


10<sup>th</sup> Edition

# Optimum Seminar on Travel Insurance



**OPTIMUM.**

Optimum Reassurance Inc.



# Health Information Technology & Telemedicine Update

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A close-up photograph of a microscope's objective lenses and eyepiece, with a ruler visible in the background, set against a light blue background.

# Today's Topics

- **Victor Ronis-Tobin, Ph.D.** :Technology Update: What's out there
- **Victor Ronis-Tobin, Ph.D.:** PHR - A Personal Health Record: what are they and how they can help
- **Edward Brown, MD:** Ontario Telemedicine Network (OTN)- A working example of Remote Medical Management, network and tools.
- **Emmanuel Legeron:** Remote Control Aid (RCA) , tools and networks for emergency remote assistance.

# Definitions

- **Telemedicine is the use of medical information exchanged from one site to another via electronic communications to improve patients' health status**
- **Videoconferencing, transmission of still images, patient portals, remote monitoring, medical education.**

- American telemedicine association (2010)  
<http://www.americantelemed.org/i4a/pages/index.cfm?pageid=3333>



*"Now inhale deeply, Mrs. Saunders."*

A close-up photograph of a microscope and a ruler, positioned in the top-left corner of the slide. The microscope is partially visible, showing its eyepiece and objective lenses. The ruler shows markings in centimeters and millimeters.

# Telemedicine Services

- **Specialist referral services:**
  - specialist assisting a general practitioner in rendering a diagnosis.
  - live, remote consult
  - E-Second opinion
- **Almost 50 different medical subspecialties have successfully used telemedicine**
  - Radiology images "read" remotely
  - Dermatology, ophthalmology, mental health, cardiology and pathology, etc.
- **Patient consultations:** Use of audio, still or live images, between a patient and a health professional for use in rendering a diagnosis and treatment plan.
- **Remote patient monitoring:** Use of devices to remotely collect and send data to a monitoring station for interpretation (ONC)
  - vital signs, BP, Glucose or heart ECG, etc.
- **Medical education:** provides continuing medical education credits for health professionals and special medical education seminars for targeted groups in remote locations (WebMD)
- **Consumer medical and health information:** Use of the Internet to disseminate specialized health information and on-line discussion groups to provide peer-to-peer support.



*"Nurse, get on the internet, go to SURGERY.COM, scroll down and click on the 'Are you totally lost?' icon."*



# Current & Emerging Technologies

- **Web Portals: Web access to Health Information**
  - Consumer Health Information ([www.Healthcare.gov](http://www.Healthcare.gov))
  - Professional Health Information ([www.care360.com/eMaxx](http://www.care360.com/eMaxx))
- **PHR: Personal Health Records** (MyMDFile, Google Health, etc)
  - All personal health info at the tip of your fingers, imaging, labs etc.
- **Monitoring Equipment:**
  - Personal Emergency Response Systems (CST 1200)
  - Health information kiosks (CSI 9K, Bosch ViTelCare)
    - Data: Vitals, Glucose, Forms, etc.
    - Security: 3 levels of ID &
- **Video Monitoring:**
  - Video connection for face to face interaction (Vidyo)
- **Decision Support:**
  - Medical information analytics (HMU)
  - Condition specific and real time alerts (eICU, Philips-Visicu)



# Trends in Technology Adoption

- **Remote Monitoring**
  - Aetna,
  - Humana,
  - UnitedHealth Group
  - WellPoint's Anthem Blue Cross
- **Video Conferencing:**
  - Humana
  - WellPoint
- **Combination of Monitoring and Video Care:**
  - UnitedHealth's

Read more: <http://www.ihealthbeat.org/articles/2010/7/27/more-insurers-open-to-remotemonitoring-for-care-of-heart-patients.aspx#ixzz0yKOnpG1z>

<http://www.ihealthbeat.org/articles/2010/7/27/more-insurers-open-to-remotemonitoring-for-care-of-heart-patients.aspx#ixzz0yKN2Z4hQ>

A close-up photograph of a microscope and a ruler, showing the lens and the scale markings.

# Scenarios for Travel Insurance

- **PHR:** for low risk travelers - ensure consistent care through Medical Record
- **Remote Monitoring:** for high risk travelers (CHF, COPD, Cancer, Diabetes): Stabilization/Consultation/Triage/Referral
- **Remote Emergency Care:** high risk travel situations (remote areas, boating, etc):
- **Web Portals:** Provide up to date information about the networks and services provided by insurer, data collection, forms and applications, etc.

A close-up photograph of a microscope's objective lenses and a ruler with millimeter markings, positioned in the top-left corner of the slide.

# PHR?

- **Personal Health Record**
  - Individualized
  - Portable
  - Shareable



# Why are Medical Records Important?

- **Concentrated Medical History** (allergies, previous conditions, medications, lab results, etc.)
- **Before Travel** - Helps assess risk of travel
- **During Travel** - Assists with Medical Decision Making – Relies on knowledge of medical history
- **After Travel** - Improves documentation necessary for reimbursement and aftercare

A close-up photograph of a microscope's objective lenses and a ruler with millimeter markings, positioned in the top-left corner of the slide.


# PHR for Travel Insurance

- **PHR- Cheap, Simple, no vestment in infrastructure**
- **Reduce Cost:** - Eliminate redundant re-testing, re-hospitalization, procedures, and utilization of emergency medicine.
  - Increase utilization of preventive medicine.
- **Reduce Risk**
  - Prescription errors.
  - Medical errors by new providers.
  - Improve Clinical Audit & Second opinion
- **Improve Communications with consumers**
  - Provide relevant health education, health alerts, inform about health initiatives.
- **Communicate Up to date Medical Information between Providers**
  - Provide integrated clinical information, improve continuity of care, reduce confusion, improve financial incentives.

A decorative image in the top-left corner showing a close-up of a microscope's objective lenses and a ruler with numerical markings.

# Proposed Business Models

- Collect a small fee from consumers
- Fold it in to premium
- Provide it as a benefit
- Incentivize physicians for using PHR
- Pinpointed advertizing

A close-up photograph of a microscope's objective lenses and a ruler with millimeter markings, positioned in the top-left corner of the slide.

# Example: “My” PHR

- Web-based for on-demand access
- Fully HIPPA compliant
- Integrated PACS system for DICOM
- Built-in case-management capability
- Integrated ICD 9/10 coding
- Integrated second medical opinion functionality
- Online file sharing with authorized third parties & guests
- Pdf. forms available online for download, and email
- Multi-language (11) user interface and data tables
- Data Mining

# Flexibility From the Get-go

The screenshot shows the Microsoft Internet Explorer browser window displaying the myMDFile.com website. The address bar shows the URL <https://test.mymdfile.com/Health.htm>. The website features a navigation menu with links for "About us", "User Manual", and "Security & Privacy". A large banner image shows a male doctor and a female nurse. Below the banner, the text reads "Your data. Your choice." and "myMDFile.com". On the right side, there is a "Language:" dropdown menu with a globe icon, a login form with fields for "User:" and "Password:", radio buttons for "Staff" and "Patient", and a "LOGIN" button. Below the login form, there are links for "Forgot password" and "Register", and the "MyMDFile" logo. The website is highlighted as "HIPAA compliant website".

1 Language: English, Español, العربية, Русский, Deutsch, Français, Türkçe, Italiano, Język polski, עברית

2 User: Password: LOGIN

3 Staff Patient

4 HIPAA compliant website

5 Forgot password Register

6 MyMDFile

Trusted sites

# Quick Snap Shot of Emergency Information

MDFFile - Microsoft Internet Explorer

Address: https://test.mymdfile.com/Health.htm

MyMDFFile Home | Log off | About us | User Manual | Security & Privacy

Israel Dembitzer [Edit General Information](#)

Phone:	972 (2) 85645698	Birthdate:	28-01-1961	Age:	46
Work phone:	972 (3) 9292222 X203	Blood type:	B+		
Mobile phone:	972 (54) 52653333	Height/Weight:	176.00CM/102.00KG		
Email:	<a href="mailto:ellyg@xmobile.com">ellyg@xmobile.com</a>	Spoken Languages:	Hebrew	Spanish	

[Emergency](#) [Allergies](#) [Medication](#) [Vaccinations](#) [Illnesses](#) [Surgeries](#) [Documents](#) [Doctors](#) [Contacts](#)

[Add Emergency/critical information](#) ⓘ

Emergency Info	Importance	Last Updated		
<b>Allergies : Peanuts</b>	<b>Life threatening</b>	<b>03-03-1982</b>		
Allergies : Penicillins	Important	23-07-1989		
Medication : FUSID	Good to know	04-01-2002		
<del>Limited mobility</del>	General	19-01-2009		
Diabetic	General	06-01-2009		

Powered by My MDfile | HIPAA compliant website |

Done Trusted sites

# Integrated PACS & Documentation

MDFile - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Mail Print Word abc

Address <https://test.mymdfile.com/Health.htm> Go Links >>

**MyMDFile** Home | Log off | About us | User Manual | Security & Privacy




♂ **Israel Dembitzer** [Edit General Information](#)




Phone:	972 (2) 85645698	Birthdate:	28-01-1961	Age:	46
Work phone:	972 (3) 9292222 X203	Blood type:	B+		
Mobile phone:	972 (54) 52653333	Height/Weight:	176.00CM/102.00KG		
Email:	<a href="mailto:ellyg@lxmobile.com">ellyg@lxmobile.com</a>	Spoken Languages:	Hebrew	Spanish	




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[Send by FAX](#) View By:  Time Frame:  [Refresh](#) ⓘ

 **Images-4**  **Lab Results-2**  **Prescriptions-1**

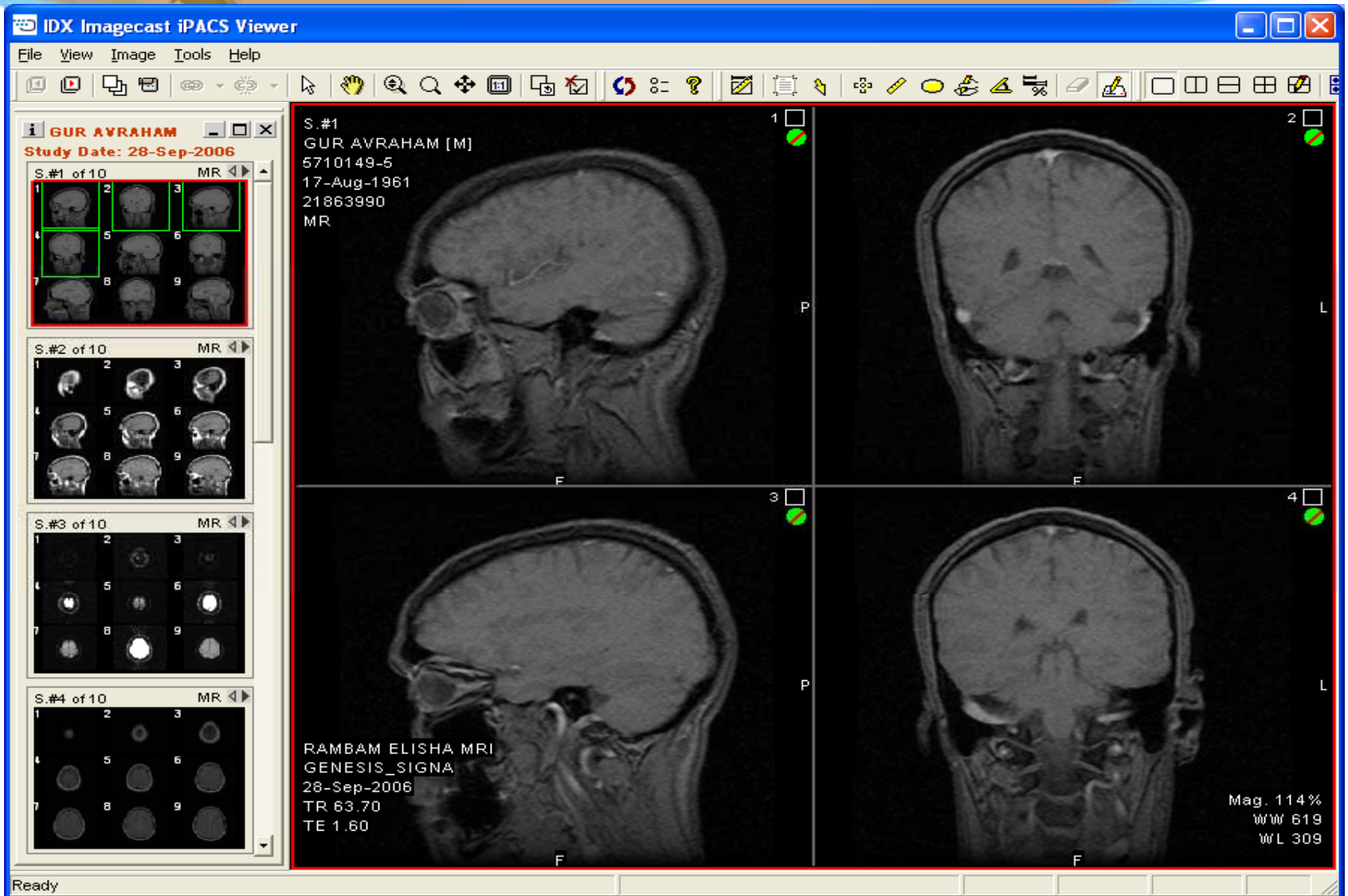
 **Surgery-0**  **Reports-0**  **Charts-0**

 **Inbox-0**

Powered by My MDfile | HIPAA compliant website |

Done Trusted sites

# Radiology - PACS



A close-up photograph of a microscope and a ruler, showing the lens and the scale markings.

# Data Collection

- Data Entry is a barrier to PHR utilization

**MyMDFile offers solutions:**

**Current:**

- Consumer data entry
- Faxing data into the system
- E-mail data entry
- Data Entry Service

**Future:**

- HL7 Integration to other EHR Systems
- Web Service Integrations to Other EHR Systems
- Health Information Exchange (HIE) – Availability

# OCR Technology

## Bar Code to Fax into MyMDFile

**MyMDFile**

Israel Dembitzer

Phone: 972 (2) 85645698  
Work phone: 972 (3) 9292222  
Mobile phone: 972 (54) 5265333  
Email: [ellyg@lxmobile.com](mailto:ellyg@lxmobile.com)

Emergency Allergies

Send by FAX View By: C

**Get BarCode**

Print BARCODE

Fax To: 972-3-5488938

LESNIKOWSKI

1000000000000324

Close

Inbox-0

Powered by My MDfile | HIPAA compliant website |

Done Trusted sites

A decorative graphic in the top-left corner showing a close-up of a microscope's objective lenses and a ruler with millimeter markings.

# Summary

- A Good PHR is a flexible health records archive platform
- Implementation of a PHR will improve care, reduce costs, and reduce risk
- PHR will improve relationships with patients and empower them, and improve communications with providers,
- PHRs are affordable and available solution



# Thank you!

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