The Personal Health Record:
Henry Ford Health System
Perspective
April 27, 2005

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EVP, Henry Ford Health System
CEO, Henry Ford Medical Group
Presentation Highlights

- Overview of Henry Ford Health System
- Features of EMR “Careplus”
- Innovations in Provider-Patient Interface
- Comments on Personal Health Record
Profile of HFHS

• 90 y.o. hospital-based health system with
  – 4 hospitals - flagship (HFH) in downtown Detroit
  – Health Alliance Plan - 500,000 HMO members
  – Employed physician practice (HFMG) - 800 physicians
Profile of HFMG

- 2 million outpatient visits
- 500,000 patients (170,000 capitated)
- 22 satellite locations in 30 mile radius
- 700 GME trainees
- $53 million in research - 4 program projects
- Major affiliation with Wayne State School of Medicine
Henry Ford Electronic Medical Record “Careplus”

**History**

- Homegrown product in late 1980’s
- Ambulatory-focused

**Goals**

- Results reporting to improve efficiency/reduce costs
- Archive: lab, imaging results, written consultations, discharge summaries
“Careplus” Enhancements

• PACS (2002) – radiology imaging available on any computer
• “Bolt-on” Features:
  – Patient registry (for disease management)
  – Inbox/reminders (drives workflow)
  – FAX to outside physicians (instant feedback)
• Practice guidelines/pharmacy information
• Template notes/letters
• Customized dashboard for results reporting
Strengths of “Careplus”

- Reduces redundancy/error
- Patient convenience – common information across space and time
- Results/radiology images are in cyberspace
- Drives workflow processes (e.g., diabetes care, flags, reminders)
- Mandates computer literacy of clinical staff
Weaknesses of “Careplus”

- No order entry
- Not designed for inpatient record
- Template charting primitive – requires dictation
- Primitive decision support behind the scenes

ALL THESE WILL BE CORRECTED WITH NEW PRODUCT – CALLED “CAREPLUS NEXT GENERATION”
Two Consumer-Driven IT Enhancements

• **E-Prescribing**—to reduce escalating drug costs for employers and patients

• **E-Web Portal**—to provide internet convenience for routine medical information and logistics
Electronic Prescribing

Designed in collaboration w/auto industry

• Driven by high pharmacy costs
• Standardize access to formulary

Goals:

• Eliminate waste/error
• Improve MD and patient efficiency
• Line up prescribing w/PBMs to reduce costs especially thru use of generics
Electronic Prescribing

System:
- Web-based IT support
- Prompts MD for “best practice” for individual patient
- Rx electronically transmitted to the pharmacy

Outcomes:
- High MD satisfaction – saves time, improves accuracy
- High patient satisfaction – errors reduced, co-pays reduced
- Convenience of pharmacy “pick-up”
Henry Ford E-Portal

• Background
  – 60% of metro Detroit adults are computer literate
  – Consumerism is shifting to computer-based technology
  – Phone systems are becoming obsolete (eg, airline reservations)
  – Excessive time is spent in telephone tag
Henry Ford E-Portal

• **Goals**
  – Provide convenience for patients
  – Access health information, lab results, refill prescriptions
  – E-visits/consultations, make appointments
  – Provide market advantage
  – Drive information/marketing out to consumer
Breakthrough Treatments

**Weight Loss Surgery**
Fifty-eight million Americans suffer from obesity. Learn how this surgery brings new hope to so many people.

**Robotic Prostate Cancer Surgery**
Find out why this procedure has fewer side effects and less pain. Henry Ford has one of the world’s largest experiences with this new technique.

**Bi-Ventricular Pacing for Your Heart**
Cardiac resynchronization therapy (CRT) is a new treatment for heart failure that uses an implantable device to improve the pumping efficiency of the heart.

**Back Surgery**
A new minimally-invasive surgery offers patients new hope for treatment of back pain.

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**Henry Ford News**

**Henry Ford Announces 2004 Financial Performance**

**Henry Ford Health System Opens Medical Center in New Center Area**

**Henry Ford Hospital Offers Minimally Invasive Colon Cancer Surgery**

Click here for additional news releases.

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**Henry Ford Medical Center New Center One**

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**Watch the new season of Minds of Medicine.**

Click here to view and order some of our most recent shows.
# Physician Messages

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<td>Closed</td>
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<td>MC - May 5, 2004</td>
<td>05/11/2004</td>
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<td>05/11/2004</td>
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<td>Renew Prescription</td>
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<tr>
<td>(No Subject)</td>
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- Edit my registration information and newsletter subscription. [Click Here](#)
- Edit my Medical Interests subscriptions. [Click Here](#)
- If this is your first time logging in, please change your password. [Click Here](#)

## Health News

- [Artificial Spinal Disc Approved](#)
- [Extreme Heat Can Degrade Mail-Order Drugs](#)
- [New Clues to Alcoholics' Sleep Problems](#)
- [Shorter Intern Shifts Mean Fewer Medical Errors](#)
- [Ovarian Cancer Rates Leveling Off Across Europe](#)
- [Anesthesiologists Vulnerable to Drug Abuse](#)
Presently, this new feature is available only to a limited number of centers and physicians. If your physician is not listed on the following pages, your issue will not be addressed. We will be adding more physicians and centers as soon as possible.

Renew a Prescription

Welcome.

You've entered the secure prescription renewal area at Henry Ford. Here are a few important points to remember:

1. The best time to renew prescriptions is at your visit with the doctor. Bring all your medicines to your appointment.
2. Please allow at least one business day for your prescription to be called into your pharmacy.
3. If you have not been seen within the last year and don't have an upcoming appointment scheduled, you probably will be asked to make an appointment.
4. Prescriptions given to you in the Emergency Room cannot be renewed online. Please make an appointment.
5. You MUST be a patient of the doctor to whom you are directing your inquiry. Henry Ford physicians and staff will only answer inquiries from people who are CURRENT PATIENTS.
6. These pages use secure technology. For inquiries about the system, contact Henry Ford administration staff at myhealth@hfhs.org.

By clicking "I Agree" below, you acknowledge you have read and AGREE with the privacy policy and notice, the terms of use and the terms described above. Further, you agree you are not experiencing an emergency situation.
Pharmacy Information

Name of Preferred Pharmacy:
Henry Ford Medical Center - Canton
or type in the name of your preferred pharmacy

Pharmacy Phone Number (example: 800-555-1212):

Prescription Information

Date Prescription Needed (mm/dd/yyyy):
05/01/2005

Name of Medication (Check Prescription Bottle):
Paxil

Dosage (Example: "25mg" or "100cc", Check Prescription Bottle):
.25 mg

Frequency (Example: "Twice A Day After Meals.", Check Prescription Bottle):
1 time a day

Date Prescription Last Filled (mm/dd/yyyy, Check Prescription Bottle):
04/01/2004

Please List All Allergies, if any:
none

Next
Patient Information

Name: Demodata Demo  
MRN: 90000202  
DOB: 06/12/1928  
Telephone Number (Day): 313-874-6419  
Telephone Number (Eve):  
Email Address: demo467@hotmail.com  
Prescribing Physician's Name: Baker-Genaw, Kimberly, M.D.

Pharmacy Information

Preferred Pharmacy: Henry Ford Medical Center - Canton

Prescription Information

1. Paxil, .25 mg, 1 time a day

Send These Requests

If you would like to request another prescription, please enter the information below and click "Add Another Request".

Date Prescription Needed (mm/dd/yyyy):

Name of Medication (Check Prescription Bottle):

Dosage (Example: "25mg" or "100cc"; Check Prescription Bottle):

Frequency (Example: "Twice A Day After Meals"; Check Prescription Bottle):

Date Prescription Last Filled (mm/dd/yyyy, Check Prescription Bottle):

Please List All Allergies, if any:

none


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15 Notifications, 2 New Items, 1 Priority Item
### Patient Information

**Patient Name:** Demo Demodata  
**Telephone:**  
- **Day:** 313-874-6419  
- **Night:**  

### Prescription Details

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<th>Medicine Name</th>
<th>Dosage</th>
<th>Frequency</th>
<th>Date Needed</th>
<th>Date Last Filled</th>
<th>Preferred Pharmacy</th>
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<td>05/01/2005</td>
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<td>non</td>
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### Notes:

- [Notes field]

- [Buttons: Reply to this message, Cancel, Forward]
Consumer Health Portal

Script Renewal

Tracking ID: 20050419121629ILA

Client: Demo, Demodata (MRN 90000202)

Phone: Day: 313-874-6419

Evening:

Subject: Prescription Renewal

Renewal request submitted by Demo, Demodata (MRN 90000202) on 04/19/2005 12:16:29

Prescription #1

Description: Paxil Demo

Dosage: .25 mg

Dosage frequency: 1 time a day

Expiry: 05/01/2005

Last filled: 04/01/2004

Pharmacy: Henry Ford Medical Center - Canton

Pharmacy phone:

Next doctor visit:

Next doctor visit:

Allergies: none

Response submitted by Landis, Pamela on 04/19/2005 12:25:33

This RX was called in today. Your prescription is waiting. Regards.
Response

[* Required Fields]

Your Full Name

Pamela Landis

Response

This RX was called in today. Your prescription is waiting. Regards.

Submit Your Response
Henry Ford E-Portal

Early results

– 30,000 patient enrollees
– 24,000 annual transactions
– Average transaction takes 16 hrs, but all patient interaction is computer-based
– Provider feedback – saves time/reduces phone load
– Patient feedback – convenience factor high
How do Henry Ford Patients View the “Careplus” EMR?

**Advantages**

- Doctors have same information – avoids error, needless tests
- Assurance of standardization
- No need to carry information themselves (eg, x-rays)
- Resembles other service industries (eg, banking)
How do Henry Ford Patients View the “Careplus” EMR?

Security/Privacy Rarely Questioned!

- Potential Reasons (?)
  - May not know about EMR
  - See providers and their system as trusted agents
  - Captive audience (HMO network patients)
  - Have secure employment, union protection

*EMR privacy issues involve employability and insurability. In HFHS, most patients are protected from these concerns.*
The Case for the Personal Medical Record – the Tipping Points

Geographic Mobility

- More common for workers to change locations, especially for service industries
- More common for senior population to relocate at the time of life when medical issues are more complex
- Florida “snowbirds”
The Case for the Personal Medical Record – the Tipping Points

Consumerism
- Informed health care consumers will want to control their medical information for portability
- With more cost at risk, patients will “shop services” armed with accurate personal data

Generation “X and Y”
- Spend a lot of time in cyberspace; comfortable with the issues
- Loathe slow methods of communication
- Accept IT security as a way of life
What is Needed for Personal Medical Record? (Not as Much as You Think)

• Background
  – Past surgeries and hospital admissions, procedures
  – Allergies
  – Risk factors: lipids, smoking, family history
• Active Medical Problems and Complications
• Current Medications/Drug Reactions
• Recent Diagnostic Tests (0-2 yrs)
  – Lab work
  – Imaging (preferably retrievable)
  – Electrocardiogram
What is needed for Personal Medical Record?
(Not as Much as You Think)

• Most can be template charted and summarized in one page for 90% of patients

• Sensitive Issues can segregated:
  – Psychiatric illness
  – Substance abuse
  – HIV status
  – Genetic profile
Why Has the Portable Health Record NOT been Successfully Commercialized?

The Obvious Reasons

• No Clear Consumer Value (yet)
  – The service does not provide health care delivery and may not be a trusted agent
  – Example: would you hire someone to store your financial information?

• Fear of Security
Why Has the Portable Health Record NOT been Successfully Commercialized?

The Hidden Reasons:

• No standard reporting platform
• No standard data entry or assurance of accuracy – **THIS MAY BE THE ELEPHANT IN THE ROOM!**
• No incentive for providers to enter the data