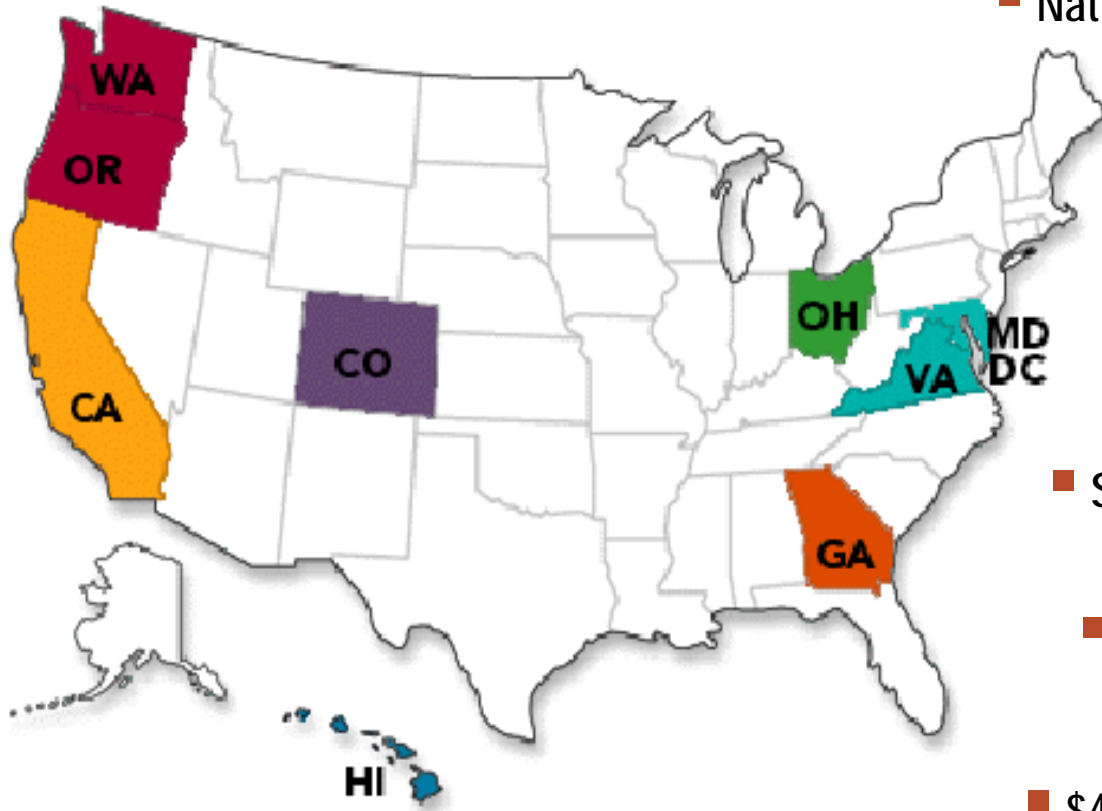




*Lessons Learned--
Kaiser Permanente's Implementation
of My Health Manager*

Jan Oldenburg, Senior Practice Leader
2/5/2010

About Kaiser Permanente



- Nation's largest nonprofit health plan
 - Integrated health care delivery system
 - 8.6 million members
 - 14,000 physicians
 - 165,000 employees
- Serving 9 states and the District of Columbia
 - 35 hospitals and medical centers
 - 430+ medical offices
- \$40.3 billion annual revenues (2008)



Largest civilian EHR deployment in the world

- All 431 clinics and 35 hospitals live
- Recipient of first HIMSS Level 7 award

3.44 million members registered on KP.org web portal

Nearly 800,000 secure messages per month from patients to
14,500+ doctors and staff members

555,555 thousand prescription refills per month

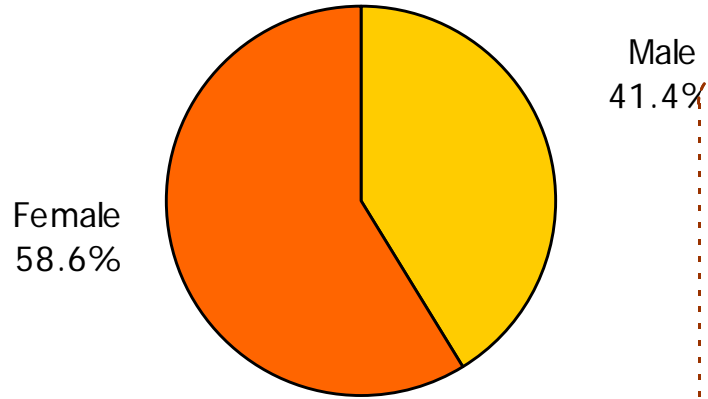
100,000 appointments per month directly booked by
patients

Average of 1.2 million test results reviewed online by
patients each month

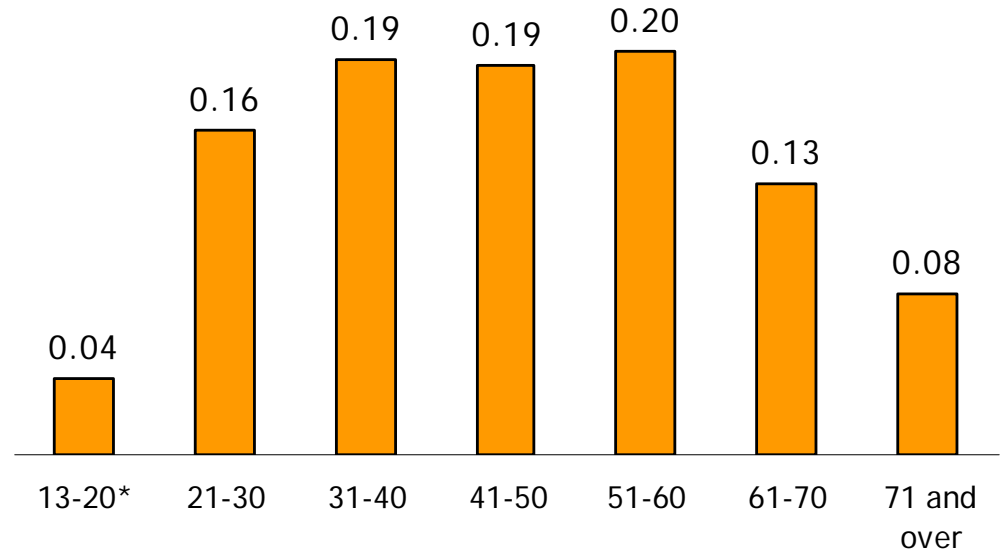
Users come from all age groups



Users with access to secure features by gender



Users with Access to Secure Features by Age (Even Distribution Age Group)



*Lower end of age group set to 13 (minimum age of registration)



Physician leadership

Improving Chart data

Assure patients it is safe and secure

User experience

Market effectively (internally and externally)



Engage physicians in decision-making

- Clinical advisory board
- Design sessions
- Physician champions

Manage with data:

- Messaging pilots
- Pilot lab result outcomes
- Focus on clinician workflows

Senior leaders who stepped up:

- Lead with benefits
- Articulate principles
- Put a stake in the ground



Exposing data to consumers reveals weaknesses in clinical processes

Consider what data you convert:

- How much history is reliable?
- How much history is relevant?

Train clinicians and staff in consistent approaches:

- Identifying conditions
- Reviewing medication list at each visit
- Handling test result distribution

Incident management team:

- Research every concern
- Determine source of problem and correct
- Proactively review and train



Assess consumer usability:

- Registration simplicity is key to success
- Make sure you have a way to educate users “in the moment”
- The best designs may surprise you
- Consider consumer workflow
- How will you support your patients?



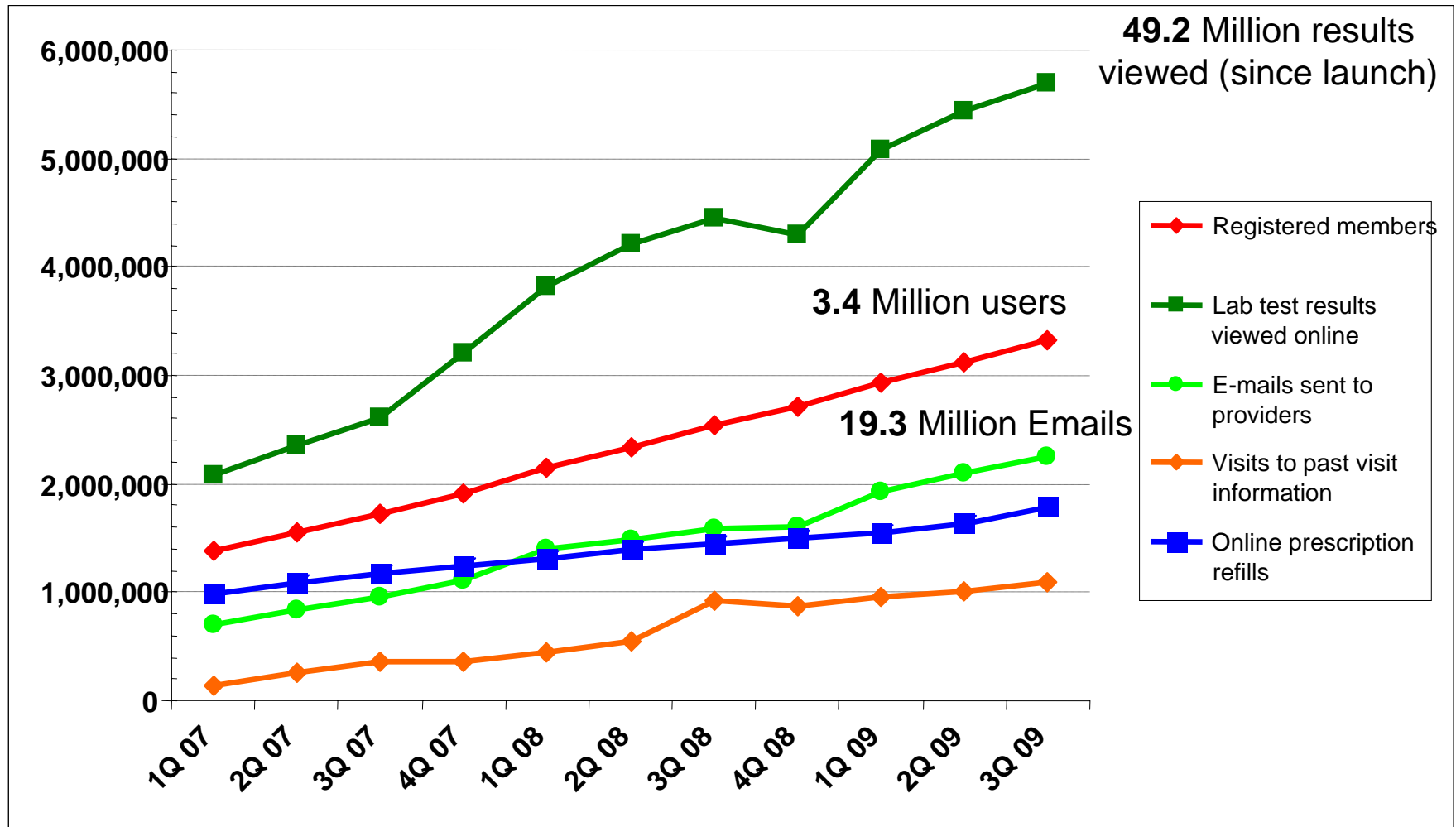
Start with staff

- Be creative in getting staff to sign up
- Physician champions can be your greatest asset
- Staff users are enthusiastic
- Doctors especially make a difference

Remind them at every turn

- Posters in the lab
- Instructions on physician cards
- Flyers and kiosks in the lobby
- Web site on all materials

Significant impacts

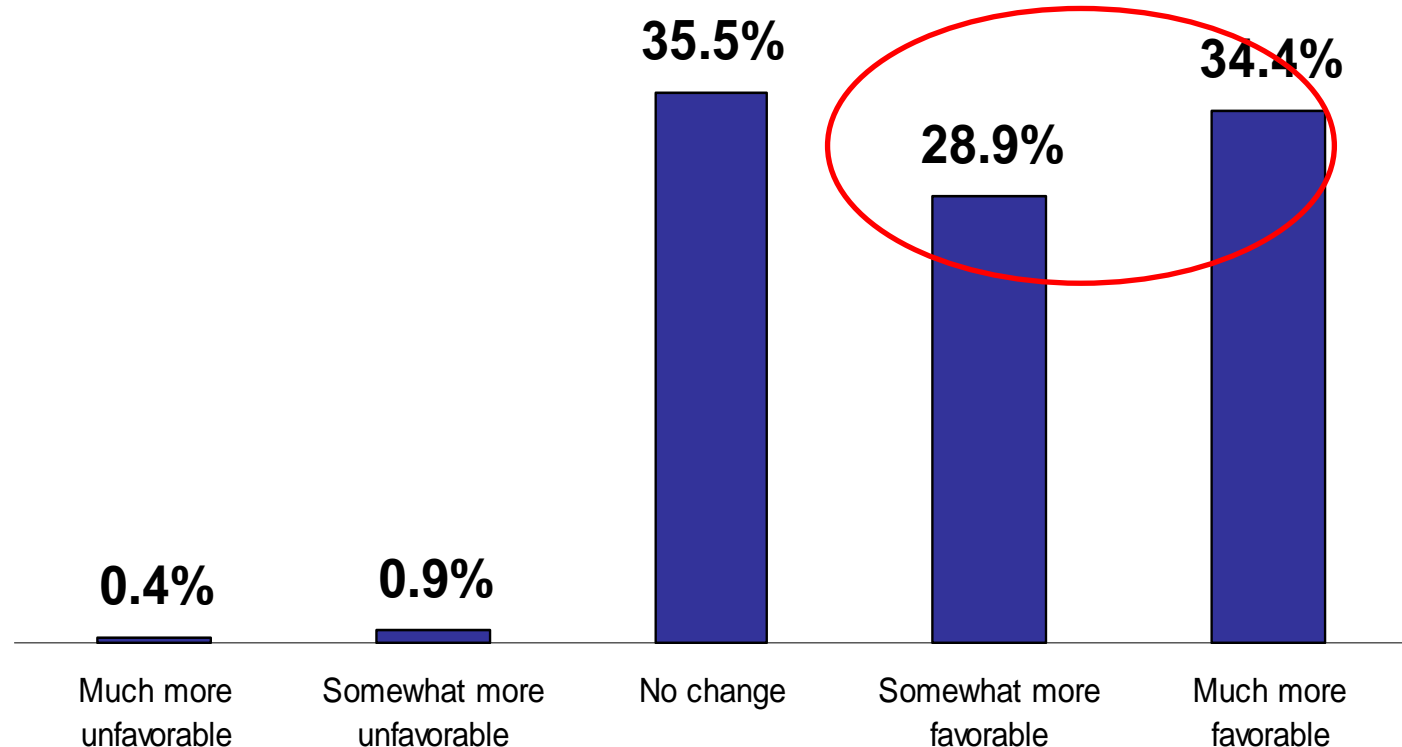
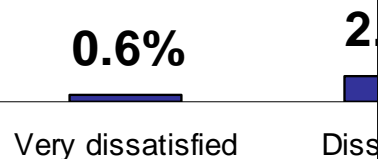


Patient portal impacts overall satisfaction



Overall Satisfaction with Kp.org: 12/09 (n=2,241)

Opinion of Kaiser Permanente based on use of Kp.org: 12/09 (n=2,241)



Take Home Points



- Providing patients with access to their data is a win-win-win
- The key to success is selling your skeptical staff
- Patients are hungry for their data:
- % of patients that choose physician or health plan based on online access is rising