How Kaiser Permanente is
Enabling 3M+ to Engage in their Health

Pamela Larson, MPH
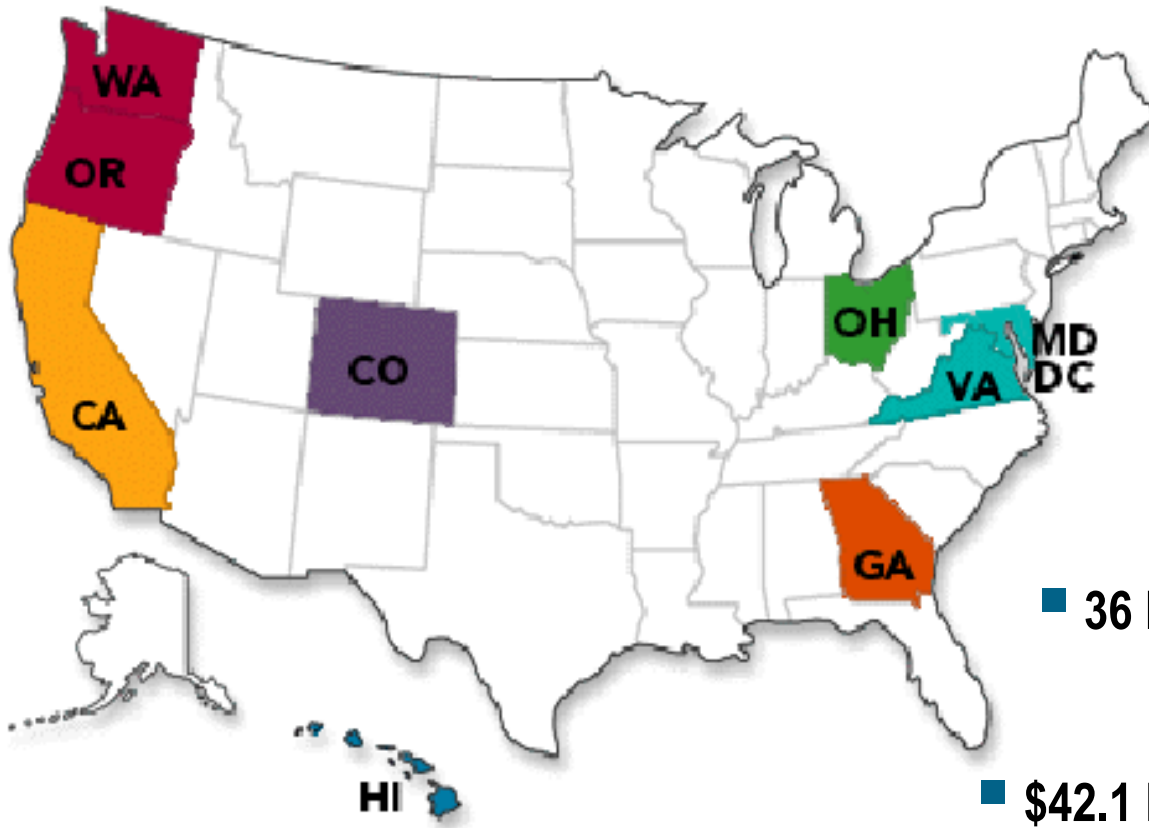Director, Consumer Health, kp.org
Kaiser Permanente
Internet Services Group
February 25, 2011

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A quick look at Kaiser Permanente

- Nation's largest nonprofit health plan
- Integrated health care delivery system
- 8.6 million members
- 14,500 physicians
- Serving 9 states and the District of Columbia
- 36 hospitals and medical centers
- 460+ medical offices
- $42.1 billion annual revenues (2009)

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Our mission

Kaiser Permanente's mission is to provide high-quality, affordable health care services to improve the health of our members and the communities we serve.

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Integrated care delivery model is the backbone

Physicians & Members—the digital connection

KP HealthConnect feeds My Health Manager

Kaiser Permamente HealthConnect®

- The largest and most advanced non-governmental electronic health record in the world.
- Implemented specifically to transform care and service delivery.
- Our greatest benefits are the resulting improvements in quality and effectiveness of patient care.
- More than 180,000 physicians, nurses and other employees in more than 450 medical offices and 36 hospitals consult KP HealthConnect to care for their patients on a daily basis.

- As of March 2010, all Kaiser Permanente members are cared for with an electronic medical record during outpatient and inpatient encounters.

- Kaiser Permanente completed the deployment of the electronic health record in all Kaiser Permanente locations around the country in March 2010, including Kaiser Permanente's 36 hospitals.

- Integrated electronic disease registries draw on KP HealthConnect data to provide a patient-centered view of various chronic conditions facilitating the delivery of recommended care.

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Sharing the medical record with our members

Our key principles—the medical record is:

- Transparent
- Accessible
- Consistent
- Secure

Our watchwords are:

- Pay attention to culture change
- Listen to the voice of the member

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My Health Manager—Enabling Patient-Centered Care

Secure view of EHR:

- View my lab test results, immunizations, allergies, past office visits, health care reminders
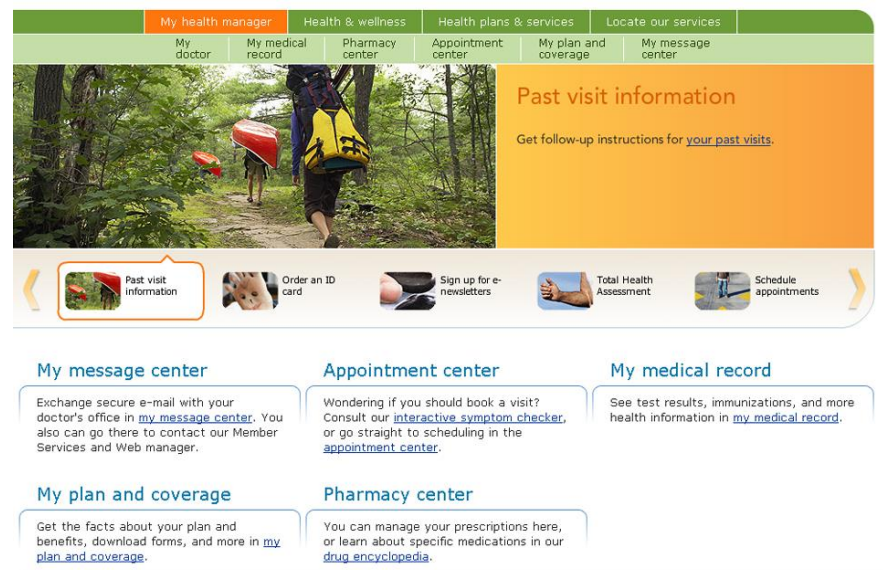
Interact with care team:

- E-mail my doctor, complete a total health assessment

Convenient transactions:

- Refill prescriptions, manage appointments, act for a family member

Educational opportunities:

- Links to health & drug encyclopedias, online behavior change programs
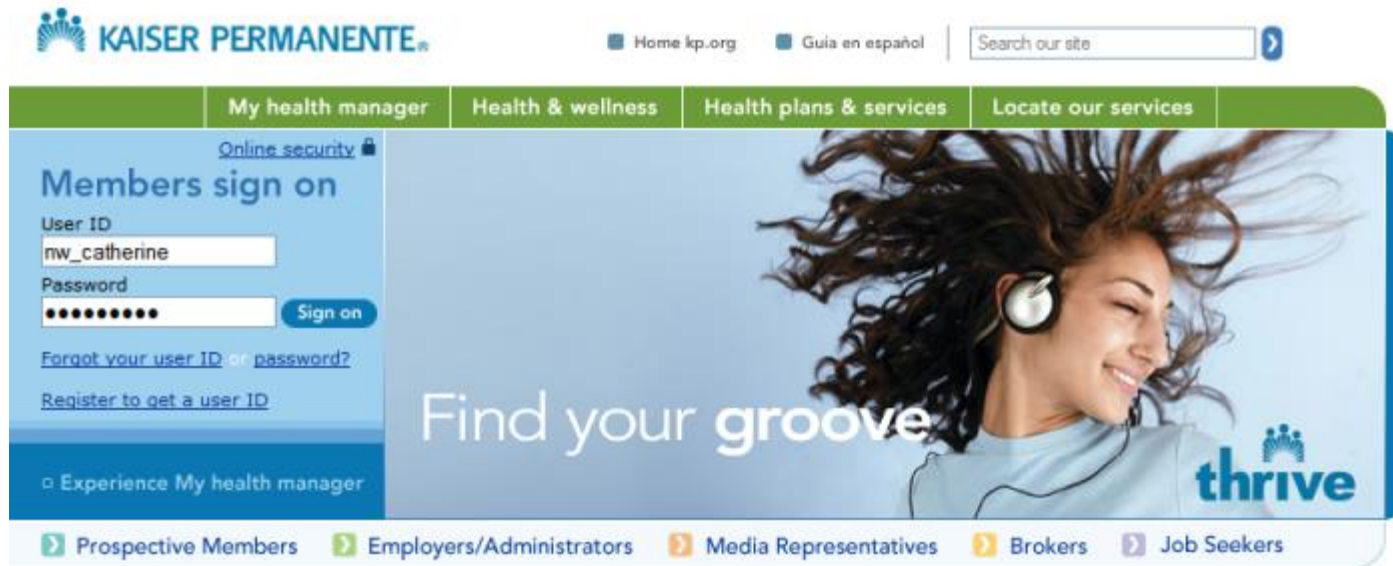
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How it works for Catherine

Age 44, married with two children, entrepreneurial retirement planner, caregiver, Northern California,

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Catherine signs on to the kp.org

She selects her father Bob's medical record

The page refreshes with Bob's information

Catherine views his new test results

She selects the Lipid Panel link (cholesterol results)

She views the results and notes; they are normal

Related links

- Act for a family member
- Drug encyclopedia
- E-mail my doctor
- Health encyclopedia
- Total health assessment ↗

For general information about a type of test procedure, click "About this test."

If an "A" is displayed in the "Flag" column, the test result is outside the normal range.

To compare test results over time, click the "View past results" button.

Comments from your doctor's office

Comments added by Arthur Hayward

Component results

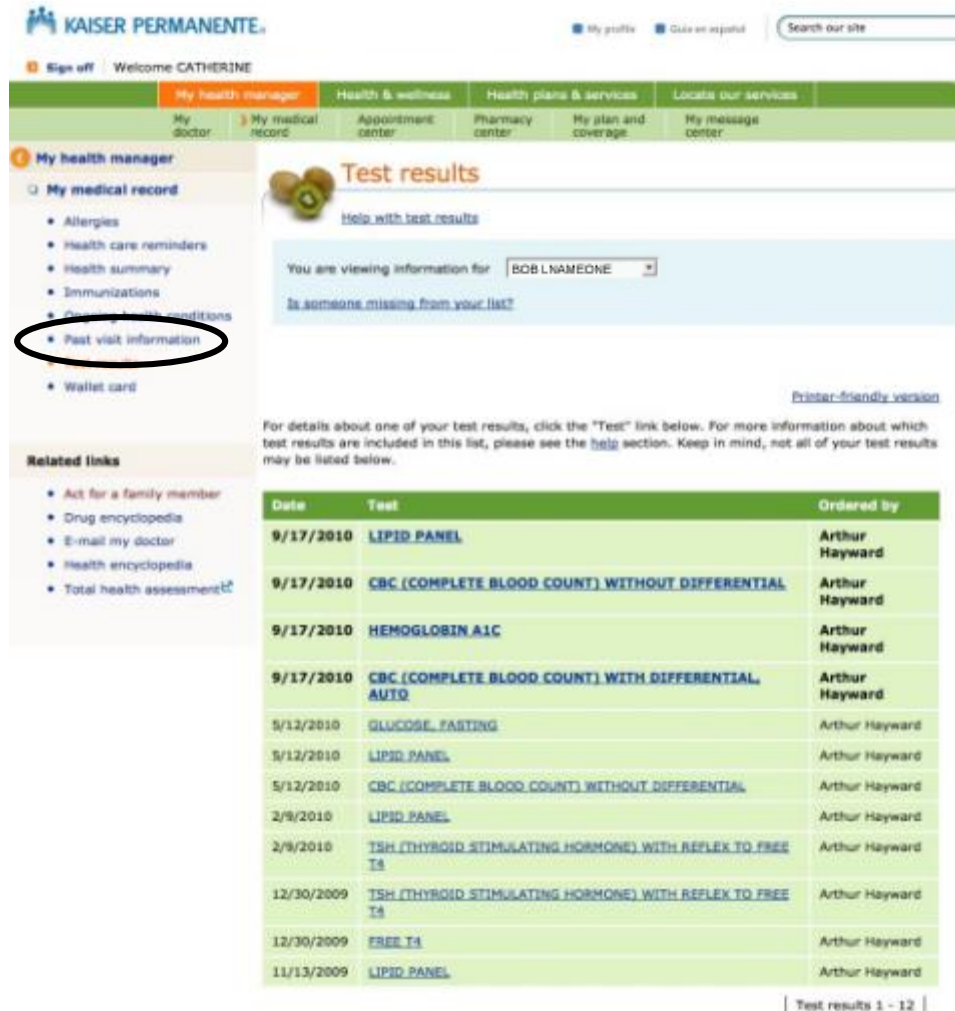| Component	Your result	Standard range	Units	Flag
CHOLESTEROL	193	- <239-	mg/dL	
TRIGLYCERIDE	101	- <199-	mg/dL	
HDL	79	>40- -	mg/dL	
LDL CALCULATED	94	- <129-	mg/dL	

View past results

General information

Collected:
9/17/2010 9:02 AM
Date of results:
9/17/2010 9:02 AM

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She clicks on "Past Visit Information" to see if there's anything else she needs to be aware of

She sees Bob's recent visits and selects the most recent one:

Monday, July 26 – Skyline Family Practice

She arrives at the Past Visit Information page for July 26

She notes Bob's blood pressure is slightly elevated and that he's to return 3 months later

Vitals

Blood Pressure:
140/90

Pulse:
65

Temperature:
99

Temp source:
Oral

Respiration:
25

Height:
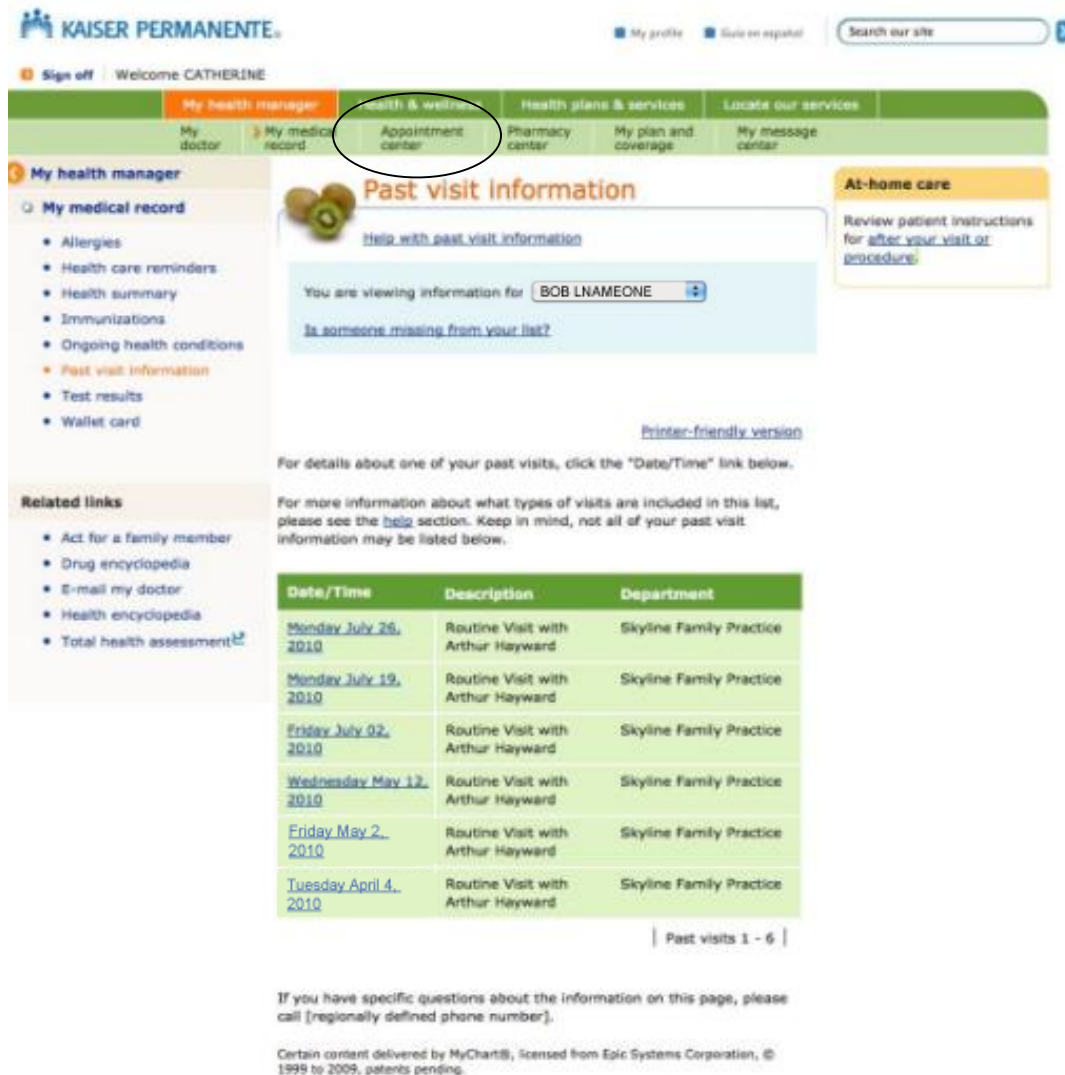5' 8" (1.727 m)

Weight:
140 lb (63.504 kg)

Patient instructions

Patient instructions added Hayward

Follow-up instructions

Return in three months (around October 26, 2010)

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She navigates to "Appointment Center"

She clicks "Schedule Appointments"

At "Step 1," she clicks "Select providers first"

She selects Bob's physician and pushes "Continue"

She sees available appointments and chooses a convenient time

Related links

- Act for a family member
- Drug encyclopedia
- E-mail my doctor
- Health encyclopedia
- Total health assessment↗

You are viewing information for   BOB LNAMEONE

Is someone missing from your list?

Step 6 of 8: Choose appointment date/time

Reason for visit: Provider/Center

This is the OFFICE VISIT ROUTINE 30 MIN - 108, mapped to the ProviderCenter and Provider/Center display names.

Please select an appointment from the list below, then click "Continue."

	Date/Time	Provider	Department	Location
○	Monday November 01, 2010 8:00 AM	Hayward, Arthur -PCP-	FAMILY PRACTICE 2062/1861	Skyline Family Practice
○	Monday November 01, 2010 8:15 AM	Hayward, Arthur -PCP-	FAMILY PRACTICE 2062/1861	Skyline Family Practice
○	Monday November 01, 2010 8:30 AM	Hayward, Arthur -PCP-	FAMILY PRACTICE 2062/1861	Skyline Family Practice
○	Monday November 01, 2010 8:45 AM	Hayward, Arthur -PCP-	FAMILY PRACTICE 2062/1861	Skyline Family Practice
○	Monday November 01, 2010 9:00 AM	Hayward, Arthur -PCP-	FAMILY PRACTICE 2062/1861	Skyline Family Practice

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A few days later, Catherine's son, Aidan, has come down with a cold and is coughing. She wants to e-mail his pediatrician.

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She logs on to kp.org and chooses Aidan's medical record, then goes to "My Message Center"

She selects "E-mail My Doctor"

She types her question in the message box

From: Catherine Lnameone on behalf of Aidan Lnameone

To the office of:
Malley, Keith -PCP-

Subject:

Message:
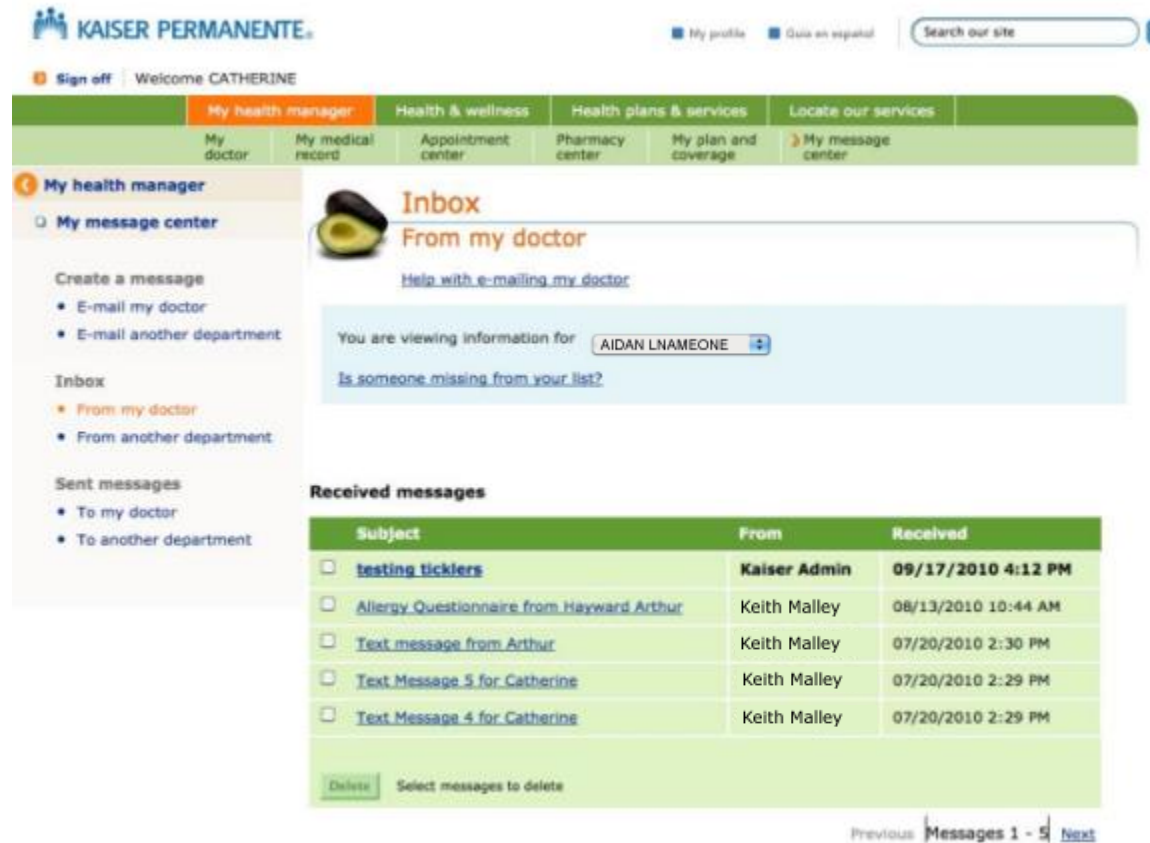
Maximum 1000 characters.

Send

Later that day, she receives an e-mail in her preferred e-mail account notifying her that she has a reply.

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She logs in, selects her son's record, and checks his in Inbox

A new e-mail has arrived from his physician

The doctor tells her to monitor Aidan's symptoms and continue using his inhaler

Sign off | Welcome CATHERINE

My health manager	Health & wellness	Health plans & services	Locate our services

| My doctor | My medical record | Pharmacy center | Appointment center | My plan and coverage | My message center |

My health manager

My message center

Create a message
- E-mail my doctor
- E-mail another department

Inbox
- From my doctor
- From another department

Sent messages
- To my doctor
- To another department

Inbox
From my doctor

Help with e-mailing my doctor

You are viewing information for AIDAN LNAMEONE

Is someone missing from your list?

Printer-friendly version

To:
CATHERINE LNAMEONE

From:
Malley, Keith

Received:
08/1/2010 12:51 PM

Lorum ipsome s simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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She remembers she has enough of the inhaler for now, but she wants a refill

The inhaler medication appears in her shopping cart

She selects "Send by U.S. Mail" and checks out

Impact

Adoption

Member satisfaction

Organizational

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Adoption is driven by relevant and trusted services

56.1 percent of our members are engaged in their health online

2006	2007	2008	2009	2010
22%	29%	48%	50%	56%

Estimated members with access to secure features as a percent of total eligible Kaiser Permanente membership (over age 13 with regular internet access).

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Adoption and usage of My Health Manager is high

High volume

61.7M visits to kp.org each year

3.2M registered members - 56% of eligible members

21.7M test results viewed

8.6M e-mail **messages sent**

6.7M prescription refilled

250,000 online behavior programs taken

4.3M visits to health information and tools

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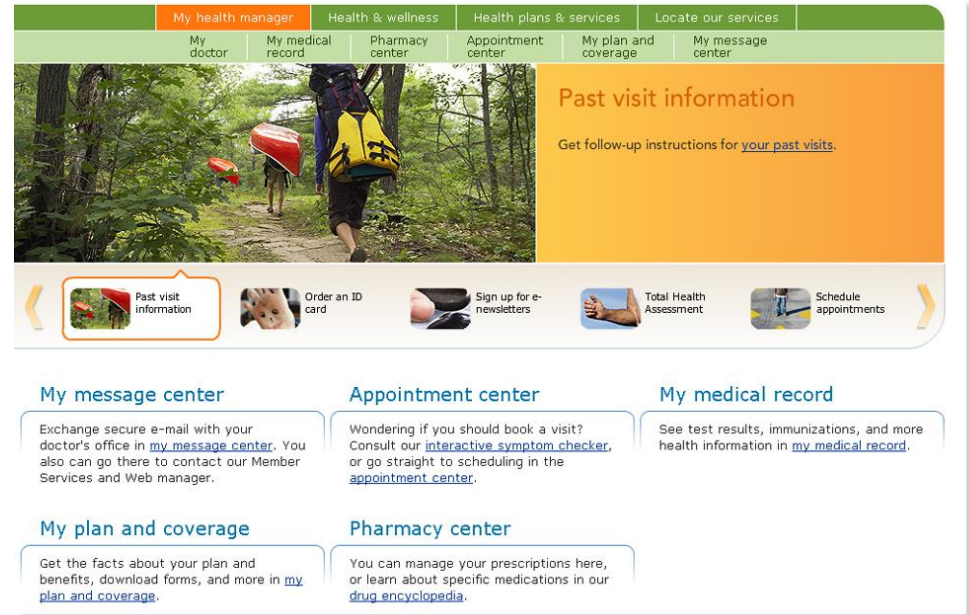
Adoption and usage has significant organizational impact

- Online usage is associated with voluntary retention
- Improved HEDIS scores associated with secure messaging with physician
- Efficiencies in care delivery by shifting interactions to online
- Saved paper, printing and postage costs through self-service documents
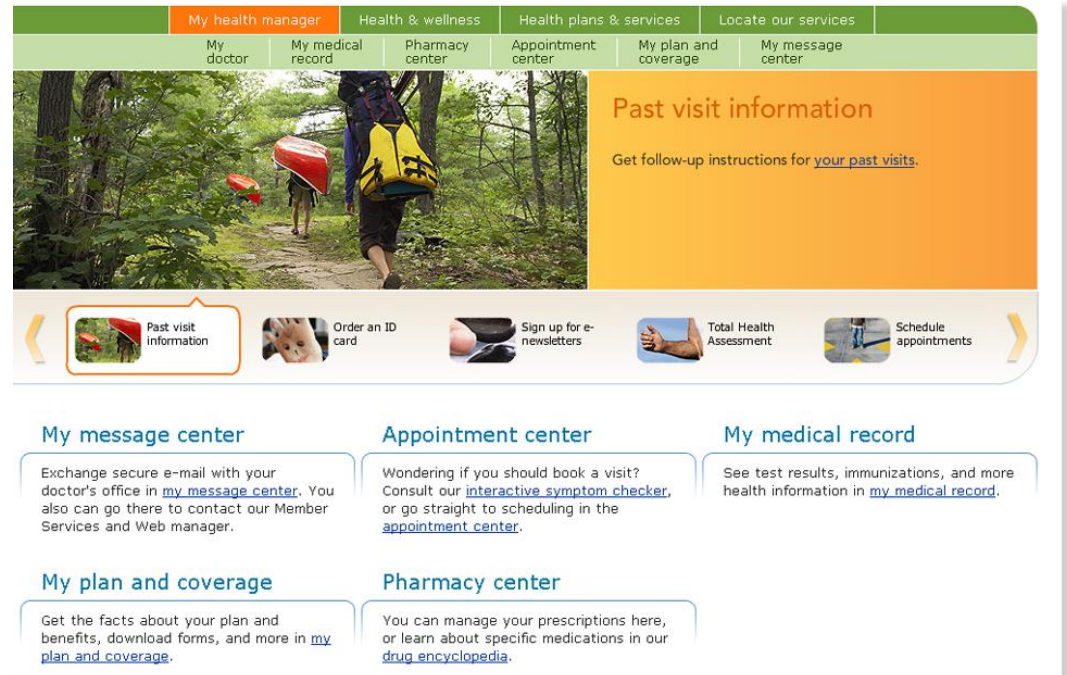
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Member satisfaction is high

Of members surveyed, over 90% are:

- likely or very likely to revisit kp.org
- satisfied or very satisfied with kp.org
- would recommend kp.org

Members benefit from engagement in their health

Digital Coaching results in positive health outcomes

Recent data show that over half of participants:

- lose weight, reduce stress, quit smoking, improve their nutrition habits

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Future Innovation

Optimizing for mobile platforms

Devices to help members track their health and enter into medical record

Expand access to additional online users

Continued focus on ease of use

Shifting certain visit types to scheduled online follow up

Shifting from text focus to video and graphics

Social media to help members connect with each other

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Enabling patient-centered care

It's more than a health record:

- It *is* about timely and current information

- It *is* about in-the-moment ability to act—e-mail your doctor, make an appointment, refill a prescription

- It *is* about the teachable moment—and how to create those moments online

- It *is* about meeting members where they live, with services that help them achieve their health goals

- It *is* about healing the fractures that currently frustrate patients in their attempts to integrate health information

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Resources

Improved Quality At Kaiser Permanente Through E-Mail Between Physicians And Patients

Health Affairs, 29, NO. 7 (2010)

http://content.healthaffairs.org/cgi/content/full/29/7/1370

Connected for Health

Transforming Care Delivery at Kaiser Permanente

http://www.amazon.com/Connected-Health-Electronic-Transform-Delivery/dp/0470639377/ref=sr_1_1?ie=UTF8&s=books&qid=1283209157&sr=8-1

Benefits

Improved Quality At Kaiser Permanente Through E-Mail Between Physicians And Patients (Health Affairs, 29, NO. 7, 2010)

Electronic health record use leads to fewer office visits (Health Affairs, Vol. 28, 2009)

Online behavior change program use leads to increased productivity at work (HealthMedia, 2008)

Patients booking online appointments are more likely to keep them (KP study, 2008)

Access to forms and health plan insurance documents saves printing and postage costs
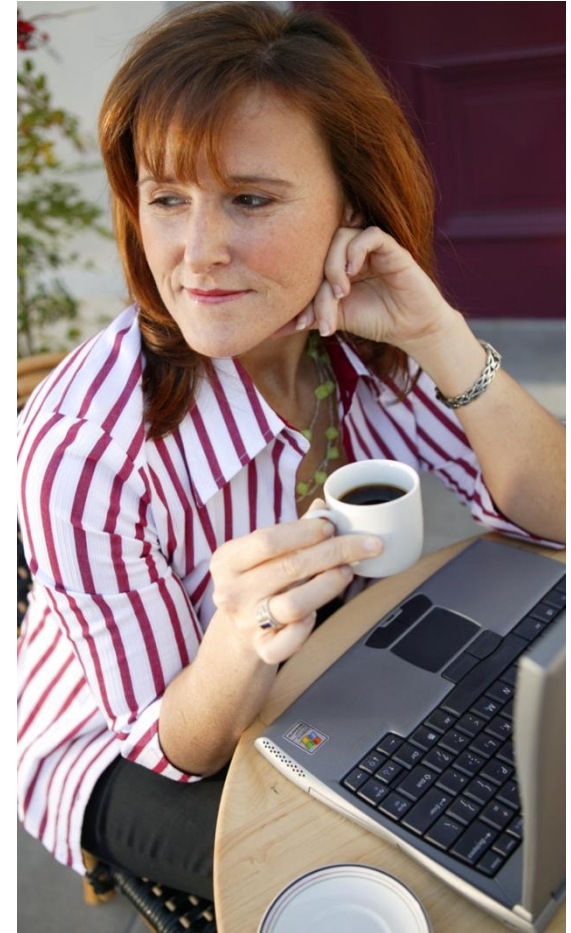
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