Why Data Sharing is So Important for Making Quality Healthcare More Affordable and Accessible

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Aetna Today
“Making Quality Healthcare More Affordable and Accessible”

- **18.5 million** medical members
- **13.7 million** dental members
- **9.4 million** pharmacy members
- **~10.0 million** PHR members
  (as of 12/31/10)
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1M+ health care professionals (561K+ primary care doctors & specialists) and 5K+ hospitals
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Over 3,000 nurses and 100 physicians on staff
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- Membership
- USA Networks
- Medical Management
- Health Information Technology

Aetna has invested over $2B in HIT over the past five years

Acquired Medicity, a leading Health Information Exchange

Evidence-based clinical rules engine (CareEngine®) identifies gaps in care

One of the largest clinical data warehouses in the U.S.

Over 3000 health information technology personnel
ACO providers need new capabilities and Aetna is transforming itself to support the new healthcare ecosystem

- New risk-bearing organizational structures (ACO, PCMH)
- Align and manage financial incentives
- HIE and HIT infrastructure
- Care management
- Population risk analysis and management
- Health plan services
- ACO “products” in the market
Aetna is helping ACOs succeed by offering services to hospitals and physician groups to improve the quality of care. This requires new data sharing capabilities.

This transformation requires the use of data from many sources, including publically available data sets!
Case Study: How public-private healthcare data sharing makes healthcare better

- FDA has sponsored the Mini-Sentinel Project - this project helps the FDA monitor the safety of drugs in the marketplace

- The FDA and the Mini-Sentinel project team develop hypotheses about drugs and their side effects and send these queries to a network of data providers

- Aetna is a major data provider, however no PHI data ever leaves Aetna because we run the queries at Aetna and just send summary data to the FDA

- The FDA get the benefit of being able to query Aetna’s 18M member database, greatly helping their ability to monitor the safety of drugs
This is just the beginning! Future opportunities for improving health and wellness depend on data sharing.

- **Continue current HHS efforts regarding data sharing** – Todd Park and the data liberation efforts
- **Educate consumers and policy makers** on the importance of data sharing
- **Combine public and private data** to facilitate comparative effectiveness research – allow health plans to use CMS data for comparative effectiveness and clinical research (with appropriate PHI safeguards)