



Southern California HIMSS CIO Forum



Jim Crawford
VP & Business Information Officer
KP Information Technology

Making Health Care Safe, Personal
and Affordable through Technology

Founded in 1945, Kaiser Permanente is one of the nation's largest nonprofit health plans serving more than 8.8 million members in eight regions across the country

KAISER PERMANENTE REGIONS



A Snapshot of Kaiser Permanente

- 8.8 million members
- 35 hospitals
- 431 medical offices
- 15,000 physicians
- 167,000 employees
- \$45 billion annual revenue
- \$4 billion health information technology investment
- 60 years of providing care
- Focus on prevention of illness and disease
- Focus on improving community health helps our members and patients

By the Numbers



2010 Southern California Metrics:

- 85K PC's/Laptops
- 75K Service Request tickets
- ~800K Help Desk Calls
- 72K Physician Help Desk Calls
- 5 Data Centers, 228K sq ft raised
- 40K MIPS of mainframe processing
- 7K Terabytes of storage



2010 KP.org Metrics

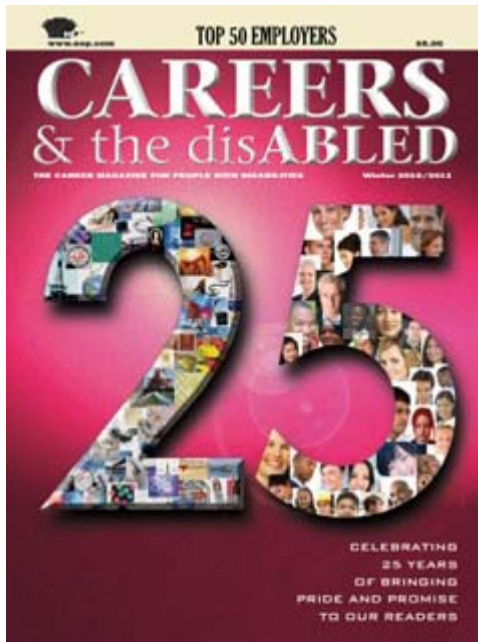
- 26M Lab tests reviewed online
- 11M Emails sent to providers
- 8M Online prescription refills
- 2.3M Online appointments



Recognition



Medicare.gov



The Health Care World is Changing...



- The need for affordable health care is critical and growing
- Current solutions are inadequate
- Underlying demographic and health trends will increase demand and heighten financial challenges
- Behavioral, social and environmental factors must be addressed to successfully improve health and control costs

A blueprint for a more satisfying future?

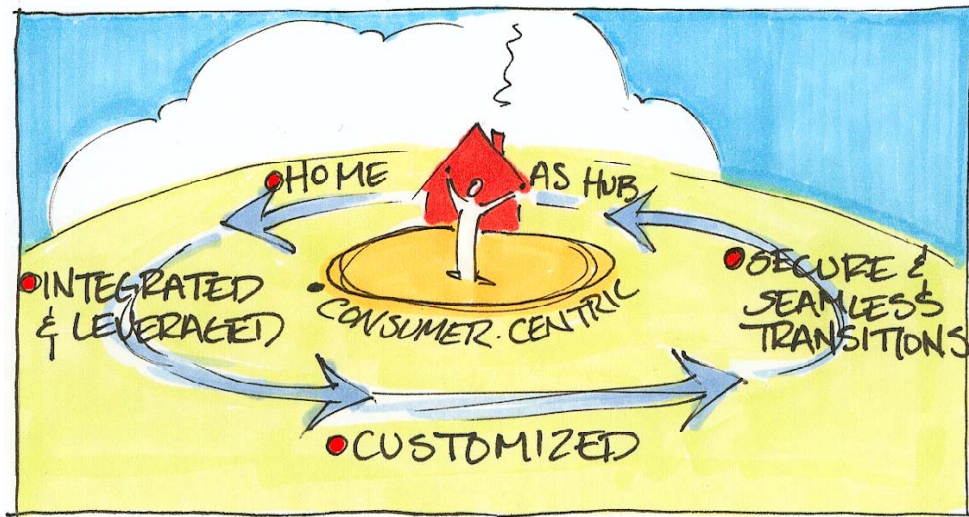


Our Vision is to be a leader in Total Health by making lives better....

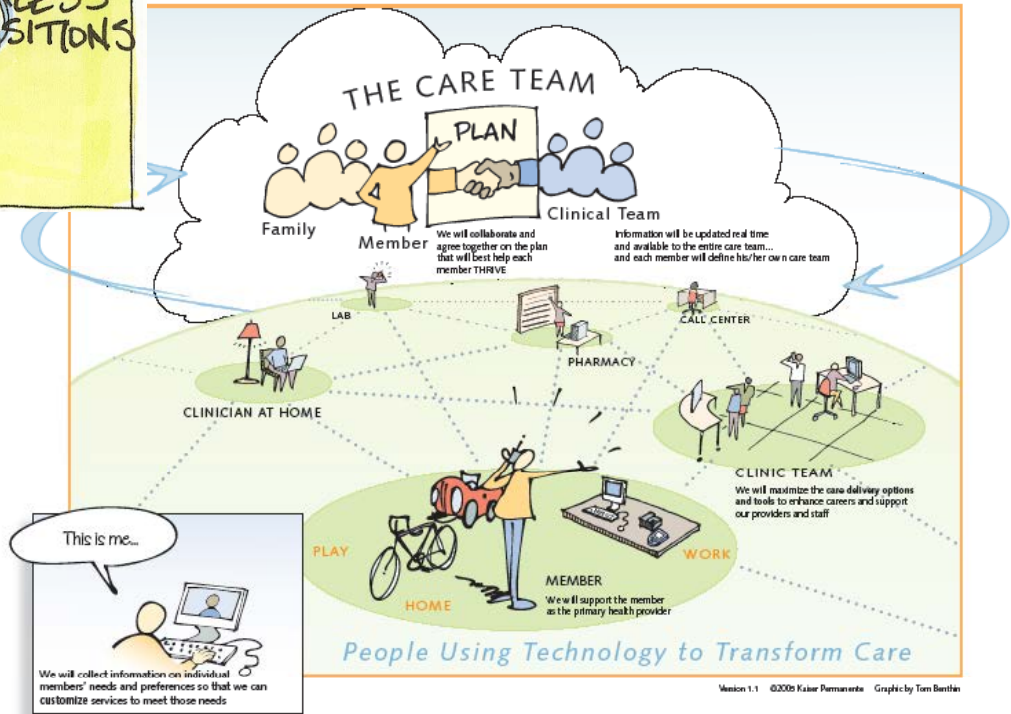
- Improving the health of our population
- Improving the care experience
- Focus on quality and cost efficiency



Connected Future?



21st CENTURY CARE INNOVATION PROJECT MODEL



Mission 1.1 ©2009 Kaiser Permanente Graphic by Tom Berthel

EHR? Cost of doing business!



Paper is a bad mechanism for health care data storage. It's even worse for data linkages. Paper medical records are almost always incomplete. They tend to be functionally isolated, completely noninteractive, inherently inert, often inaccurate, sometimes illegible, and almost entirely useless for either tracking care across patients or populations or for coordinating care between caregivers.

- George C. Halverson
CEO Kaiser Permanente



Kaiser Permanente Clinical Information Systems provide better patient management using evidence-based medicine



- Labs
- Hospital
- Pharmacy
- Outpatient Appointments
- Outpatient Encounter
- Membership
- Emergency Department
- Immunizations



- Registries
- Risk stratification of population
- Identify subgroups needing specific care
- Patient management tools
- Targeted panel lists
- Prompts, reminders for clinicians
- Letters and automated telephone outreach to members
- Monitoring and process improvement measures and reports
- Targeted health education and self-care support

Proactive encounters at every point of contact have revolutionized how Kaiser Permanente provides Total Health



Pre-Encounter (proactive identification)

- Identify missing labs, screening procedures, access management, kp.org status, etc.
- Provide member instructions before visit
- Contact member and document encounter in Kaiser Permanente HealthConnect™

Office Encounter

- Vital sign collection and documentation
- Identify and flag alerts for provider
- Room and prepare patient for necessary exams
- Pre-encounter follow up

Post Encounter

- Immediate: after-visit summary, after care instructions, follow-up appointments, Health Education materials, how to access kp.org
- Future: follow-up contact and appointments per provider

Back Office Support

- Letters
- E-mail
- Inbox Management

- **All staff have responsibility for patients' total health.**
- **Not all patients see their primary care physician.**
- **Every office encounter has been redesigned to optimize each patient contact.**
- **Areas of need are identified and acted on.**

Online Tools – KP.org*



My health manager | Health & wellness | Health plans & services | Locate our services

Welcome Maria
username: Maria
member since: 8/13/1997
Choose a different family member:

updates
notices | friends | groups
Safety: Drug recall
Details | Feb. 22, 2011
Lorem ipsum dolor sit amet, sed do eiusmod tempor elusmod
New York Times | Feb. 22, 2009
read more

MY GROUPS | MY FRIENDS | MY CHATS | MY CLASSES | MY INBOX ² | SEARCH INTERESTS

My Doctor

Joseph Paul Atkinson
Email
Driving directions
Learn about practice
View my other doctors
Refill my prescriptions
Make or cancel an appointment



My Medical Record

- My Test Results
You have 1 new test result
- My allergies
- My health summary
- Care plan
- My immunizations
- Past visit information
- My total health assessment

My Healthy Life

My Personal Health Goals: I have **50 Goal Points**
Manage my hypertension
Lose 15 lbs
Join a music class
30 day walking challenge

My Progress:
Blood Pressure Monthly Trend
Walking Diary
Music Class Schedule

My Messages
You have 2 new messages from your doctor's office

My Upcoming Appointments (view all)
Monday Aug 5th, 10:00 am Vallejo Medicine, Dr Smith
[Cancel](#)
Friday Sept 28, 2:15 pm Livermore, Dermatology, Dr Reyes

Schedule Now
Mammography (due 7/15/2015)





My Plan & Coverage

Plan name through payor
Office visit co pay: \$15
Prescription co pay: \$10

My claims
You have 3 new claims

My accumulators
Deductible: \$633.15 remaining
My estimates
My benefits
My referrals

My Support

-  **Jamie Kirk** *online*
My walking buddy
-  **Jessie Diaz**
-  **Carolyn Howard**
-  **Corey Jordan**

* Not yet implemented



Build on our lead in digital health: mobile



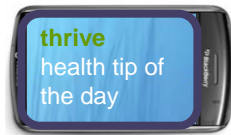
WHY

HOW

POSSIBLE EXAMPLES

Extend marketing reach

- White-labeling
- Search
- Social presence



White-label products



Mobile SEM



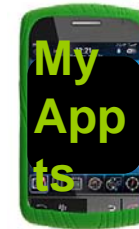
Mobile SEO



Mobile Social

Extend current features

- m.kp.org

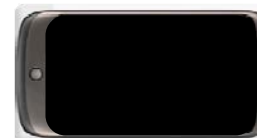


Deliver unique value

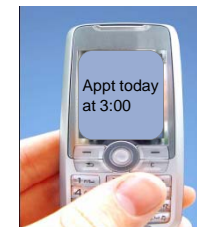
- Monitoring devices
- Mobile native apps
- SMS
- Cross-channel experiences



Home monitoring



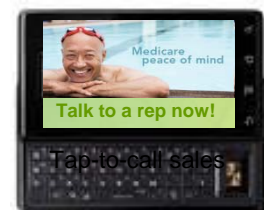
Video visit



SMS alerts



Portable medical record



Tap-to-call

Turning Information into Knowledge



Prepaid insurance incentives Total Health
Connected care teams with connected systems
Quality and convenience

What's the impact?



Turning Information into Knowledge



Population care tools, connected care teams with organized, consistent, prioritized information, making the right thing easy to do.

57% reduction in rate of medication errors by linking bar code scanner to EHR

50% lower rate of hospitalization for diabetic patients

88% reduction in the risk of cardiac-related mortality within 90 days of heart attack

Turning Information into Knowledge



Short list of success headlines:

- Electronic messages reduce unnecessary tests
- Health prompts reduces smoking
- Integrated health care delivery systems and EHR's support medication adherence and drug interaction risks
- Electronic monitoring of "Good" cholesterol levels reduces heart attack and stroke risk in Diabetes patients
- EHR study finds exposure to magnetic fields in pregnancy increases asthma risk
- Mail-order prescription refills increases medication adherence
- EHR study finds that weight gain between first and second pregnancies increases woman's diabetes risk
- Hip fractures decreased by almost 40% due to proactive measures
- Email improves health outcomes – some patients more likely to discuss healthcare issues electronically vs face-to-face
- Patient tracking of changing health conditions (electronic labs results, drug usage and online research) leads to better patient-physician communication

Turning Information into Knowledge



Clinical strategic goals benefits achieved (lives saved) 2004 – October 2010

Metric	Increase	Savings Per Decade
Cholesterol Control	22.5%	1807 Lives
Blood Pressure Control	41.8%	5739 Lives
HbA1C < 9.0	12.5%	1182 Lives
Smoking cessation	17.0%	1011 Lives
Breast Cancer Screening	11.5%	575 Lives
Cervical cancer screening	5.8%	58 lives
Colon cancer screening	29.8%	4724 lives
Total:		15,096 lives

Kaiser Permanente's "Thrive" advertising campaign focuses on empowering people to achieve Total Health



Addressing the larger health needs of our communities



- Community education for adults and children in recognizing bad health habits and taking action to create a better health outlook



- **The Amazing Food Detective:**
Working on better nutrition to help stem the rise of childhood obesity
- **Operation Splash:**
Subsidized swim lessons, extended pool season and supplies





Farmer's markets at our medical centers and Kaiser Permanente Watts Counseling and Learning Center provide access to healthy foods for members of our communities

Farmer's Markets include:

- Fresh produce
- Cooking demonstrations
- Wellness literature



We ARE making
health care safe,
personal and
affordable

Thank You!

Be Well and Thrive!

