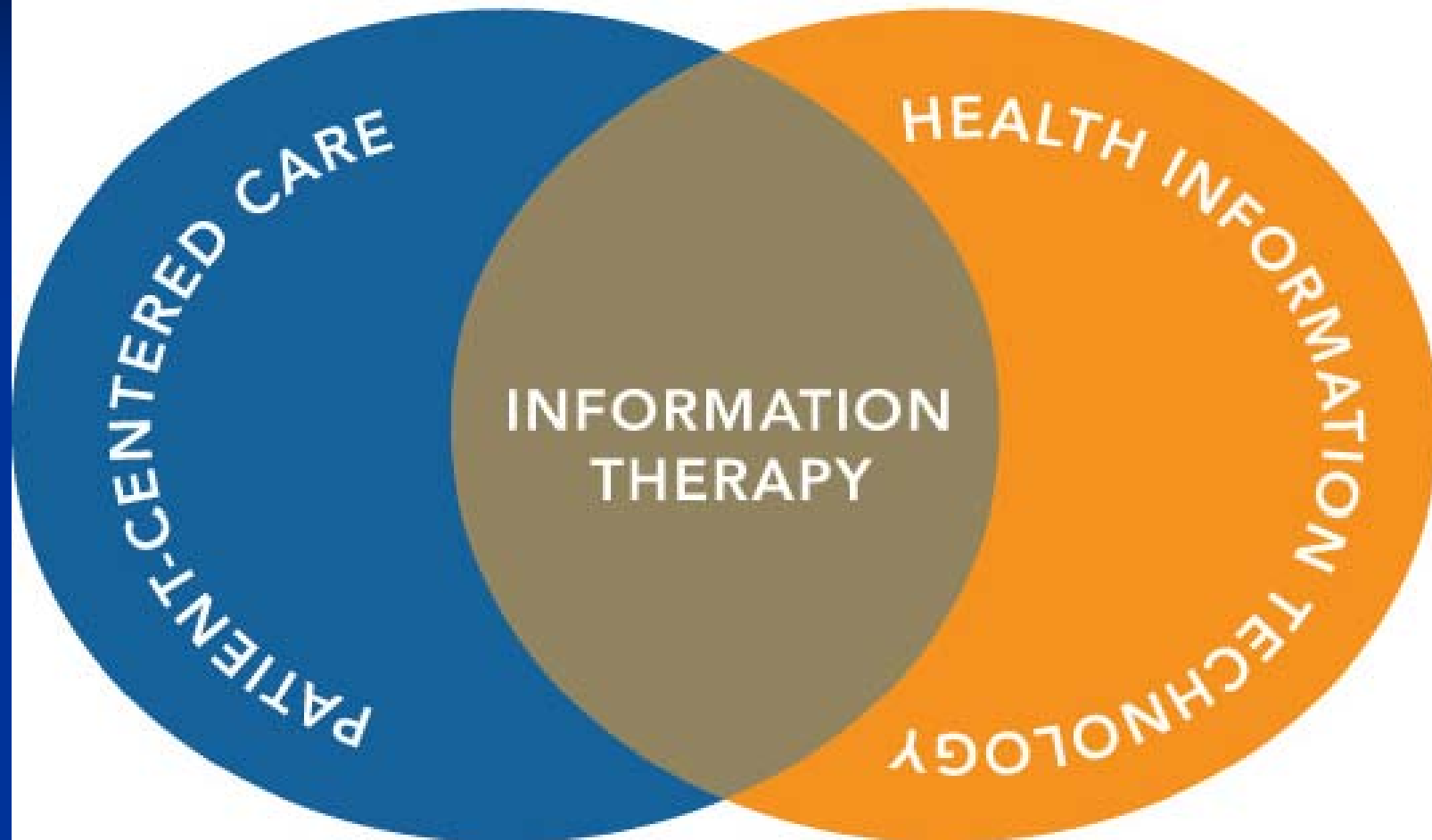


Ix: THE INTERSECTION OF
HIT & PATIENT-CENTERED CARE



Joshua Seidman, PhD
President, Center for Information Therapy



Why “Ix” and “Information Therapy”?

Corollaries between Ix & Rx

- Side effects
- Overdose
- Titrate the dosage
- Appropriate frequency & duration



Pew Internet Project Data

- “Dr. Google Phenomenon”
 - More consumers go online for health info than see a doctor
- What do consumers do when their physicians tell them to stop going online?
 - Switch doctors
 - Go underground



“Parallel Play”



“Parallel Play”

IN THE MD's OFFICE:

Research: Patients recall only 20%-50% of what MDs tell them 5 minutes after the fact (Eiser, 1982)

EVERYWHERE ELSE:

- Tangled web of health info
- Info is hard to:
 - Find (relative to need)
 - Understand
 - Remember
 - Contextualize

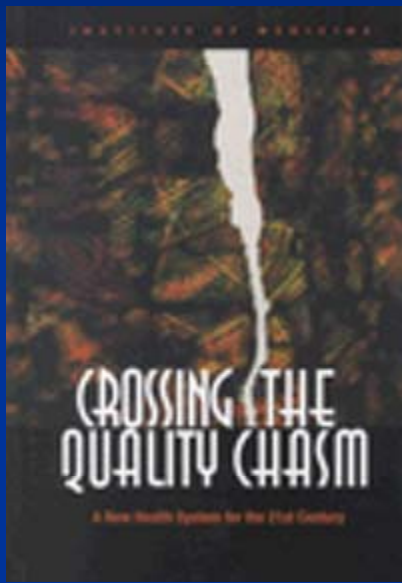
Ix: Bring Two Worlds Together

Information Triggers: Delivering the Information

- EMR/PHR
- Claims data
- Patient portals
- Secure messaging
- E-prescribing
- CPOE
- Call center
- Automated lab results
- Automated pharmacy data
- Appointment Scheduling
- Automated referral system
- Online multimedia clinical content



Institute of Medicine



- “Ten simple rules for the 21st-century health care system”
- “Rule 1: Care based on continuous healing relationships”
- Encourage “all types of health care interactions that improve information transfer...”



IOM Rule #1: Continuous Healing Relationships

NAVIGATION

Targeted
Searching

Decision
Aids

SUPPORT

Social
Networks

Ix for
Visit Prep

Ix for
Decision
Support

Ix For
Health
Promotion,
Care
Management

Ix for
In-Person
Clinical
Encounter

Ix After-
Visit
Summary

CONTEXT

Secure
Messaging/
Virtual Visits

ORGANIZATION

Tagging

