

Payer:
United Health Care, Subgroup

Website:
<http://ge.uhc.com/>

Policy:
Family Plan AS-0131b

YTD Charges:
\$2,012.20

YTD Deductible:
\$200 / Satisfied

[Change policy information](#)

News & Updates:
[New plan options announced for 2005...](#)
[More insurance news...](#)

Provided by:

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Brian J. Baum – Testimony NCVHS

Health Record Network

“America’s Network for Record Health”

What is HRN?

- ④ Not for Profit organization
 - ▼ Independent, no commercial conflict of interest
- ④ Branded – national solution, a national utility, e.g.,



- ④ Board of Directors to publicly debate and define the rules of operation for HRN
- ④ Interoperability with EHRs - Overlay network
 - ▼ HRN interfaces to consumers, ultimately interconnects with clinical systems, LHIs, labs, etc.
- ④ Starts simply
 - ▼ Consumer provided information
 - ▼ Grows with market demand for increased functionality and automation

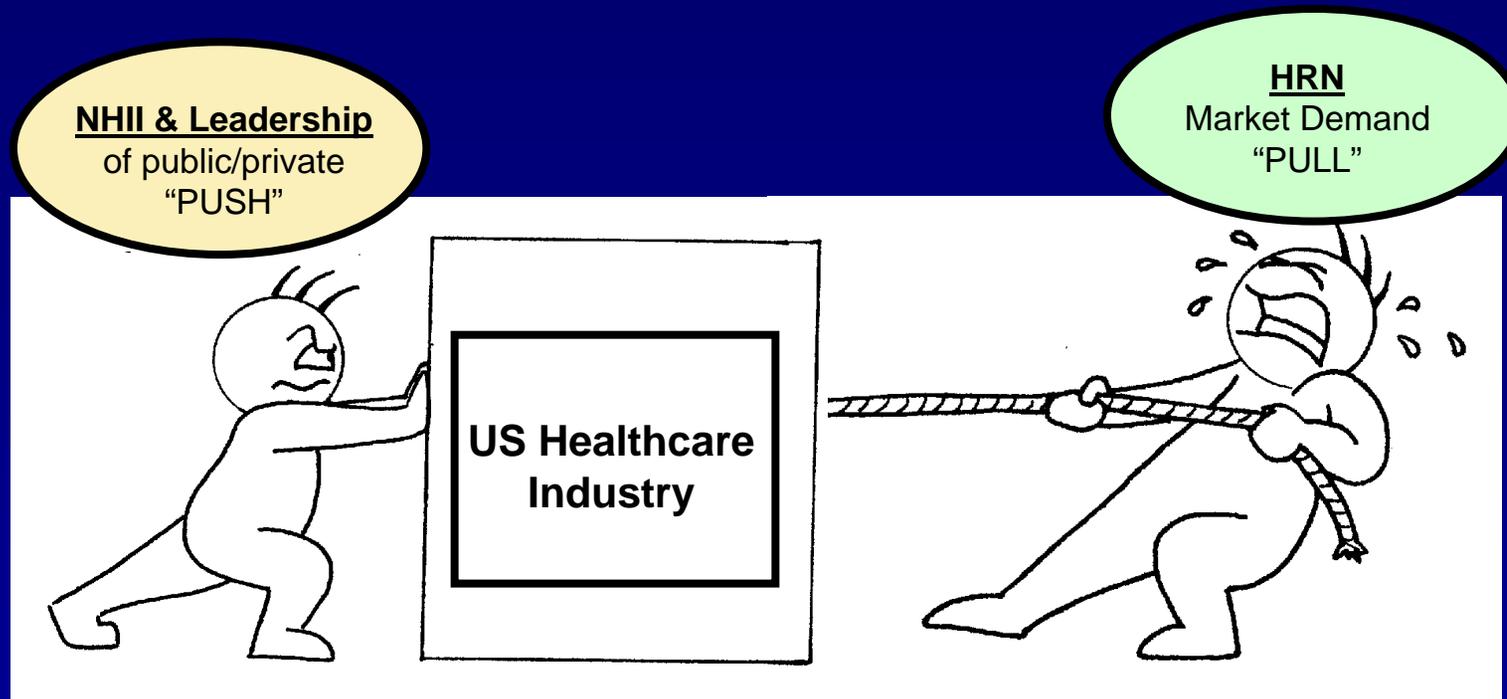
HRN Business Model

<p><u>Operating Principals:</u></p>	<ol style="list-style-type: none"> 1. Free service to consumers where individual information is used in the delivery of healthcare services. (Used by the consumer or by their clinical care team.) 2. Mine the value of the network to create financial self sufficiency
<p><u>Business Objectives:</u></p>	<ol style="list-style-type: none"> 1. Create consumer demand for electronic health information. 2. Provide a nationwide web based solution for consumers to voluntarily initiate the creation of their base personal health record. 3. Leverage market demand to enhance the features and functionality of HRN ultimately interconnecting with automated data including: lab results, pharmacy benefit data, imaging and clinical information 4. Provide consumer support services including online and call center support. 5. Offer value added services directly or through third parties that allow consumers to improve the management of their health, by leveraging their health information. 6. To create a “branded” national health utility 7. To compliment the efforts of the NHII and related organizations focused on setting standards and building the clinical infrastructure
<p><u>Operating Model:</u></p>	<ol style="list-style-type: none"> 1. Establish relationships within the business community, health industry and consumer groups to advance the agenda and begin cultivating market development activities. 2. Conduct a series of pilot programs to refine messaging, details of the offer, validate target audiences and identify the most efficient channels to reach early adopters. 3. Fund operations through a combination of public and private support in advance of financial self sufficiency.

HRN Status

- ④ State legislative approval to conduct statewide pilot in Wyoming
- ④ Pilot program at Duke Heart Center
- ④ Board of Directors assembled – including Stu Altman, Art Caplan, Newt Gingrich and others –focus, to define “rules of operation” for HRN
- ④ Canada – pursuing a parallel program in coordination with HRN

Complementary forces Together we can...



Move the "unmovable"