



Exploring the Synergies of Ix and Health 2.0

Speakers:

bWell International

Phil Micali, Founder and CEO

Enhanced Medical Decisions

Marlene Beggelman, MD, MSc, President and CEO

Healthwise

Don Kemper, MPH, Founder and CEO

Krames

Bob Abrahamson

Silverlink

Susan Frankle, Director, Marketing Communications

Moderators:

Joshua Seidman, PhD, President, Center for Information Therapy

Indu Subaiya, MD, MBA, Co-Founder, Health 2.0

Matthew Holt, MA, MS, Co-Founder, Health 2.0

Background:

In preparation for the upcoming (and first-ever!) joint Ix-Health 2.0 conference April 22-23, 2009 in Boston, the November IxInsights webinar focused on exploring the synergies between Ix and Health 2.0. Joshua Seidman, Indu Subaiya, and Matthew Holt moderated the session, which began to chart the territory of what exactly is the intersection of Health 2.0 and Ix. A number of brief demos highlighted new technology solutions that integrate Ix and Health 2.0 principles.

Ix and Health 2.0

Insight #1: Search, online communities, enabling decisions or transactions, and better integration of data with content are the key components of Health 2.0.

- **search:** user-driven search ranges from straightforward Google searches on common conditions to more specialized and complex information searches within web organizations and communities
- **online communities:** online communities offer forums for capturing, sharing, and building upon existing information
- **enable a decision or transaction:** provision of intelligent content facilitates decisions and transactions
- **better integration of data with content:** combining drug literature with information about drug symptoms

Insight #2: A number of relevant questions emerge when contemplating the synergies between Ix and Health 2.0.

1. How do we build Health 2.0 into the US health care delivery system?
2. What role does trust and personalization play in participatory medicine?
3. What is the future role of the doctor?
4. Who...or what...are the future infomediaries?
5. Who creates health care knowledge: experts or communities?
6. What does user-generated health care look like?

Insight #3: Next-generation infomediaries serve to bridge the gap between drug consumers and important information about the drugs they are taking – or considering taking. Enhanced Medical Decisions recently launched doublecheckmd.com, which empowers the consumer to quickly and easily find information on drug interactions and adverse reactions in order to prevent medication problems.

- Adverse drug events (ADEs) are a widespread problem resulting in undesirable side effects, including death.
- Researching potential drug interactions for a specific combination of medications manually can take several hours.
- DoubleCheckMD Treatments conducts instantaneous searches for information on any combination of drugs, both over-the-counter and prescription, as well as many herbal remedies.
- DoubleCheckMD Treatments democratizes access to information; information from professional drug databases is made available to consumers.

Insight #4: Health 2.0 self-management interventions can be built into the health care service delivery system. Interactive, “intelligent” self-management interventions offered by Krames are available in a variety of ready-to-use formats. The interventions:

- are designed to promote decision-making and behavior change
- are evidence-based
- consist of ready-to-use packages in a variety of formats
- provide interactive/”intelligent” content

- use multimedia and interactive tools to offer patient education
- measure patient knowledge and provide tailored information based on patient input

Insight #5: Proactively prescribed Ix can use Health 2.0 technology to turn a problem into an opportunity. Healthwise recently developed a patient education tool to address a common issue: sleep problems.

- stress is associated with increased sleep problems
- current economy is a source of stress for many people
- interactive program asks questions to identify possible sources of the problem
- interactive program identifies relevant habits and cognitive-behavioral therapies to facilitate better sleeping

Insight #6: Transaction capabilities made possible by Health 2.0 technology allow consumers to proactively “shop” for insurance in a way that was not previously possible. The bWell-informed™ Health Plan Forecaster provides decision support and transaction capability for consumers who are seeking the health plan that best meets their needs. The tool takes personalization a step further by:

- allowing the consumer to provide information about themselves
- presenting the consumer with their insurance options in a comparable format
- providing cost summary information
- showing relevant information on:
 - health care costs over time
 - health care savings over time

Insight #7: Medication adherence is a concrete outcome that can be addressed from a Health 2.0 perspective. Silverlink’s telephone-based system works with (existing) health companies and pharmacy benefit managers (PBMs) to increase medication adherence by:

- reaching out to patients
- asking them questions
- “remembering” information gleaned from previous interactions
- providing messages tailored to the member

Conclusion

Insight #8: Given the lack of a cohesive health care system in the US, widely applicable HIT tools are becoming increasingly important to the mission of providing patient-centered health care.

Insight #9: Current infomediaries enable consumers to retrieve difficult-to-find data that is relevant to their current situation. Having access to the right information at the right time makes it that much easier to make an informed decision or change in health behavior.

Additional Resources

For the PowerPoint presentation, visit the IxInsights section of the member portal: <http://www.ixcenter.org/members/insights.cfm> and click on “PowerPoint Presentation” for IxInsights #40.

Previous IxInsights Sessions on Health 2.0

IxInsights #40, November 2008: Exploring the Synergies of Ix and Health 2.0

IxInsights #34, March 2008: The Intersection of Health 2.0 and Information Therapy

Upcoming Conference on Health 2.0 and Ix

Please visit <http://www.ixcenter.org/events/health2-0conference.cfm> for additional information.



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