

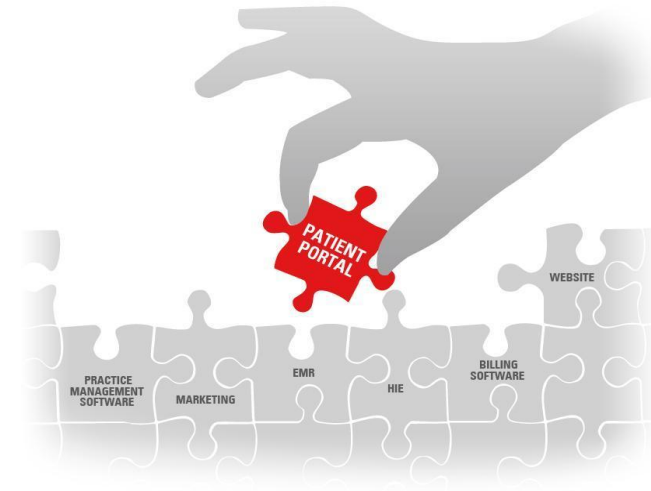
Patient Portal & Mobile Apps

Enhancing patient-provider communication



By :
Reine-Elodie Koffi, RHIA
Paola Bome
Navjyot Sandhu, RHIA
Fei Wu, RHIA

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 ?

PORTAL™



It's Yours



Patient Portals

SRSsoft Patient Portal | Orthopaedic Associates

Search for People

Search Messages & Requests

Settings Help Sign Out

Send Save Draft Discard *Draft saved at 10:35 AM (2 minute ago)* Secure Message

Regarding: Jessica Simpson Disable Regarding

To: Jessica Simpson Show CC:

Subject: Your Recent Lab Results

Dear Jessica,

I am pleased to inform you that your recent MRI report shows no significant damage to or tearing of ligaments in your left knee. Keep the weight off your left leg for another day or two and continue to elevate and ice your knee. If the soreness persists, don't hesitate to submit an appointment request through the portal or call our office directly.

All the best,

Dr. Padnick

Send Save Draft Discard *Draft saved at 10:35 AM (2 minute ago)* Secure Message

Marvin B. Padnick, MD [View My Profile](#)

Message Center: Messages (354) Requests (5)

Our Practice Patients

Want to give feedback on PortalPlus? [Send Feedback](#)

Palo Verde Pediatrics | A GREAT PLACE 2 GROW!

Ruth Baker [View My Profile](#) [Sign Out](#)

Home Messages (3) Ask a Question Appointments Rx & Refills Pay Your Bill Medical Record

Medical Record [Update Record](#) [What is this?](#)

Actions: Print Download

William Baker
Born: Aug 15, 1993
Sex: Male

Conditions

Condition	Diagnosis Date	
Otitis Media	7/28/11 (onset)	Details
Pediculosis, unspecified	4/11/11 (onset)	Details
Acute appendicitis; without mention of peritonitis	7/8/09	Details
Amebic liver abscess	9/27/11	Details
Show Inactive Conditions...		

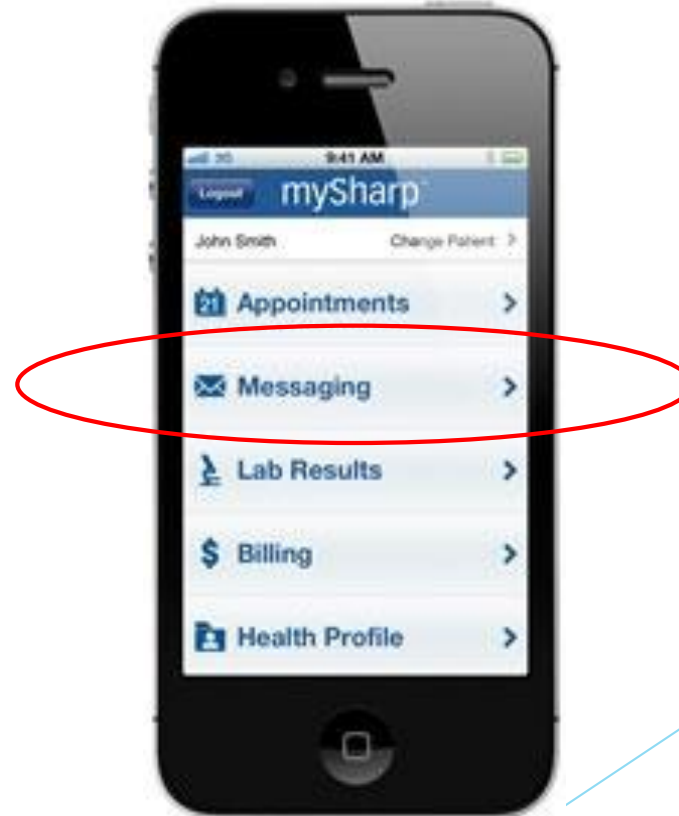
Medications

Medication	Start Date	
Aspirin 81 Mg Tab		Details
Show Inactive Medications...		

Allergies

Allergy	Reaction Severity	
ACETAMINOPHEN		Details
PEPPERMINT		Details

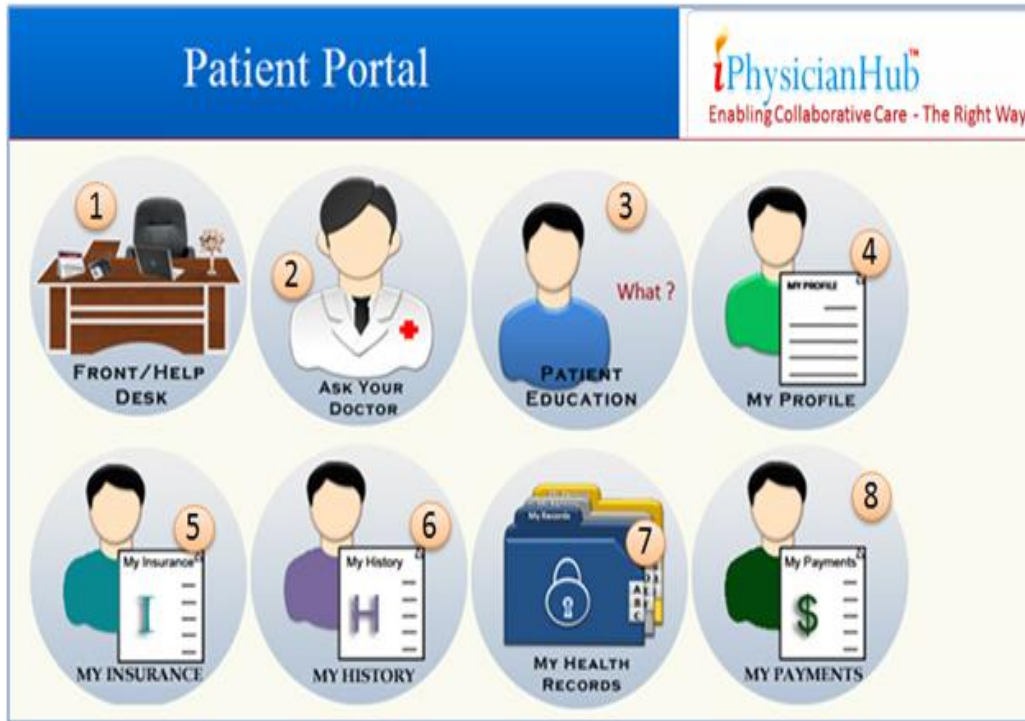
Mobile Applications (Apps)



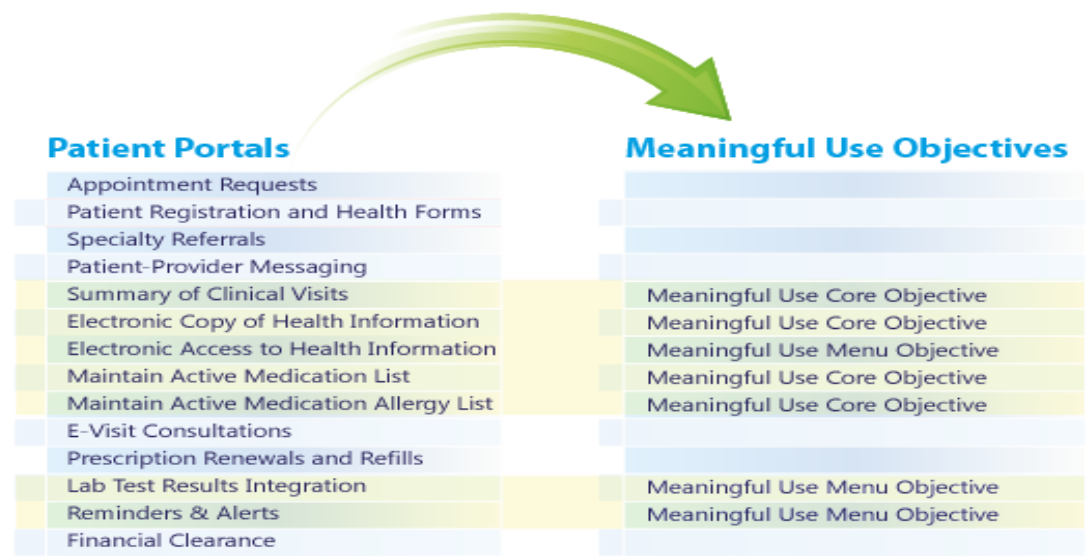
The Value Proposition

They bring that much value to the business

How Do They Deliver Business Value ?



Patient Portals and Meaningful Use in the loop



Enabling collaborative care ... the right way !



An Important Value Added Benefit !



72% of patients would like to connect with their physicians online*



“The Patient Portal allows us to be more engaged with our patients.”

- Dr. Tiffany Nelson



What is the Risk?



HIPAA Privacy: The Minimum Necessary Rule



A Disruptive Technology

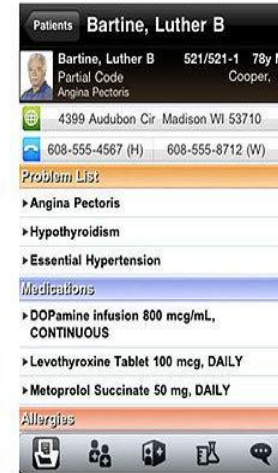
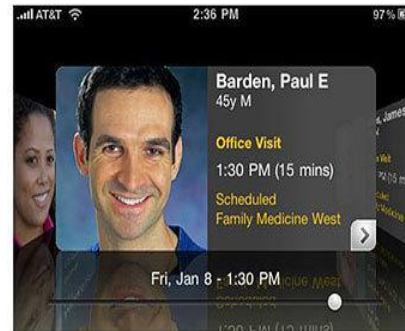
The Competition?

Telemedicine



VS.

Epic



MyChart



Canto



Haiku

It's a Competitive Environment ...

The Signal of Change



I HAVE THE
POWER
TO CHANGE MY LIFE

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)



2007



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

"It actually cuts down on the phone calls and the back and forth."

—Tracy Morris



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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