MIS5001 – Fall 2013
Group D

Patient Portal & Mobile Apps

Enhancing patient-provider communication

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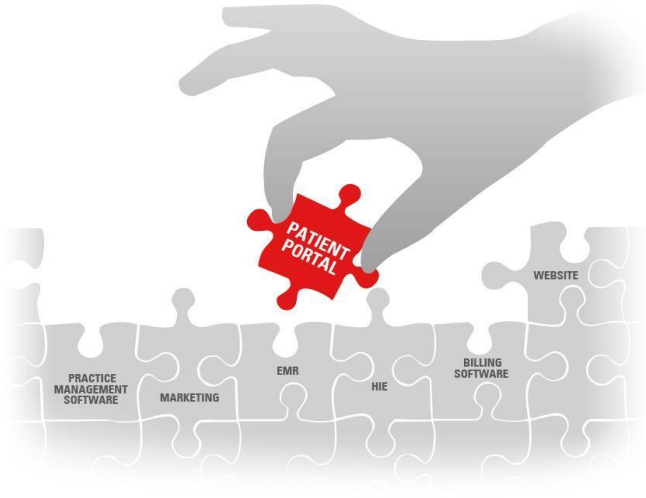
Executive Summary



Definitions

Technologies specifications

Business value

Value proposition

Potential risk

Risks

Disruptive potential

Competitive environment

A real world case

The Use Case

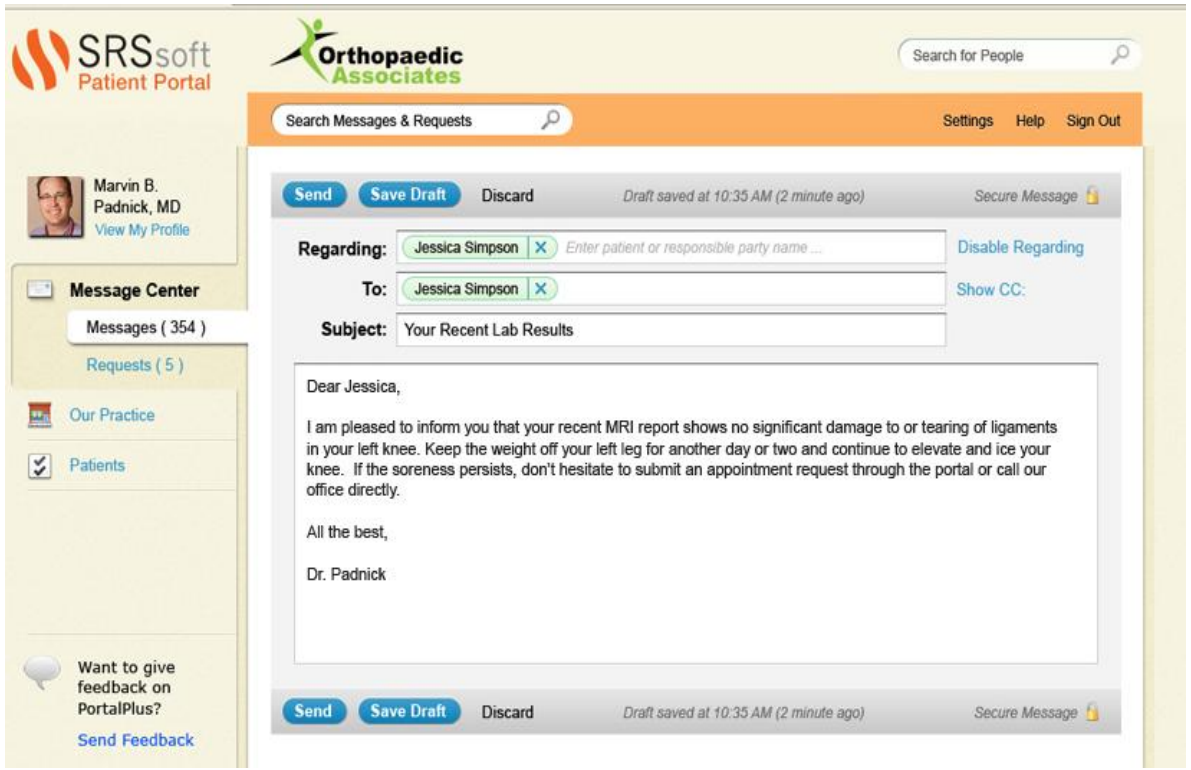
Bottom line

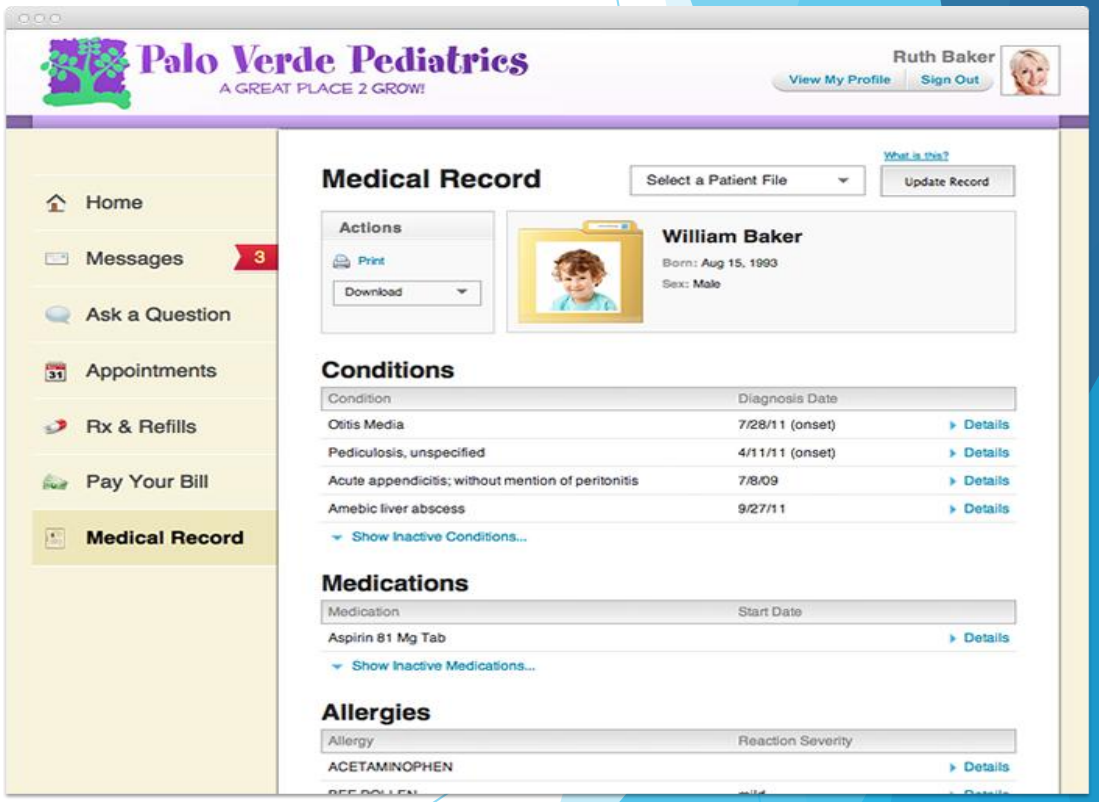
Strategic recommendations

What Are Those Technologies About ?

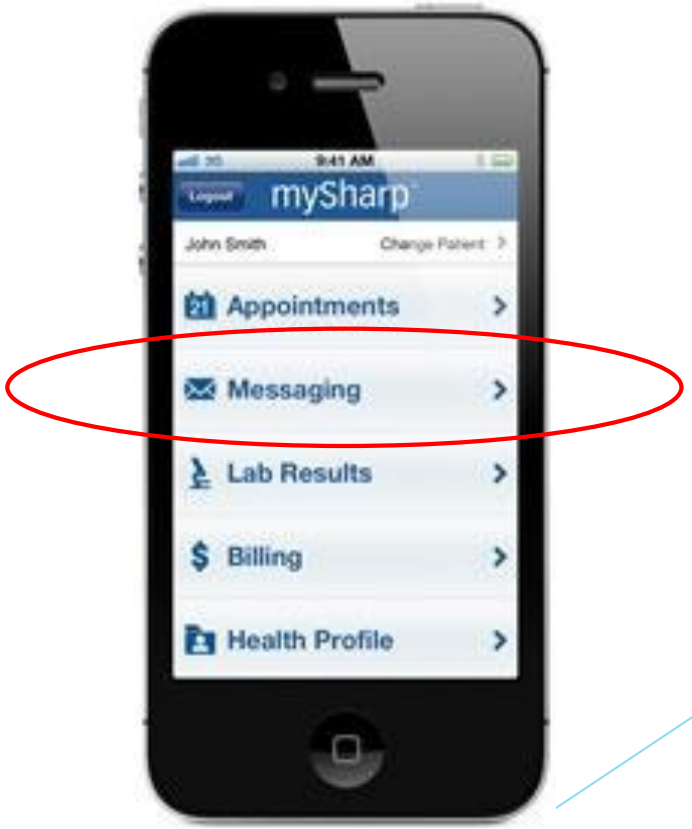
It's Yours

Patient Portals





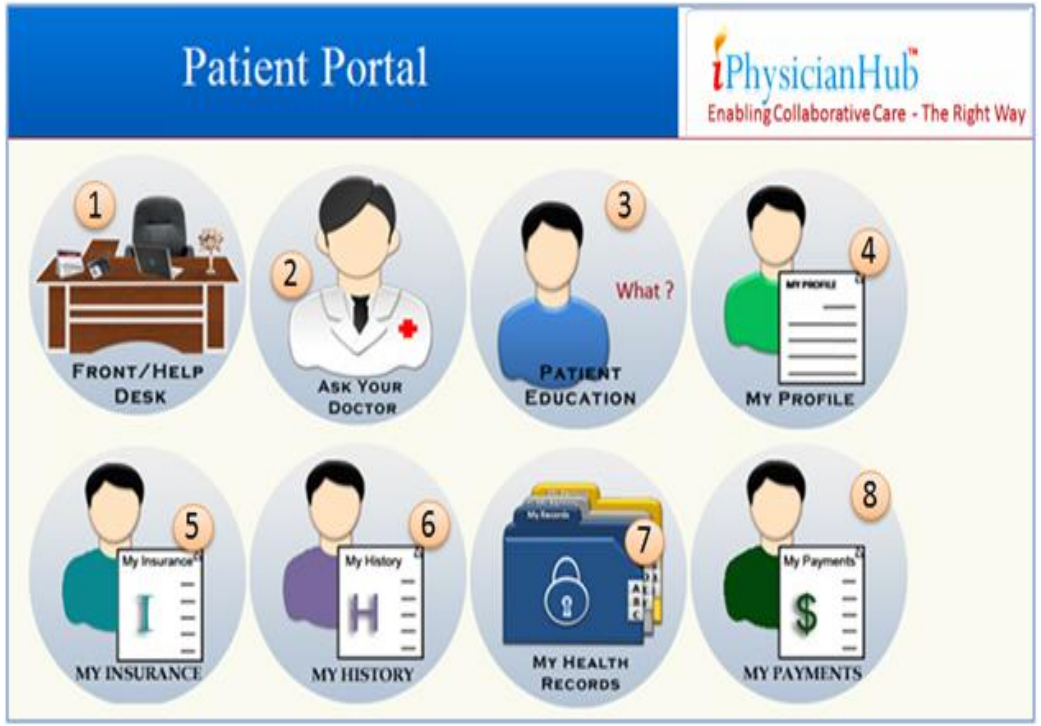
Mobile Applications (Apps)



The Value Proposition

They bring that much value to the business ….

How Do They Deliver Business Value ?



Enabling collaborative care … the right way !

Patient Portals and Meaningful Use in the loop

Patient Portals	Meaningful Use Objectives
Appointment Requests	
Patient Registration and Health Forms	
Specialty Referrals	
Patient-Provider Messaging	
Summary of Clinical Visits	Meaningful Use Core Objective
Electronic Copy of Health Information	Meaningful Use Core Objective
Electronic Access to Health Information	Meaningful Use Menu Objective
Maintain Active Medication List	Meaningful Use Core Objective
Maintain Active Medication Allergy List	Meaningful Use Core Objective
E-Visit Consultations	
Prescription Renewals and Refills	
Lab Test Results Integration	Meaningful Use Menu Objective
Reminders & Alerts	Meaningful Use Menu Objective
Financial Clearance	

An Important Value Added Benefit !

What is the Risk?

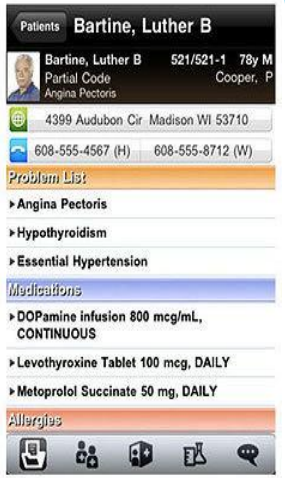
A Disruptive Technology

The Competition?

Telemedicine

VS.

Epic



MyChart

Canto

Haiku

It's a Competitive Environment …

The Signal of Change

The Market

Patient Portal Market Expected To Grow by 221% by 2017

Healthcare IT reports on how **MU Stage 2 sparks patient portal market**

The Use Case

A real world case…

Primary Health Medical Group (PHMG)

Primary Health SM Medical Group

2007

eClinicalWorks
Schedule. Prescribe. Chart. Charge.

2010

Specialties

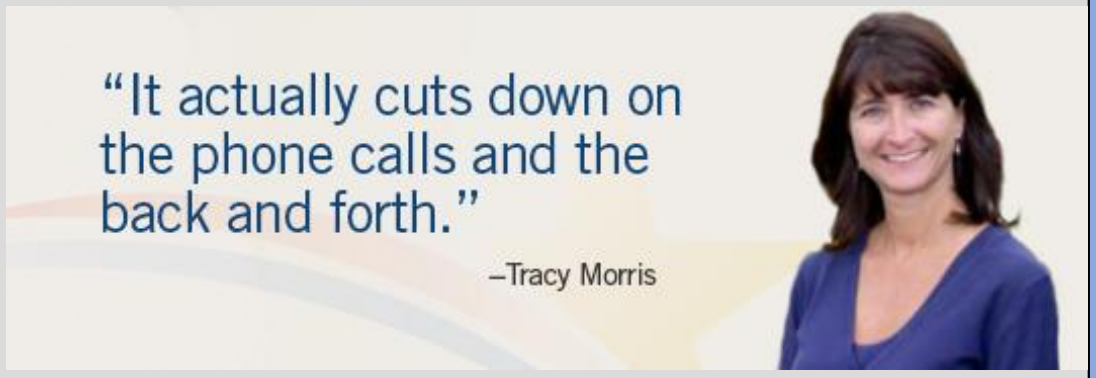
- *Sports Medicine*
- *Occupational Health*
- *Pediatrics*
- *Family Medicine*
- *OB/GYN*
- *Urgent Care*
- *Dermatology*
- *Ear, Nose and Throat*

Patient Portal Implementation

Providers' Experience

"As doctors gained experience with the portal, they realized it was a very efficient way to communicate with patients. Phone encounters can be long because patients get talkative and ask a lot of questions. Using messaging, their questions are more pointed."

–Dr. James Weiss



Patients' Experience

Our Strategic Recommendations!

What is the bottom line?

Benefits to Potential Adopters

- When?
  - Now
- How?
  - Patient portals via mobile applications

- Why?
  - Patient engagement
  - Incentives
  - Communication

Benefits and Risks

- Advantages
  - Engaging
  - Decrease in call volumes
  - Incentives
  - Messaging
  - Scheduling
  - Payments
  - Lab Results

- Disadvantages
  - Security
  - Language barrier
  - Usability
  - Workflow
  - Misinterpretation of health information

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Now you can access your health care information from anywhere!