

Health information technology platforms for health care system research and operations

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Disclosure: R Gonzales serves as a Scientific Advisor to Phreesia, Inc.

Patient-Facing Platforms

Hardware (Form Factor)

- Kiosk
- Computerized Tablet
- Mobile device/Cell phone

Software/Apps

- Macromedia Authorware... Flash
- Electronic medical record
- Interactive voice recognition software

Research Experience

Translating Evidence into Practice

Healthcare Intervention Settings

- Denver Health, Urgent Care (**CDC**) (*kiosk*)
- EDs, 16-sites national trial (**AHRQ; VA**) (*kiosks*)
- Geisinger Health System, 33 sites (**CDC**) (*EMR*)
- EDs, 4-sites NoCal (**CHCF**) (*kiosk*)
 - Acute care (UTI)
 - Preventive care (chlamydia; birth control)
- INSP, Mexico (**UC-MEXUS**) (*cell phone; IVR*)
- La Clinica, Oakland (R. Khanna; **internal**) (*cell; IVR*)

ACTIVE

- Pediatric offices; mental health (Ozer; **NICHD**) (*tablet*)
- Primary care; cancer screening (Walsh; **NCI**) (*kiosk*)
- Primary care; tobacco counseling (Satterfield; **NIAAA**) (*tablet*)
- Urgent care; miscellaneous (**internal/Phreesia**) (*tablet*)
- Amb care; primary care-specialty care integration (**DOM; DSRIP**) (*EMR*)

Design
(understanding)

Implementation
(adoption)

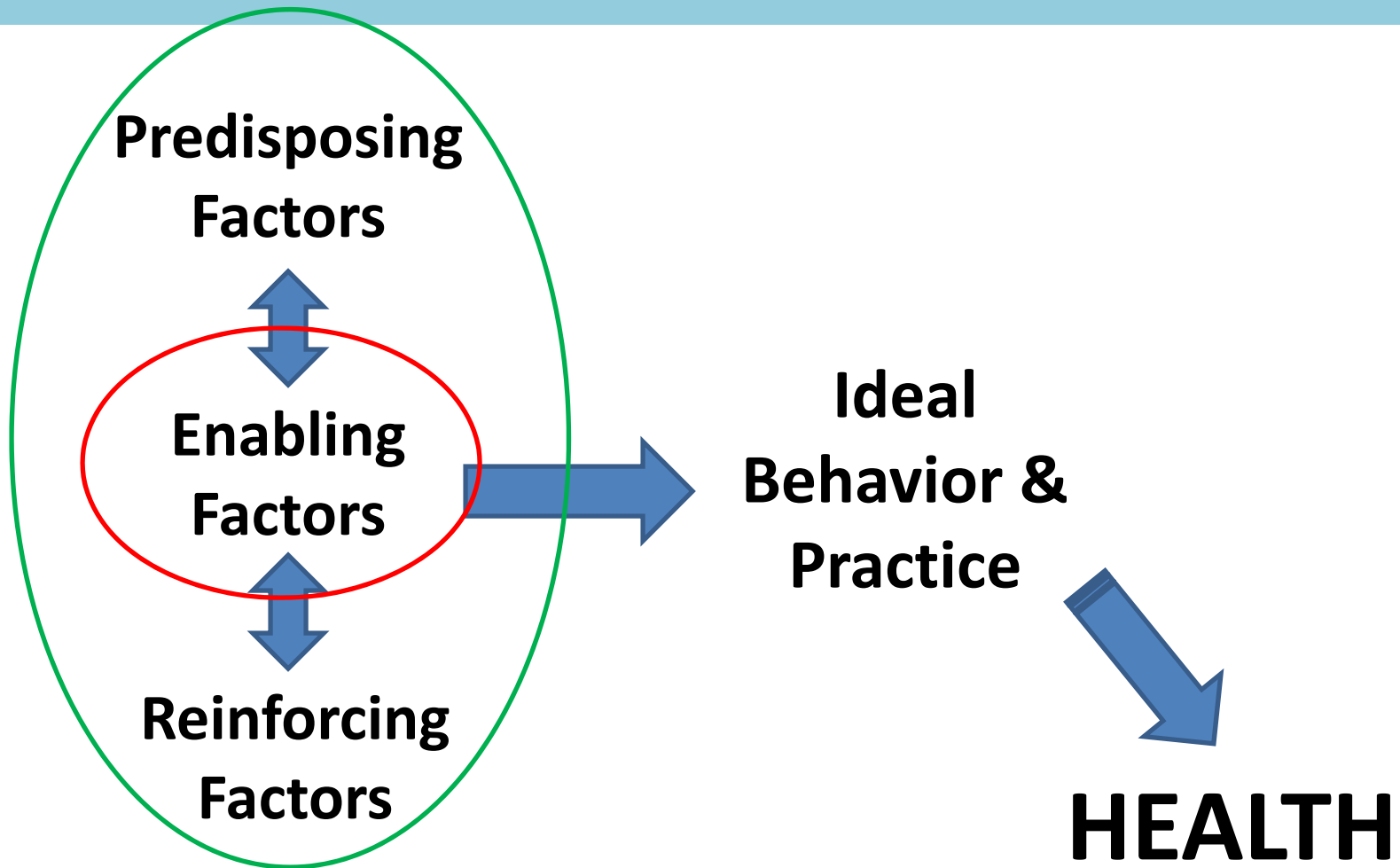
Evaluation
(business case)

Dissemination
(spread)

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How to Make Change “Easy”



Practice Innovations: Keys to Success

Physician Adoption

- ...reduce time/hassle factors?
- ...generate more revenue?
- ...enhance the patient relationship?

Patient Adoption

- ...improve timely access to care?
- ...reduce out-of-pocket health care costs?

System (payor) Adoption

- ...reduce total health care costs?
- ...reduce medical errors/improve quality?
- ...enhance patient satisfaction?

Potential Roles for Point of Service Computerized Applications

- **Registration; Co-Payments; Informed Consents**
- **Health Care Maintenance & Prevention**
 - Tobacco counseling
 - Birth control & family planning
- **Disease Screening Instruments**
 - HIV/STDs; hepatitis B; HCV
 - Cancer
 - Chlamydia Screening
- **Acute Illness Management**
 - Expedite Triage and Testing
 - Uncomplicated URIs, UTIs
- **Chronic Disease Management**
 - Depression Care
 - Diabetes Care



Some Important Lessons

- Low health literacy/low SES patients may be your most important target
- Automate and integrate computerized interaction into standard workflow
- Introducing IT solutions into health care delivery has major social and cultural implications... understand these before proceeding!