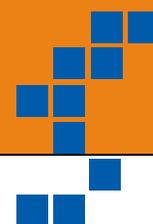


PHR Applications for Low-Income Consumers

Sarah Brachle

One Economy Corporation

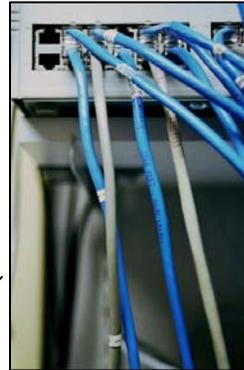
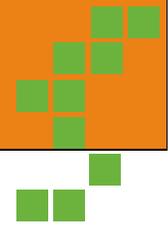
sbrachle@one-economy.com



One Economy Corporation
maximizes the potential of technology for 27 million low and moderate income people to join the economic mainstream.



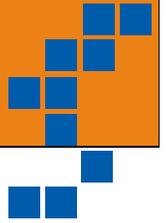
What We Do



- **Access in Homes**
- **Content**
- **Culture Change (Digital Communities)**

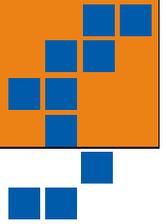


Project Details



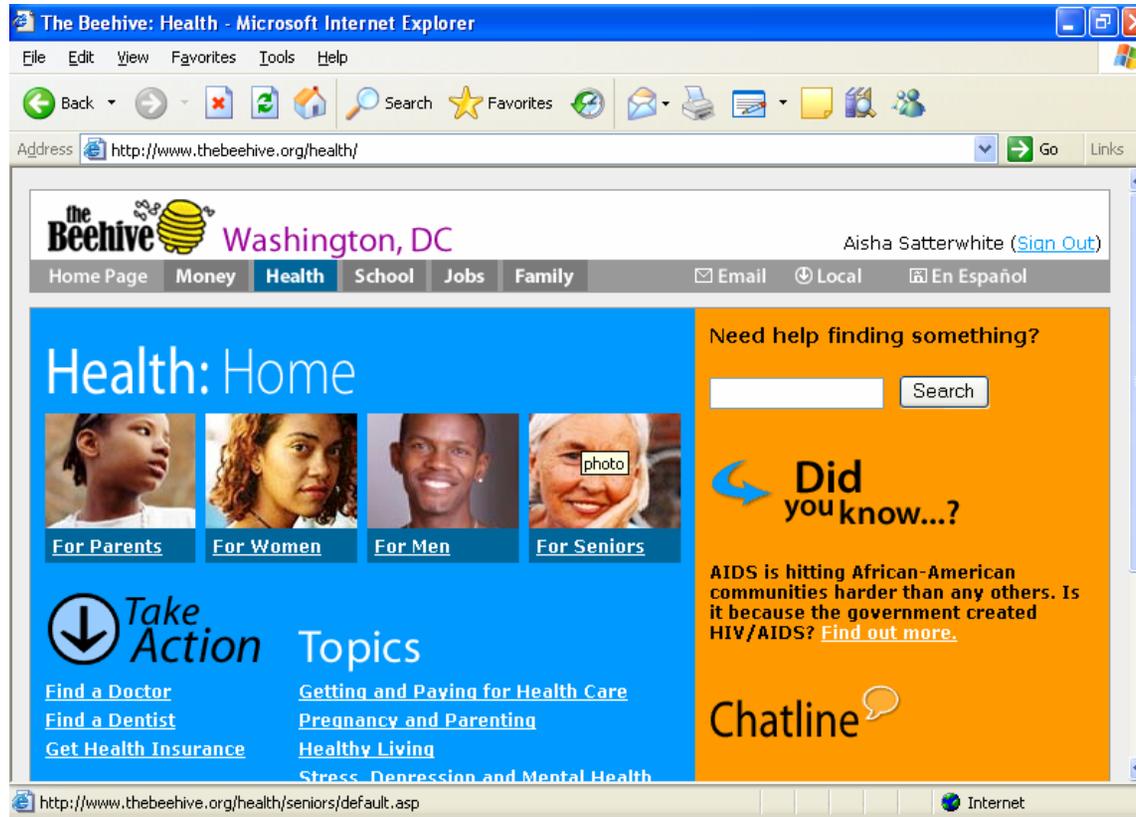
- **Grant from Robert Wood Johnson Foundation**
- **Provider and Patient Usage of PHR**
- **Partnership with Mary's Center for Maternal and Child Care, Washington, DC**
 - **Serving high-risk, low-income, primarily Latino families in DC (Ward One)**
- **Focus Groups and Follow-up with 7-10 Providers and 10-12 Patients/Families**

Project Details



- **Timeline**
 - **Winter 2005 – Environmental Scan and Draft PHR elements**
 - **March 2005 – Focus Group with Mary's Center Providers**
 - **Early May 2005 – Focus Group with Patients/Users**
 - **Late May 2005 – Beta Tool Launch**
 - **Summer 2005 – Feedback Collection on Usability**
 - **August – Review of Use and Report**

Beehive Health: Current Home Page

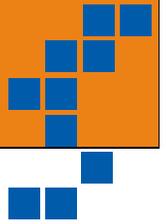


Beehive Health: Local Links Example

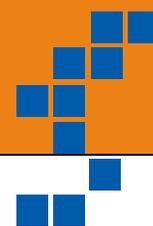
The screenshot shows a Microsoft Internet Explorer browser window with the following details:

- Title Bar:** Domestic Violence - Microsoft Internet Explorer
- Address Bar:** http://www.thebeehive.org/healthy/men/abuse/domestic_violence.asp
- Website Header:** the Beehive Washington, DC. User: Aisha Satterwhite (Sign Out)
- Navigation:** Home Page, Money, Health (selected), School, Jobs, Family. Additional links: Email, Local, En Español.
- Sub-navigation:** health home, parents, women, men (selected), seniors
- Main Content:**
 - Abuse: Domestic Violence**
 - Text:** Domestic violence is abuse committed by a spouse, a former spouse, a fiancée, a boyfriend or girlfriend, and someone you live with. A domestic violence act occurs every 15 seconds somewhere in the United States – that’s over 2.5 million victims every year.
 - Text:** This abuse affects the lives of the victim and the children of victims. It can lead to hospitalization, jail time, even death. Men who abuse their lovers or spouses for long periods of time usually kill them, so it’s very important to get help!
 - Text:** If you’re hurting someone in your life or you’ve been hit, you need help right away.
 - List:**
 - Call the police.
 - Learn about [relationship violence](#) and find out why you shouldn’t stay in abusive relationships.
 - Text:** LINK TO:
- Right Sidebar:**
 - Need help finding something?** [Search box]
 - Take Action:** Find a counselor near you. (Icon: Down arrow)
 - Information:** Someone is a victim of physical violence every 15 seconds. (Icon: Information 'i')
 - Text:** Find out how men can stop abusing

Provider Focus Group



- **March 2005 One Economy presents “wire frames” to 7 providers**
- **Focus on categories only – not design or wording**



Personal Health Record: Key Content Areas

**Visits to the Doctor,
Clinic, Hospital**

Health Records

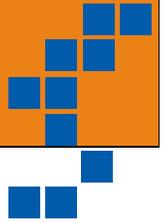
Medications

**Exercise
and Nutrition**

**Diseases
and Conditions**

**Personal Contact
Information**

Home Page: Online Personal Health Record



The Beehive can help you keep all of your health information in one place.

Keep track of doctor's visits, prescriptions, health records, and more. Get this information online, anytime and anyplace. And share the details with your doctor, anytime and anyplace.

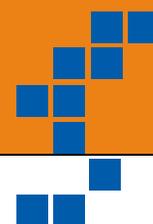
It's free, it's easy, and it's safe. Sign up today!

**Are you a new user?
Register now!**

Log-In

Username _____
Password _____

**Take a tour of the
Personal Health
Record**



Main Log-In Screen

**Visits to the Doctor,
Clinic, Hospital**

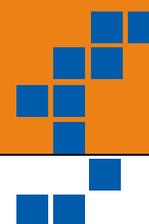
Health Records

Medications

**Exercise
and Nutrition**

**Diseases
and Conditions**

**Personal Contact
Information**



Visits to the Doctor, Clinic, Hospital

In this section, you can save information about your doctors, clinics, and hospital visits. Keep track of who you saw, when you went, and how to keep in touch with them. Your doctor can also help you fill this out.

Date of Visit: 10/05/04

Doctor, Clinic, or Hospital Name: Community Clinic

Contact Info for Doctor, Clinic, or Hospital Name: 123 Main Street, DC

Reason for Visit: Regular Check-up

Conditions/Problems

Asthma
Allergies

Tests/Results

Breath test, fine

Treatments/Medications

Proventil for Asthma; Zyrtec for allergies

Blood Pressure: 120/80

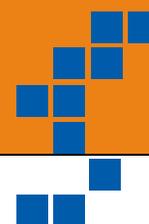
Height: 5'5"

Weight: 155

Cholesterol: 200 mg/dL

Next Appointment: 6/4/05

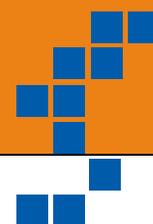
SAVE



Visits to the Doctor, Clinic, Hospital

In this section, you can save information about your doctors, clinics, and hospital visits. Keep track of who you saw, when you went, and how to keep in touch with them. Your doctor can also help you fill this out.

Doctor, Clinic, or Hospital Name and Number	Date of Visit	Reason for Visit	Tests and Results	Payment Method	Next Visit
<u>Community Clinic</u>	10/5/04	Check-up	Breath test, blood work	\$15 cash	6/4/05
<u>Catholic Hospital</u>	8/4/04	Asthma attack	Breath test, fine	Medicare	
<u>ADD A VISIT</u>					
<u>ADD A VISIT</u>					



Main Log-In Screen

**Visits to the Doctor,
Clinic, Hospital**

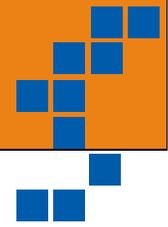
Health Records

Medication

**Exercise
and Nutrition**

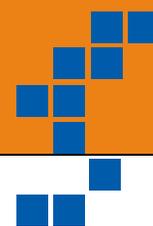
**Diseases
and Conditions**

**Personal Contact
Information**



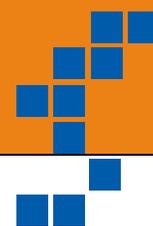
Diseases and Conditions (page 1)

Diseases and Conditions	Date Diagnosed	Does the condition still exist?	Diagnosed by
<u>High Blood Pressure</u>	5/98	Yes	Dr. Robert Matthews
<u>ADD</u>			



Diseases and Conditions (page 2)

Disease/Condition	High Blood Pressure
Date Diagnosed	5/98
Does the condition still exist?	Yes
Diagnosed by	Dr. Robert Matthews
Treatment	Levatol
Prescription	Yes, for 6 months 2 pills/day



Main Log-In Screen

**Visits to the Doctor,
Clinic, Hospital**

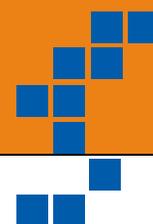
Health Records

Medication

**Exercise
and Nutrition**

**Diseases
and Conditions**

**Personal Contact
Information**



Personal Contact Information

Full Name: Jackie Johnson

Date of Birth: 4/14/73

Gender: Female

Blood Type: AB

Street Address: 123 Main Street

City: My City

State: DC

Zip: 12345

Home Number: 202-555-1212

Cell Number: 202-555-1313

Work Number: 202-555-1414

E-mail Address: jackie@thebeehive.org

Health Plan: No health insurance

Health Plan ID:

Primary Care Provider: Community Clinic

Contact Number: 202-555-1515

Emergency Contact: Maxine Johnson, mother

Phone Number: 301-555-1616

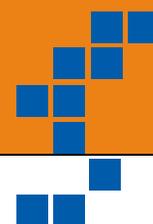
Emergency Contact: Kelly Johnson, sister

Phone Number: 301-555-1717

Special Medical Conditions (Allergies, Diseases, Medications):

Proventil for Asthma

Allergic to peanuts, bee stings



Emergency Wallet Card

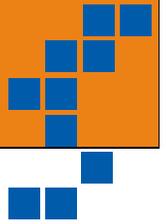
Elsa Martinez
123 Main Street
Washington, DC 20001
Home Phone: (202) 123-4567
Cell Phone: (202) 890-1234
Date of Birth: 4/19/1972
Health Plan: United
Group Number: 2232
Member ID: 566 33 4175

Healthcare Provider
Valley Community Health Center
(202) 935-7000

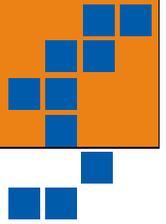
Emergency Contacts
Anna Martinez (mother) – (202) 456-7332
Juanita Washington (sister) – (301) 456-7890

Conditions: Asthma, Diabetes
Allergies: Bee Stings
Medications: Proventil, Claritin

Feedback – PHR Design



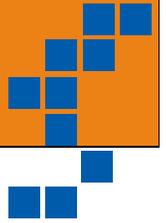
- **Link to additional online information and to provider email**
- **Prioritize pages – “Wallet” card most important**
- **Sections needed on OB-GYN and STI information**
- **Ask leading questions or prompts to populate**
- **Sync with Provider electronic records**



- **Q: What are community providers doing to provide personal health management tools?**
 - No preexisting knowledge of PHRs

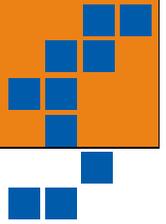
- **Q: What are the concerns and other obstacles to community provider PHR adoption/acceptance?**
 - Lack of time/access to input information
 - Concern about consistency of input data
 - Duplication of work

Provider Expectations of Patient Usage



- **Q: What are the concerns and other obstacles to patient PHR adoption/acceptance?**
 - Very high illiteracy and low education levels in patients
 - First time contact with medical personnel
 - Fear of sharing personal information
 - Lack of technology access and skill
 - Need to create motivator for patients to use – more likely among chronically ill

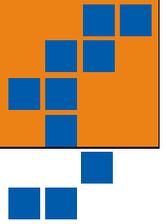
Provider Expectations of Patient Usage



Q: Are we asking patients to do (fill out) too much?

- “It is hard for me to imagine our patients using this tool no matter how great because of general literacy, computer literacy, educational level issues. Another issue is that patients often have multiple providers and even if one are primary providers, patients often have ER visits that they are unable to give us accurate info about as to diagnoses and treatments.”
- “Not sure that there’s a demand for a personal health record.”

Overcoming Obstacles



- **Q: What can be done to address these barriers?**
 - Increase technology penetration in low-income communities
 - Increase technology familiarity and usage among providers
 - More pilots to establish best practices for usage
 - Enable initial population of PHR data (staff time, funding, training, etc.)