

iHealthRecord™ FAQs Physicians

Overview

- **What is an iHealthRecord?**

The iHealthRecord is a secure and confidential interactive personal health record (PHR) provided to your patients from your practice Web site. This service not only stores personal health information for patients and their families, it provides interactive health programs that help patients better understand medical conditions and medications. Patients create, manage and share their personal health information with you, with family members, with other healthcare providers, or in the event of an emergency. The iHealthRecord features:

- ◆ A secure service provided to your patients from your practice Web site.
- ◆ Same-day FDA product warning and recall alerts sent directly to patients, based on the medications and medical devices listed in the iHealthRecord
- ◆ Automatic education programs, written by medical societies and other national experts and sent to the patient, that are specific to their medications or conditions--you or your staff can easily edit these messages (if you choose), create your own patient education programs, or simply use the programs that Medem makes available through highly respected third parties including medical societies, patient advocacy groups including the American Cancer Society, American Heart Association and others, as well as the FDA, CDC, etc.
- ◆ Quarterly online patient reminders to keep their iHealthRecord current.
- ◆ The ability to access the iHealthRecord in an emergency.
- ◆ Secure email and fee-based Online Consultation from physicians who elect to offer this **optional** service to their patients.
- ◆ The ability to share the patient's health record with family members or loved ones who are helping orchestrate care.
- ◆ All medical information is stored in one place and is accessible from anywhere and at any time.
- ◆ A convenient wallet card that provides emergency contact information and directions on how to access the patient's iHealthRecord.
- ◆ Fully HIPAA and liability carrier (eRisk) compliant.

- **Which patients should have an iHealthRecord?**

All of your patients should have an iHealthRecord.

While not all of your patients may have a major medical condition, there is basic information that should be accessible for any patient at any time. This includes insurance information, allergies, vaccinations and emergency contact information.

In addition, the iHealthRecord provides health and wellness tips and reminders.

- **How much does the iHealthRecord cost?**

The iHealthRecord is included at no extra cost as an integrated service for all physicians on the Medem Network. The fees for Medem Network services to physicians are under \$25/month, and are discounted for all members of Medem-participating societies.

- **How does the iHealthRecord increase revenue for my practice?**

Physicians who offer the iHealthRecord can be paid for the service in several ways:

- ◆ Direct payment for fee-based Online Consultations provided to their patients.
- ◆ Fees for pay-for-performance programs fulfilled by the iHealth Services.
- ◆ Increased access to new-insured patients from Medem's links to most major health plan provider directories.
- ◆ Patient retention and competitive marketing to patients from a service shown to improve patient satisfaction.

- **How does information get into the iHealthRecord?**

iHealthRecords are created by patients/consumers or their caregivers. Once basic information is entered and an iHealthRecord is established, physician practices (like yours), hospitals and other healthcare providers, can, if they wish, work with the patient to update important information. Medem is automating updates from physician practices, hospitals, and payers through interfaces that will allow data feeds to help patients keep their records current.

The patient/caregiver is in control of the iHealthRecord at all times. Interfaces that supply data for updating are offered to the patient for acceptance (or not), so they always maintain control over the content in their record.

Your office is under no responsibility to complete or update a patient's iHealthRecord.

- **How reliable is patient-provided healthcare information?**

The reality of the US outpatient healthcare environment is that most care is based upon patient-provided information- usually hand written by the patient using the office clipboard. The hassle factor of the clipboard for most patients results in minimal information entered and many important elements, including often times insurance, specifics of medications, etc., being left blank because the patient or caregiver has left home without these documents. The ability to develop, update and maintain the iHealthRecord from the privacy and comfort of one's home with access to medication bottles, etc., results in more complete information being available than is the accepted norm today.

- **What are iHealthRecord "Patient Education Programs"?**

iHealthRecord patient education programs provide information that is specific to the medical conditions, treatments and medications listed in the patient's iHealthRecord. The programs are created using medical content from national experts including medical societies, the FDA, CDC, American Heart Association, and the American Cancer Society, among other entities. Physicians can also write or edit their own programs in the patient education library.

- **Will providing the iHealthRecord impose a large time commitment upon me and my office staff?**

You decide how much time, if any, you or your staff will devote to the iHealthRecord service for your patients.

The most important element associated with offering the iHealthRecord service to your patients is making them aware of the service. Medem can supply you with patient brochures and other marketing materials for use with your patients, as well as helpful hints for your "on hold" messages, etc.

There are other services offered through the iHealth Service, such as patient-physician messaging, which you can decide when/if to offer.

- **Will my practice be reimbursed for time spent utilizing the iHealth Services, including providing the iHealthRecord?**

Proactive use of the iHealthRecord will result in direct increases to your reimbursement as follows:

- ◆ Studies by, and feedback from, physicians who use physician-patient messaging, patient education programs, and other online services point to significant time savings created through elimination of telephone tag, the ability for office staff to have more control over their schedules (and not have the day driven by the phone), and other benefits reaped from using asynchronous services like iHealth. In addition, your patients will love this service--and you--for providing it!
- ◆ If you provide Online Consultations to your patients through the iHealthRecord, you are paid directly. The average charge for Online Consultations is roughly a co-payment; \$20-\$25. ~5 Online Consultations per week results in annual income of \$5,000.
- ◆ The iHealthRecord fulfills key requirements of most pay-for-performance programs by placing patients into a database by disease category and enrolling them in disease management programs.
- ◆ When you offer the iHealthRecord service, you are listed in the provider directories of most major health plans, making the iHealthRecord an excellent source of new/insured patients for your practice. Over 500,000 patients per month search through Medem's physician Web sites looking for a doctor.

Benefits

- **How can the iHealthRecord reduce or eliminate the need for “medical clipboards” as part of patient registration?**

Tell every patient who calls the office, or arrives for an appointment, to complete an iHealthRecord before his or her next visit. Most patient information required for patient office visits is currently collected via the office clipboard, which patients or caregivers are required to fill out--largely from memory--in your waiting area.

This process is fraught with errors, and is inefficient and labor intensive for patients and your office staff. Many times, insurance information is incomplete, and clinical information is even less accurate. Most of this patient information is contained in the iHealthRecord, which patients can be asked to complete **once**, from the convenience of their home or wherever they have Internet access, ahead of their next office visit. The patient need only review, update and print the iHealthRecord for subsequent office visits.

If your office has other forms that patients are required to complete, they can be uploaded onto your Medem practice Web site so that patients can print and complete these forms in advance of an office visit. This approach quickly enrolls an entire practice on to the iHealth Service-- including automated patient education and automated FDA warnings --and brings an end to the medical clipboard.

Liability

- **How does the iHealth Service reduce my liability exposure?**

The iHealthRecord decreases your liability exposure by improving documentation, automating patient education and automating notification of patients in the event of product recalls or warnings. For this reason, ***leading medical professional liability insurance companies are endorsing and promoting the iHealthRecord*** to their insured physicians.

- **What happens if the patient enters information into the iHealthRecord and I don't see it?**

Medem has worked with leading medical professional liability insurers in the U.S. to create the guidelines—*eRisk Guidelines*—for patient-physician communication via the Internet. **These guidelines make it clear that the existence of an online personal health record in no way diminishes the need for your patients to provide information directly you or other treating physicians.**

The iHealthRecord service reminds your patients of this responsibility on the data input screen of the iHealthRecord service and in the overall terms of service.

- **Has Medem worked with medical professional liability carriers to address the liability exposure involved with providing the iHealthRecord?**

Yes. In fact, leading medical professional liability carriers are endorsing and promoting the iHealthRecord as a means to improve patient safety, improve documentation and reduce physician liability.

Liability carriers and other national experts have created guidelines for the use of online tools to communicate with patients, including the provision of personal health records. These guidelines can be obtained directly from most professional liability carriers or online from various sources, including www.medem.com

Medem's terms of service contractual language and other disclaimers suggested by the liability carriers are integrated into the iHealthRecord service. Your patients must agree to these in order to access the iHealthRecord.

Also, most liability carriers promote the concept of online services to patients, because they believe it improves documentation and disclosure.

Functionality

- **What happens to a patient's iHealthRecord if there is a change of jobs, insurance plans, doctors, state of residence, etc.?**

The iHealthRecord your patients create is theirs to keep. It is completely transportable, and stays with them regardless of where they live, work, etc. Patients can grant access to their iHealthRecord to new doctors even if they move or change jobs. This is one of the many unique, significant and highly valued features of the iHealthRecord.

- **How can my office, or other physician's offices, view a patient's iHealthRecord?**

You and your approved staff can view the iHealthRecord of any patient who builds a record through your practice Web site. The patient decides if other clinicians will have access to the record, and for what period of time that access is granted. If your patient creates an iHealthRecord from a site other than your Web site, they can grant you access to their record as they would to any healthcare provider.

All third parties to whom the patient has granted access will appear on a list in the patient's Interactive Personal Health Record until the patient removes them. **The patient can revoke access privileges at any time.** The patient is given an iHealthRecord wallet card to carry with them to assist in accessing his/her record during an emergency.

- **Can my office use a printed copy of the iHealthRecord as a patient registration form?**

We encourage your office to use the iHealthRecord as a registration form with the iHealthRegistration form. The basic Medem practice Web site also allows you to upload your own registration forms on to your practice Web site for patients to print and complete ahead of an appointment.

- **Will the iHealthRecord work with my EMR?**

The iHealthRecord was built based upon the CCR standard to facilitate integration with EMRs. Medem has begun integration with EMR vendors and will pursue an open standards approach to integration so that the iHealthRecord can auto-populate EMRs and vice versa.

- **How does a patient's information get to a hospital ER in an emergency?**

The iHealthRecord comes with a wallet card, which will present the patient's basic information including emergency contact, blood type, allergies and instructions for accessing the record during an emergency.

The patient should keep a current copy of this wallet card with him/her at all times, and also share one with his/her emergency contact. This facilitates access to important information in the patient health record should the need arise.

Patients are encouraged to identify a trusted third party to grant access privileges to their iHealthRecord. In the event of a medical emergency, access to this information is important. If possible, this person should be the same individual identified as the patient's emergency contact in his/her iHealthRecord.

- **What are the computer/internet requirements to use this system?**

The iHealthRecord works best when used with Microsoft Internet Explorer Version 5.5 or Netscape Version 7 or higher. Both browsers support the 128-bit security encryption level required to access all the features of the iHealthRecord.