

# The Center for Information Therapy

## A brief history

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### Early Days

In July 2001, Don Kemper released a 2-page paper entitled [Information Therapy: Prescribing the Right Information to the Right Person at the Right Time](#), which positioned the prescription of information as a therapeutic service on a par with prescribing medications or ordering medical tests.

Soon thereafter, discussions with David Bradley, Rushika Fernandopulle, Josh Seidman and others who had begun developing a similar concept at the Advisory Board Company resulted in a combination of efforts within the Healthwise not-for-profit structure.

Later that year, Healthwise released the "[Concept Paper for the Center for Information Therapy](#)" that defined the concept and proposed the following five functions that the IxCenter would pursue:

- + **Innovation**—Drive innovative efforts to implement information therapy
- + **Communication**—Disseminate information, educate providers and the public, and bring together leaders and users to evolve information therapy
- + **Research & Evaluation**—Drive efforts to evaluate the impact of information therapy
- + **Outreach**—Extend the value of information therapy to underserved and uninsured Americans
- + **Policy**—Promote the reimbursement of information prescriptions

In early 2002 the first Information Therapy Commission was formed to guide the development and policy direction of the IxCenter. The Commission was independent of Healthwise so as to advocate for policy change that could impact the entire industry. The Commission (as listed below with titles current at the 2002 start of the IxCenter) brought together exceptional leaders from across the spectrum of health care who shared a passion for advancing the role of the patient.

- + Susan Edgman-Levitan, Formerly President, The Picker Institute
- + James L. Field, Executive Director, Advisory Board Company
- + Donald W. Kemper, MPH, Chairman & CEO, Healthwise, Incorporated
- + Albert G. Mulley, Jr., MD, MPP, Chief, General Medicine Division & Director, Medical Practices Evaluation Center, Massachusetts General Hospital
- + Annette O'Connor, PhD, Senior Scientist, Ottawa Health Research Institute, Professor, University of Ottawa
- + Margaret E. O'Kane, President, NCQA
- + Peter J. Plantes, MD, Vice President, Consumer, Patient, and Physician Services, VHA, Incorporated
- + John Rother, Director, Legislation and Public Policy, AARP
- + John W. Rowe, MD, Chairman, President and CEO, Aetna US Health Care
- + Edward Wagner, MD, Director, MacColl Institute for Healthcare Innovation, Center for Health Studies, Group Health Cooperative
- + Paul Wallace, MD, Executive Director, Care Management Institute, Kaiser Permanente



## Early Staffing and Housing of the CIT

Dr. Josh Seidman, previously of the Advisory Board Company, was named as Executive Director of the Ix Center and charged with pursuing its initial mission: "To improve health by getting the right information to the right person at the right time to make better health decisions." David Bradley continued his early support for the IxCenter by providing office space in Washington, DC and in-kind support. Additional early help was provided by Healthwise staffers in Boise.

## Ix Conferences

Held annually in Park City, Utah, the Information Therapy Conferences attracted 200-plus health care leaders and innovators interested in revolutionizing the role of consumer information in health care and enabling the long-promised shift to patient-centered care through prescribed information. The purpose of these annual conferences was to forward this agenda by creating a community of information therapy advocates and innovators.

The Conference Goals:

- + Inspire key care leaders to champion information therapy
- + Build a community of information therapy innovators
- + Generate good ideas
- + Take away good ideas, feedback, and contacts
- + Embrace unpredictability

Conference themes each year reflected the growing interest in supporting the empowered patient by leveraging both technology and science (evidence-based medicine, decision science and the science of behavior change.)

2002: Innovators' Conference

2003: From Idea to Action

2004: Ix Programs and Everyday Practices: From the Practical to the Profound

2005: Transforming Consumer Decision-Making

After 2005 the annual Ix Conference was hosted by the independent Center for Information Therapy with the following themes:

2006: Catalysts for Innovation

2007: Ix Inside: Embedding Information Therapy in Health Care

2008: WIXRED: Next Generation Patient-Centered Care (held in Washington, DC)

2009: Health 2.0 Meets Ix: The Great Debates in Health Care (held in Boston jointly with Health 2.0)

## Independence: The Center of Information Therapy Stands Alone

On January 1, 2006 Healthwise signed papers transferring the assets and staff of the Center to a newly formed not-for-profit organization of the same name. Paul Wallace became Board chairman of the new organization which was now structurally separate from Healthwise although, Don Kemper remained on its board of directors.

Following independence, CIT was funded primarily from three sources:

- + Revenues from the annual Ix conferences;
- + Annual contributions of about 40 organizations to the IxAction Alliance, a learning collaborative; and
- + Foundation and private sector grants for specific Ix projects and research.

The Center staff, along with its members were instrumental in successfully advocating for embedding the information therapy concept within the Meaningful Use requirements of the HITECH Act of 2009 as developed by the Centers for Medicare and Medicaid Services (CMS) and the Office of the National Coordinator for Health Information Technology (ONC) within the U.S. Department of Health and Human Services. In 2009, Josh Seidman, the long-term president of the Center for Information Therapy accepted the position of the Director of Meaningful Use for the ONC. His work there from 2009-2012 has assured a stronger role for the patient in all aspects of health care. By 2012, more than 100,000 eligible professionals received incentive payments for the meaningful use of EHRs, which included requirements for several Ix applications, such as after-visit summaries, patient reminders, electronic discharge instructions, and EHR-enabled patient-specific education resources.

## An Important Job—Well Done

As the concept of prescribing the right information to the right person at the right time was now being implemented through the meaningful use requirements, the Center for Information Therapy Board voted to disband and to turn its assets and the IxAction Alliance over to the not-for-profit eHealth Initiative (eHI) for continued support and development. Individual members of the Ix Commission and the CIT Board of Directors have continued to promote the concept. eHI has folded the functions of the CIT into its broader mission to drive improvement in the quality, safety, and efficiency of healthcare through information and technology.