

Personal Perspectives and Insights Healthcare Information Technologies: Why? – What? – How?

By Paulo Machado
President and Founder, Health Innovation Partners



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Paulo met us with Cramer's Darren Ross, EVP, Solutions, to discuss the many innovative technologies that are being developed to impact how we communicate with physicians, payers and patients as our healthcare system goes through dramatic change. Paulo and Darren discussed this hot topic at Cramer's A to Z of Marketing Technology event for the Boston Chapter of the Healthcare Businesswomen's Association summer event.

At no time in the past has there been as much opportunity, confusion, passion, interest and hope for improving the US healthcare delivery model as there is now. If you are conflicted about what the US healthcare industry is and needs to become, then you are in good company. If you have a clear vision of where we need to go, how to get there and the tradeoffs that have to be made, you are in the minority. There are a myriad of challenges to overcome before we will see a better healthcare delivery model. We know that the US healthcare industry cannot persist in its current form. On its current growth trajectory, US health expenditures will be >100% of GDP before the end of this century. Quality, cost and efficiency all need to be improved dramatically. Accomplishing these goals is within our reach due to maturing technologies that are being developed and rapidly adopted due to payment system reforms and incentives. The health information technologies (HIT) that are being developed and adopted will empower patients, providers and payers to transform our ineffective healthcare industry into the healthcare system we all deserve.

There are many areas of rapid development in HIT. Many are focused on helping HCPs manage the clinical and business side of their practice. It is critical to understand how order entry management (eRx, etc.), patient information management (EMR, etc.), patient connectivity (patient communication and behavior management, etc.), data mining and reporting (quality improvement, coordination of care, etc.), HCP education and communication (social networks, mobile, etc.) and many others are developing so that we can choose HIT tools that fit in with the emerging workflows and preferences. It all feels slightly overwhelming, but with more dialog and a new opening for solutions, we can work to solve this.

On the patient front, it will be critical to understand how the following trends are unfolding in order to remain relevant to patients. In particular the rise of the e-patient, where 'e' stands for empowered. E-patients are demanding a more active role in managing their health and their wellness. Other key emerging trends are in the m-health area (access to information and services when and where you need them—mobile applications, retail clinics, home care, etc.), mass personalization (patient-centered care delivery, right time/context/info, etc.), transparency (patient access to their health information, etc.), community (social networks, etc.) and others.



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So as you look to use emerging HITs as part of your commercialization strategy, remember that choosing the right HIT tools is still more of an art than a science. Some of the guiding principles that you should consider are:

1. Know and understand your goals and objectives and the target/affected stakeholders'/customers' goals and objectives.
2. Know how stakeholders/customers currently accomplish their goals and objectives.
 - a. *Who provides the service/solution now (i.e., internal, outsource, etc.)?*
 - b. *Does the HIT tool that you will be using improve an HCP's workflow or disrupt it?*
 - c. *Does the HIT tool that you will be using provide a patient with the right info/service when they need it and in an easy-to-use format?*
 - d. *How does the HIT tool that you plan to use help provide the needed information?*
 - e. *Does your HIT tool meet an unfulfilled need, or is it better than an existing tool/process?*
 - f. *Who is the competition for this new HIT tool now and in the future?*
- 3) How difficult is it for the user to enroll and engage with your HIT tool?
- 4) Is the use of your HIT tool supported by multiple/trusted stakeholders?
- 5) Does the HIT tool provide actionable insights/information for your customer and you?
- 6) Can you measure the impact of your HIT tool?
- 7) How difficult will it be to have your customers adopt the HIT tool/service?
- 8) Are you a credible provider/partner of this HIT tool/service?



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About Health Innovation Partners

Paulo Machado was guided by his unwavering passion to improve the delivery of healthcare when he launched, Health Innovation Partners LLC. Paulo has leveraged his background in innovation, marketing, business management, strategic planning, business development, product development, alliance management and team building to drive success for his clients. Health Innovation Partners guides client through the development and implementation of innovative customer centered strategies, which will drive superior performance & stakeholder value.

PAULO MACHADO
CEO/Founder
HEALTH INNOVATION PARTNERS LLC
pmachado66@gmail.com
Twitter : @pjmachado
www.healthinnovationpartners.com

