

# Putting the “P” Ahead of “HIT” – *It’s Personal* 4 February 2014



Peter Hudson, MD  
CEO and Cofounder, iTriage

# Today's Presentation

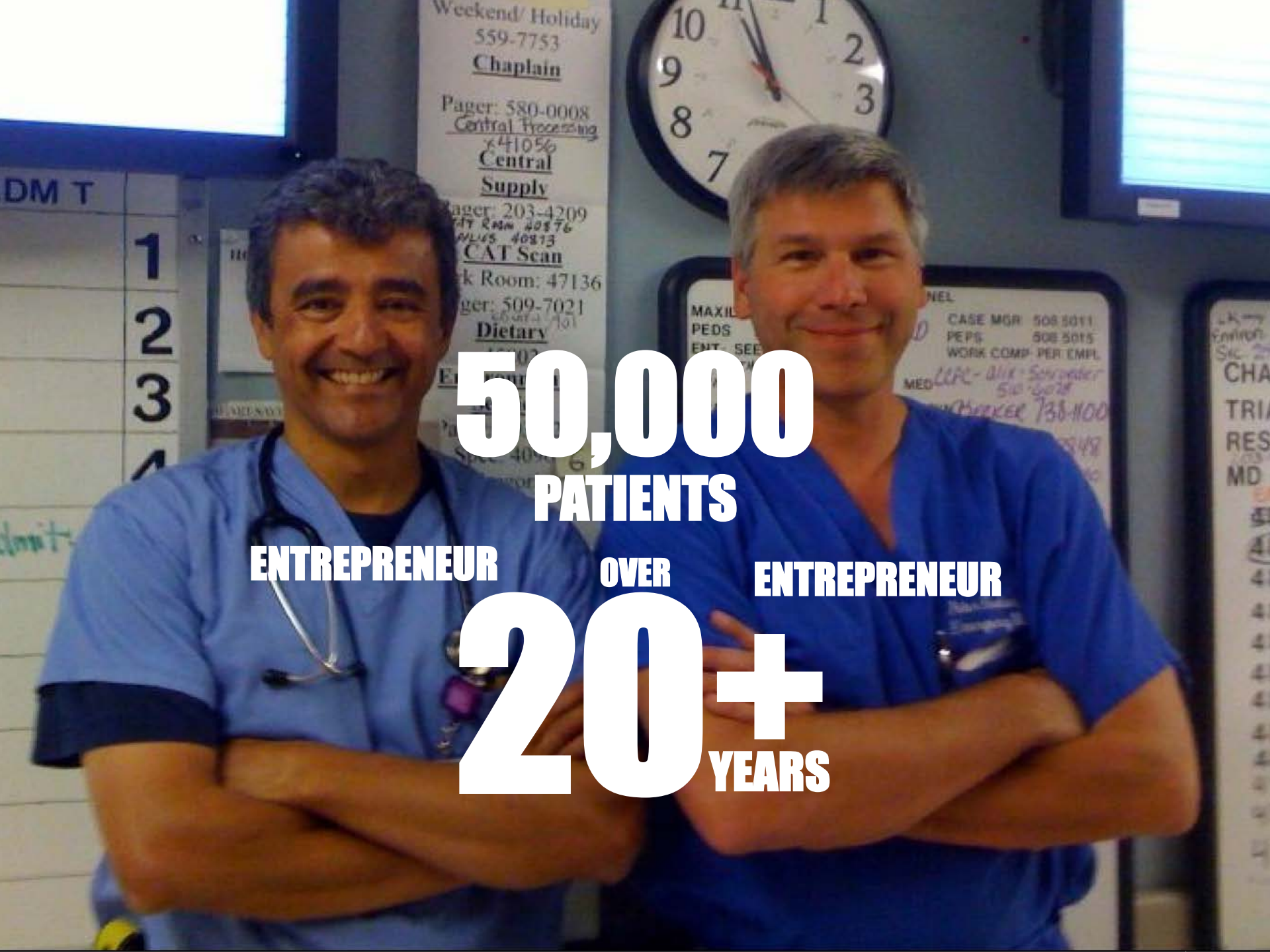
Landscape/baseline of PHIT

PHIT adoption-drivers for patients/consumers/caregivers

Connection points for providers to drive the Triple Aim

- + Improve patient experience
- + Enhance quality outcomes, and
- + Reduce healthcare costs

PHIT use between patients and providers that drive Triple Aim



**50,000  
PATIENTS**

**ENTREPRENEUR**

**OVER**

**ENTREPRENEUR**

**20+  
YEARS**



**CHANGE  
PHYSICIAN  
BEHAVIOR**



**SHAVE POINTS OFF  
COST STRUCTURE**

**CONTROL  
PEOPLE**







# CONSUMERS WANT IT

**134%**

Growth in healthcare's mobile audience in the past year. By far the largest growing sector

**80%**

of Internet users research health online

**67%**

want access to more comprehensive info about docs online

**81%**

want to make appointments online ahead of visit

**70%**

of all mobile searches result in action within 1 hour


**SHIFT TO  
CONVENIENT,  
ACTIONABLE  
mHEALTH  
INFORMATION**

Source: AARP

**WHY IS THIS??**

**DISRUPTIVE?**





**HISTORY OF MEDICINE  
DID NOT INVOLVE THE  
PATIENT  
ENOUGH**



**BEHAVIOR**  
**EMPOWERMENT**  
**OUTCOMES**

# Patient engagement consistently IMPROVES HEALTHCARE OUTCOMES

## QUALITY ISSUES

### MORE ACTIVATED PATIENT

### LESS ACTIVATED PATIENT

Readmitted to the hospital within 30  
days of discharge

**12.8%**

**28%**

Experiences a medical error

**19.2%**

**35.8%**

Have poor care coordination among  
health care providers

**12.6%**

**41.8%**

Suffer a health consequence because of  
poor communication among providers

**13.2%**

**48.6%**

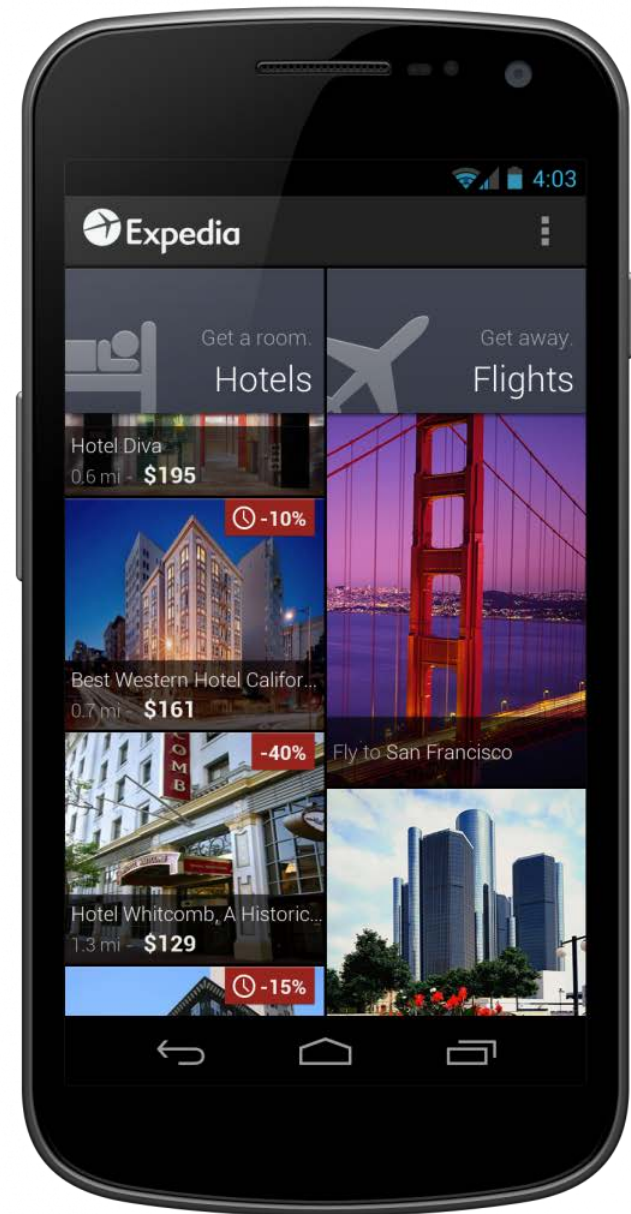
Lose confidence in the system

**15.1%**

**59.8%**

Source: Adapted from AARP & You “Beyond 50” Patient Survey; Gallup Research, IMI Healthcare

# IMPROVING EFFICIENCIES







## IMPROVING EFFICIENCIES



The collage consists of several overlapping web pages:

- Top Left:** A Google search for 'letrozole' with the 'Web' filter selected. Results include Wikipedia and MedlinePlus.
- Top Right:** The WebMD 'Breast Cancer Health Center' page, featuring a search bar, navigation links, and a 'Breast Cancer Hormone Therapy' section.
- Middle Left:** A MedlinePlus page for 'Letrozole' with a 'Health Topics' button.
- Middle Right:** A Wikipedia page for 'Letrozole' with a 'Contents' table of contents.
- Bottom Left:** A PubChem page for 'Letrozole' showing its chemical structure and pharmacological data.
- Bottom Right:** A Wikipedia page for 'Letrozole' with a 'Contents' table of contents.







# DRIVING PATIENTS TO THE APPROPRIATE LEVEL OF CARE

INFORMATIONAL STEERAGE

**19X**



**ACCESSING  
IN-NETWORK  
DOCTORS/CARE**

ACUTE CARE EFFICIENCIES

**40%**

Reduction in ER selection for  
non-urgent causes



**LOWER COST,  
ACUTE CARE**

**HEALTH  
LITERACY**

**63%**

**SEARCHING  
SYMPTOMS**

**53%**

**REVIEWING CONDITIONS  
AND PROCEDURES**

**17%**

**LEARNING MORE ABOUT  
MEDICATIONS**

**13%**

**READING THE NEWS AND  
ALERTS**

# PATIENT SATISFACTION AND CONVENIENCE:

## ER CHECK-IN AT CAPITAL REGIONAL MEDICAL CENTER RESULTS

**35%**

**new patients  
via iTriage  
channel**

**477** check-ins via  
iTriage

**100%**

**would definitely use or recommend iTriage check-in**

**3 avg. repeat visits to system facilities (patient loyalty)**

**98%**

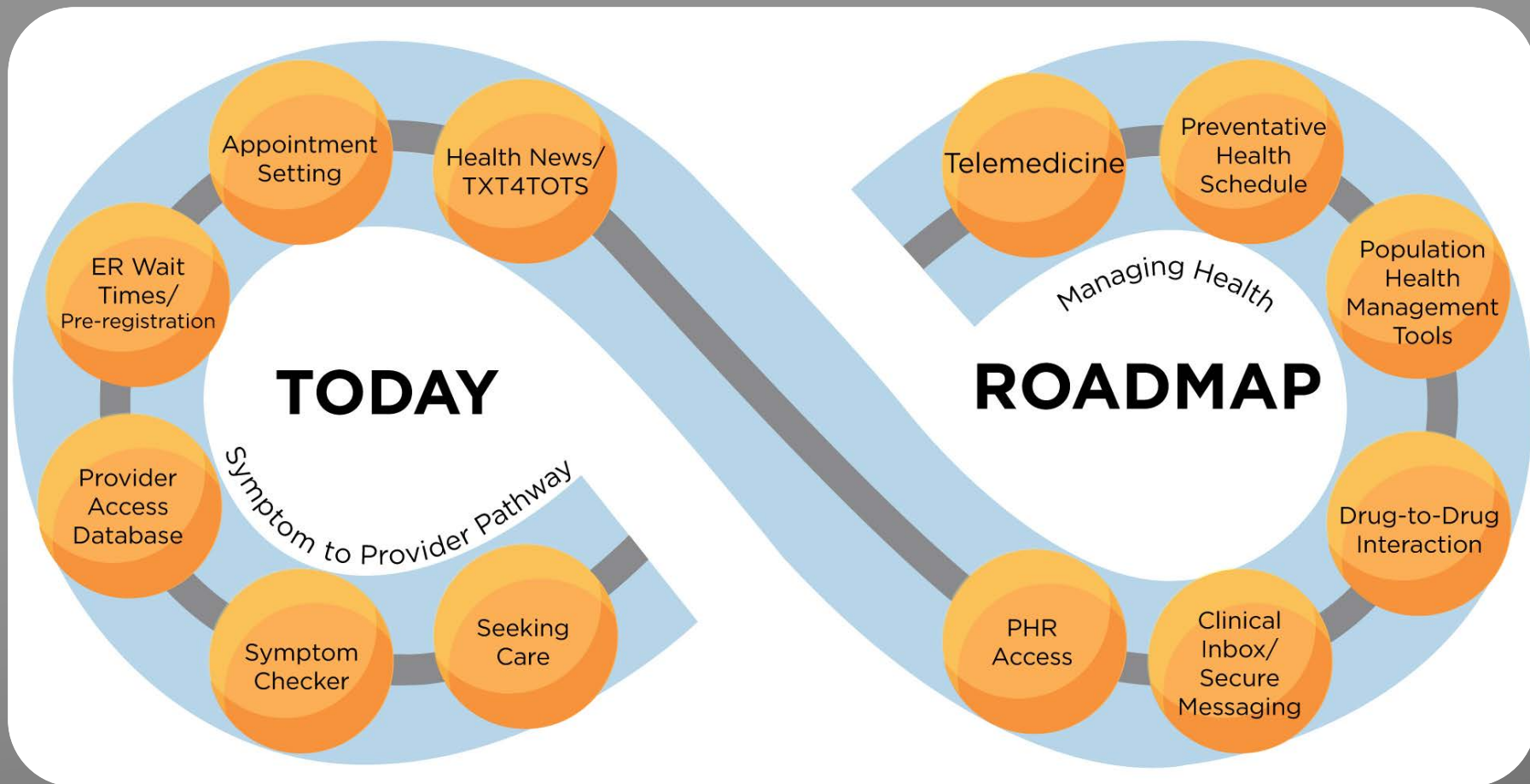
**users were  
under age 65**

**More** commercially insured  
patients than typical ER payer mix



# HEALTHCARE DELIVERY + ITRIAGE

## ADVANCING IN TANDEM



# In Their Words...

From: [REDACTED]  
Date: Mon, Dec 31, 2012 at 9:50 AM  
Subject: itriage saved my life  
To: [feedback@healthagen.net](mailto:feedback@healthagen.net)

On July 22nd 2012 I was in New Mexico when I had a massive heart attack at 3am in the morning. I did not know where the nearest hospital was and I was in severe pain. I remembered the itriage app on my phone, so I used the hospital location button and it instantly showed me the nearest emergency room location. I followed the turn by turn directions and got to the emergency room where 20 minutes later I collapsed and died in the hospital. I was resuscitated and taken into surgery and given a stent. The doctor said, "had you not gotten to the hospital when you did they would have found me dead in my hotel room."

I can not recommend this app enough, it saved my life.

If you don't have this app on your phone right now...get it.  
This could mean the difference between life and death.

Sent via the Samsung Galaxy S™III, an AT&T 4G LTE smartphone

# Thank You!

## Questions?



Peter Hudson, MD  
phudson@itriagehealth.com  
@PeterHudsonMD