

Educating Consumers About Personal Health Records

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9/23/08
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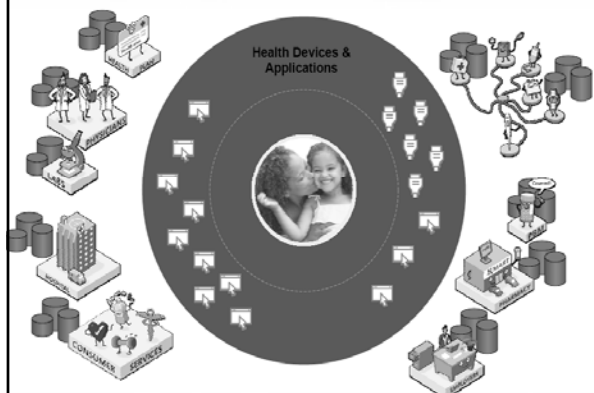
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Personal Health Records

- Patient Portals (access to health records, medical diagnostic laboratory, etc.)
 - **Google platform** — “Google Health” personal health record (online PHR with the Cleveland Clinic)
 - **Microsoft platform** – “Health Vault” personal health record

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Consumers as the Aggregators



Google Health

- “Puts you in charge of your health information – it’s safe, secure, and free.”
- **Organize** your health information all in one place
- **Gather** your medical records from doctors, hospitals, and pharmacies
- Keep your doctors **up-to-date** about your health
- Be more **informed** about important health issues

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Google Health

About Google Health

Take a Tour

Google Health Advisory Council

Frequently Asked Questions

For Partners

Google Health Privacy

Help Center

Terms of Service

Google Health Tour

1. Sign up for Google Health

With Google Health, you can store and manage all your health information in one place. And it's completely free. All you need to get started is a Google username and password.

So is it safe? Yes! We believe that your health information belongs to you, and you should decide how much you share and whom you share it with. We will never sell your data. We store your information securely and privately. Check out our [privacy policy](#) to learn more.

2. Start tracking a medical history and learn about your conditions

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2. Start tracking a medical history and learn about your conditions

Google Health

Search health history

Add to this profile

Enter a condition or symptom

Diabetes: insulin
Diabetes: insulin, myophen
Diabetes: insulin, type 2
Diabetes: insulin, type 1
Diabetes: insulin, type 1
Diabetes: insulin, type 1
Diabetes: insulin, type 1

Profile summary

Conditions

- Burion Reference
- Cerebra Reference
- Migraine headaches Reference
- Type 2 Diabetes Reference

Medications

- Amoxicillin 500 mg
- Aspirin 81 mg

Type 2 Diabetes

Type 2 diabetes is a lifelong disease marked by high levels of sugar in the blood. It occurs when the body does not respond correctly to insulin, a hormone released by the pancreas. Type 2 diabetes is the most common form of diabetes.

You can create and save a Google Health profile using your free Google Account. You can enter as little or as much information as you want—for example, conditions, medications, and allergies. Click the Reference links to read about symptoms, causes, and treatments. You can even create additional profiles for your kids, your parents, or anyone you care about.

3. Import your medical records

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Alison's Google Health Record

- Next slide shows example



Microsoft Health Vault

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Microsoft HealthVault

Web Health results

Learn about HealthVault | Learn about Devices | Web Application Directory | Device Directory | Personal

Welcome to Microsoft HealthVault

Be well. Connected.

Make more informed health decisions for you and your family. Store your health information in one convenient place and share it with others you trust. Explore a growing community of Web sites that can work with your information to help you take charge of your family's health.

Sign in > | Create a free HealthVault account >

Organize and manage

Get a free account to store health data from many sources for you and anyone else whose

Share and connect

Let family members, doctors and others see health information that you choose to share.

Learn and use

Track your exercise and monitor health conditions at home with personal devices, from

Use HealthVault to...

- Organize your health information
- Manage health conditions
- Get healthy and fit, and stay that way
- Make the most of visits to the doctor

HealthVault helps you connect with devices, people, information, health

http://www.healthvault.com/personal/web-sites-overview.html

Microsoft HealthVault

Web Health results

Learn about HealthVault | Learn about Devices | Web Application Directory | Device Directory | Personal

Create a free HealthVault account >

What HealthVault can do for you

Make it easier to manage your family's health

You should be able to use your health information wherever and whenever you want. You should be able to share it with whoever you want and decide what they can see and can't. HealthVault can help you do that.

HealthVault offers you a way to store health information from many sources in one location, so that it's always organized and available to you online.

HealthVault is working with doctors, hospitals, employers, pharmacies, insurance providers and manufacturers of health devices - blood pressure monitors, heart rate monitors and more - to make it easy for you to add information electronically to your HealthVault record.

With a more complete picture of your family's health, you can work with your healthcare professionals, and with all the Web sites that connect with HealthVault, to make more informed decisions.

Get started

Create a free HealthVault account >

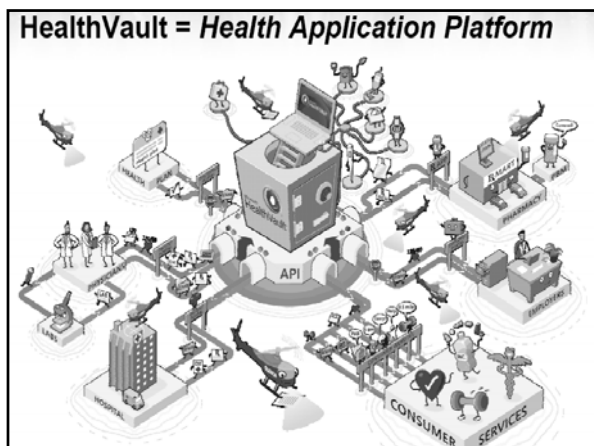
See Web sites that work with HealthVault >

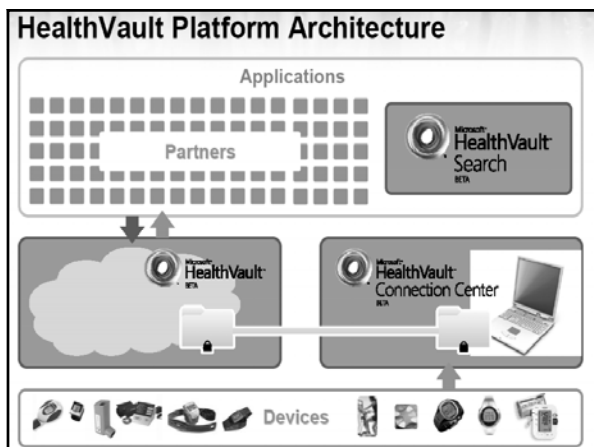
Web sites that connect with HealthVault

You can help manage your family's health, achieve fitness goals or monitor specific conditions by using the dozens of Web sites that can connect with HealthVault.

See a list >

Devices that connect with HealthVault





Comparing to Pay Pal


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HealthVault = PayPal for health information



PayPal is a financial transaction platform that allows you to store and share your banking information with thousands of online retail applications.

- Primary user relationship is with the online retail application
- Consumer trust is important for users of PayPal
- Consumer-centric data exchange platform



HealthVault is a health information platform that allows you to store and share your health information with thousands of online health applications.

- Primary user relationship is with the online health application
- Consumer trust is important for users of HealthVault
- Consumer-centric data exchange platform

What SORHs Can Do

- At state rural health conference
 - Give a brief presentation similar to this one
 - Sponsor short trainings in rural communities to explain the different online personal health platforms and show people who to make entries.
 - Sign up for your own personal health record

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