Investing In Our Human Capital

Personal Health Records - NCVHS Hearing

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PepsiCo has made a major commitment to wellness through its HealthRoads program...including Personal Health Records available to all employees.

PHRs are integral to PepsiCo’s goal of making employees informed and empowered health care consumers.

Strategically, PHRs are a critical missing component in America’s fight to control medical cost and improve quality (provider based EHRs cannot provide the needed functionality).

Unless barriers are removed, PHRs will be slow to develop and reach only a fraction of their potential.
Investing In Our Human Capital Returns Much More Than Just Medical Savings

Program Cost & Incentives

- Improved Well Being of Individuals
- Increased Productivity

Wellness And Prevention

- Improved Organizational Health
- Reduced Absenteeism & Long-Term Disability
- Improving Occupational Safety
- Lower Medical Claims

Savings

ROI
Our goal is to encourage healthy lifestyles and good health care decisions among employees and their families.

PepsiCo is partnering with some of the most trusted partners in health and wellness to deliver HealthRoads:

- WebMD
- Harris Health
- AOM
- Weight Watchers
Employee and Family

- Available from Work
- Top Priority is Confidentiality
- Inclusion: Adults, Kids, Healthy, Chronically Ill, Diverse Populations

HealthRoads Website

- The “Hub” of the Program
- Customized Content and Links
- Smart System: Tailors Content to Each Individual

Wellness Programs

- Fitness & Nutrition
  - Support for Diet and Exercise
- Consumerism
  - Tools for Smart Health Care Decisions
- Health Promotion
  - Behavior Change Through Targeted Programs and Coaching

Broader Goals and Greater Integration Than Traditional Wellness Plans
Personal Health Assessment

Personal health record

Condition Assessments

Fitness Programs, Nutrition Programs, Cool Offers

Find doctors, health news & information, PepsiCo benefits

Track your participation incentives

Secure messages

Personalized content and messages based on your data and interests

My Health Guide

1. Getting Started
   - Visit The Back & Neck Pain Center
   - Visit The Prostate Health Center
   - Online Stop Smoking Program - Support To Quit Smoking
   - Company Arthritis Disease - Overview
   - Prostate Cancer - Overview

2. News For You
   - A Nutty Way to Improve Cholesterol in Diabetes

Recently Visited Pages

- Personal Health Assessment
- Online Fitness Program - LEAP
- Trackers
- Asthma Center
- Healthy Weight - Overview
- More

My Interests

- Weight Management
- EatInterests

Rewards

- Complete the Personal Health Assessment
- HealthRoads Programs (PESO)
Health Record

QuickStart
Click here to quickly add to your record.

View My Records
Visits (2)
Prepare summaries for my visits with care providers.

Conditions

Medications (2)

Allergies

Surgeries

Immunizations

Tests (16)

Coverage

Basics

Family Health Files
One secure place for my family’s health

Automatic alerts
This tool automatically scans for potentially harmful interactions among the medications, herbs, vitamins, and allergies entered in your files.

Common Questions
How can this tool benefit me?
How is my information kept private?
How can I print or fax my records?
How may I view my past activities?
Current Medication List Management

Information is organized into convenient summaries:

◆ Medications
◆ Conditions
◆ Allergies
◆ Surgeries
◆ Immunizations
◆ Test Results
◆ Visits
Detailed views enable consumers to:

- Determine whether the item is current
- Hide sensitive information from viewing by others
- Link to related articles and products
- Review data imported from third parties
A Health Record Summary is available for printing, faxing or electronically sharing with healthcare providers.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered for HealthRoads</td>
<td>26,870</td>
</tr>
<tr>
<td>Personal Health Assessment (Completed)</td>
<td>24,800</td>
</tr>
<tr>
<td>Accepted Lifestyle Program (Coaching)</td>
<td>8,617</td>
</tr>
<tr>
<td>Personal Health Record Usage</td>
<td>7,613</td>
</tr>
<tr>
<td>Registered for America On the Move</td>
<td>3,230</td>
</tr>
</tbody>
</table>

* Represents USA Only – International Expansion Currently Underway
◆ Individuals are primarily and ultimately accountable for their own health information. PHR covers:
  - MD Visits
  - Medical Conditions
  - Tests
  - Medications
  - Allergies
  - Benefits
  - Surgeries
  - Immunizations
  - Etc., etc.

◆ The PHR supports consumer engagement and improves decisions around treatments and providers
  - Profile-based messages that address key health issues
  - Encourages and improves quality of conversations with doctors and other providers
  - Information search capability provides critical education to help select treatment options
PHR Business Case

◆ Increases the value of aggregate data reporting
  - Ability to marry self-reported data, claims data, and professional data to create a total health data profile
  - Integrated data is a necessity for managing cost and quality of health care

◆ Portable, private, accurate information available wherever and whenever needed
  - From emergency room to the doctor’s office, information supports both patient and provider needs
  - Reduces medical errors including drug interaction
  - Owned by the patient who has the greatest need and right to control the information
- Slow development of a consumer-centric health care system
- Concerns about privacy (overweighted vs. PHR advantages)
- Lack of enthusiasm within the provider community
- Lack of standards and incentives for data exchange
- Cost and funding concerns (despite potential for large net savings in health care)
A compelling national vision and Federal leadership for a consumer-centric system driven by Health Information Technology.

- Leverage private sector experience to tackle standards and logistics for data exchange.

- Leverage provider expertise to determine EHR – PHR content, uses, functionality, etc.

- Use of Federal purchasing power to accelerate the adoption of HIT among health care providers (incentives where possible...mandates only if necessary).