

A close-up photograph of a young child's face, focusing on the eyes and mouth. The child has bright blue eyes and dark hair. The background is blurred.

Health Transformation 2.0

Can A Better Healthcare Operating System
Make Us Healthier?

SAMPLE COPY ONLY: Not for Sale or Resale

Healthcare 2.0

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MOTEL

**THE
FUTURE**

VACANCY

Imagining
the **future**
of healthcare.



Healthcare 2.0

Imagine new ways to manage your healthcare by harnessing the capabilities of Web 2.0.

Let's call it Healthcare 2.0.

Healthcare 2.0 uses emerging technologies to transform an archaic, disease-treating system into a progressive, health-enhancing one.

Healthcare 2.0 creates individualized healing and wellness plans built to employ powerful capabilities of Web 2.0 such as data modeling, social networking, and wireless connectivity.

Healthcare 2.0 will be the healthcare operating system of the future.

But first, a look at the present...



**IN THE PAST FOUR YEARS,
HEALTHCARE COSTS HAVE DOUBLED.
ARE WE TWICE AS HEALTHY?**

Healthcare: The Present

Healthcare has become the **#1 domestic issue** facing our country.

In the past four years, healthcare costs have doubled. In fact, America, per capita, pays more for healthcare than any other industrialized nation; yet the health of our citizens is actually deteriorating.



What's going on?

1. We're getting older.

By 2015, almost one out of every five people will be 65 or older. Generally, as people age, their need for medical care increases.

2. More of us battle chronic disease.

By 2020, an estimated 52 percent of the adult population of the United States will have diabetes or prediabetes and will impact our economy to the tune of \$500 billion per year.

3. Prescription drugs cost more.

Even after accounting for the recent recession, prescription drug spending is expected to increase more than 6 percent per year through 2015. Most of these increases are due to drug price hikes that exceed the rate of inflation.

4. Health insurance premiums cost more.

It's no secret that health insurance companies are in the business to make a profit. When rising costs increase overhead, they pass the burden on to their subscribers. Over the past six years, premiums for family plans have increased 78 percent.

5. Too many people are uninsured.

Americans who have no health insurance visit the emergency room twice as often as the insured. This will continue to be a highly inefficient and expensive way to take care of the estimated 23 million people who will remain uninsured in 2019 (even after healthcare reform).

6. Healthcare providers can't manage our data.

Medical files used in doctor's offices, hospitals, drug trials, etc. are islands of information with no bridge connecting them. There is no such thing as a national healthcare database — something that would be invaluable in improving the delivery of healthcare as well as reducing costly inefficiencies.

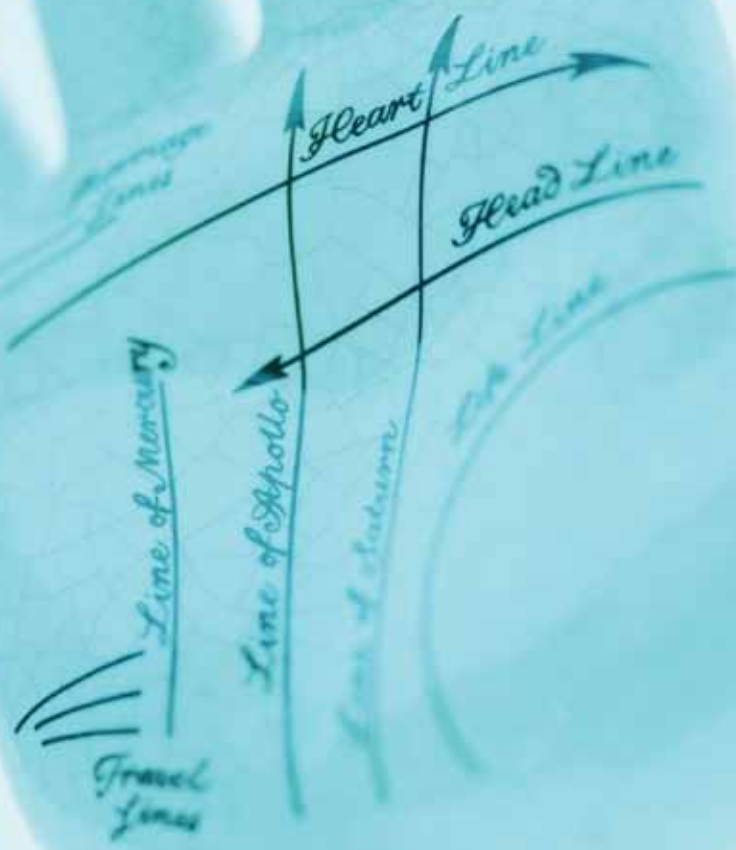
Obviously, each of these issues comes with its own share of complexities.

It will take a national coalition of policy makers, healthcare providers, technologists, insurance companies, and citizens to hash out a long-term, comprehensive solution so all Americans can **affordably** and **efficiently** manage their healthcare.

But there are steps we can take right now to start us on our way to **better health** management.

Let's take a look at the not-so-distant future...





Healthcare: *not so distant* The Future

Today, we have the ability to create a set of tools, a **healthcare operating system**, that will help people...

- Find and manage information
- Research and control costs
- Get and/or stay healthy



24

6 4 0

3 5 2

4 6 3

7 8 9

0 1 2

How does it work?

Imagine the power of today's Web 2.0-based technology, e.g. devices, diagnostics, communications, data and services.

Then imagine that power (after being aggregated, organized and simplified) being put into the hands of you, the healthcare consumer. Now you have the ability to...

- **Connect** to others with shared interests
- **Communicate** with doctors, service providers, and facilities
- **Guarantee** your privacy and security
- **Link** and **consolidate** your data from disparate sources
- **Make informed decisions** about your health

Connected.

Helpful.

Secure.

Organized.

Informed.



The qualities of a trusted friend are the same ones you want in a healthcare operating system.

And, like a good friend, a healthcare operating system offers guidance and solutions to help you live a healthy life while learning, evolving, and growing right along with you.

Imagine the power of getting health advice from people who've faced the same set of challenges or circumstances. Say your child has just been diagnosed with Asperger's Syndrome. Wouldn't you want to hear from other parents who've already navigated the therapies and treatments?

This **sharing of experiences** can...

- Alter attitudes, beliefs, and behavior
- Teach and educate
- Change community standards
- Stimulate social advocacy
- Reshape policy and programs
- Generate demand for recommended products and services





At a time when health-related content continues to be commoditized, when access to healthcare providers is shrinking, when information from pharmaceutical companies is becoming increasingly one-dimensional, a **peer-to-peer platform** will open the floodgates of information waiting to be shared.

Technologically
speaking, it's
**“connective
digital healthcare”**



Connective digital healthcare is the convergence of digital technology, data management, and human beings — both patients and providers.

By merging these three components, we can create a delivery system for healthcare that's **cost efficient** and **integrated** into everyday life.



In the world of connective digital healthcare, laptops and PDAs will link busy clinicians with comprehensive information systems to speed decisions throughout a patient's care process.

For example, digital picture archiving and communications systems will electronically store high-resolution tests such as X-rays, MRIs, and CT scans, eliminating the need and cost of filing and retrieving film. Clinical and management information systems will provide **immediate data capture** to front-line caregivers with back-end standards.

In a world of digital healthcare, **connectivity** will bring people together to collaborate on building healthier lives and **a more efficient healthcare system.**

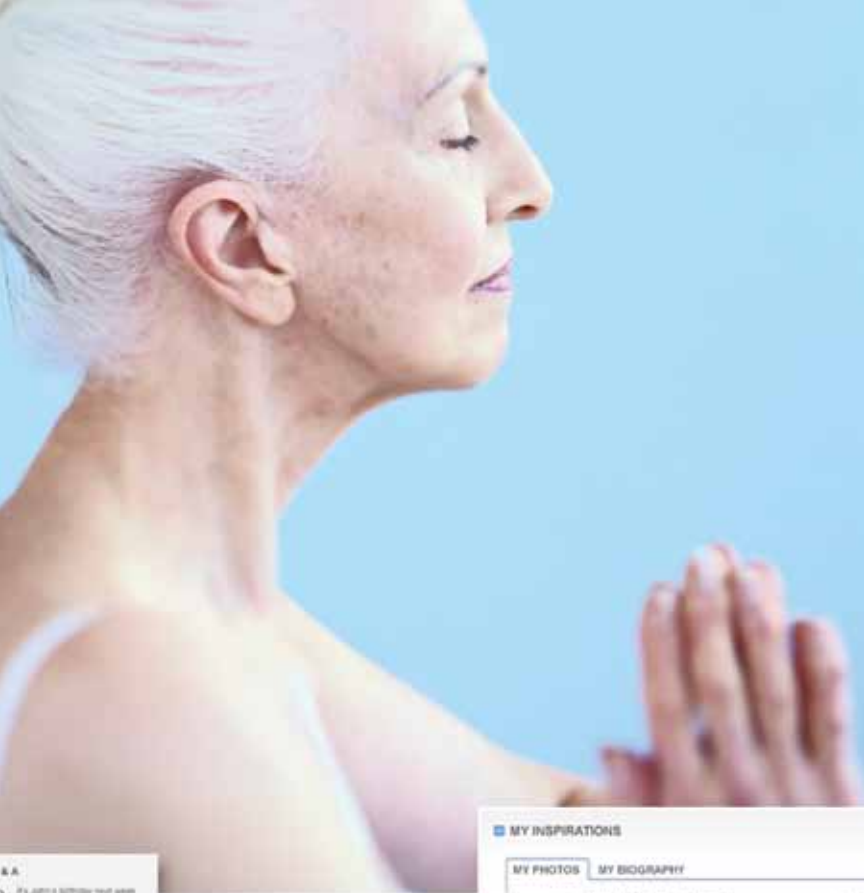
But the **success** of such a system requires these three conditions:

1. **Standardized and comprehensive use of electronic medical records** that combine a patient's clinical, lab, and insurance information for single-source access. In addition to the benefit of streamlining data, single-source health records also keep patients safer by reducing the incidence of medical errors and automating crucial clinical transactions.

2. **Widespread use of connectivity standards** that will facilitate the exchange of data from personal health records to health devices and services.

When healthcare systems are able to share information, doctors and nurses can make more informed treatment decisions at the point of care; patients can take a more active role in choosing therapies and managing treatment.

3. **Greater use of interoperability** throughout the healthcare community. The adoption of common building blocks that connect people with information will improve the efficiency and effectiveness of the entire healthcare delivery system.



Q & A

It's John's birthday next week. Does anyone know a good restaurant in town that will accommodate a meal for six?

—*Angela, NY Town*

See The Answer

ASK | ANSWER

1 Answer

MY HAPPENINGS

FEELINGS EVENTS JOURNAL

Sun, Nov. 16	Mon, Nov. 17	Tue, Nov. 18	Wed, Nov. 19	Thu, Nov. 20	Fri, Nov. 21	Sat, Nov. 22

My Anniversary

Today was my 20th wedding anniversary and Mike took me to a great restaurant in the city. It was one of the best meals of my life.

[More](#)

Adelle's Journal, 2008

day | week | month

MY INSPIRATIONS

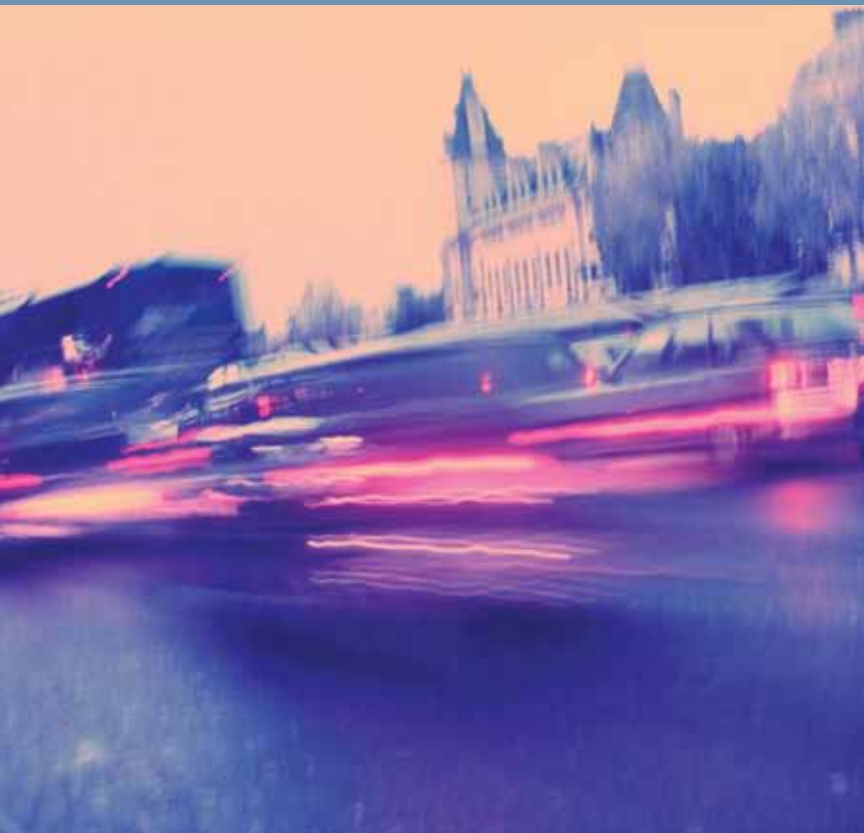
MY PHOTOS MY BIOGRAPHY

Benny's playing with iRobot

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Obviously,
healthcare
is not separate
from **lifestyle.**

**YOUR DAILY CHOICES AFFECT THE
STATE OF YOUR HEALTH.
PRETTY OBVIOUS, RIGHT?**



You choose to smoke four packs a day?
Your health will be negatively affected.

You drink water instead of soft drinks,
and walk, rather than drive, to work
every day?

Your health will be enhanced.

The other obvious extension of this reality, in a world dominated by Web 2.0 technology, takes healthcare beyond the content, claims, and providers.

As a healthcare consumer, you expect the elements of your lifestyle to inform the way you manage your own healthcare.

A healthcare operating system will integrate each person's unique assets from outside the core health channel by...

1. **Building** more engaging experiences that entice consumers to come back regularly and frequently.

2. **Assembling** an offering of robust tools and features designed to inform and inspire so consumers will be more proactive in managing their health.



 BODYMEDIA

Personal

+

Health

+

Power

=

**Personalized
Health
Empowerment**

A healthcare operating system will give you a personalized combination of health information and interactive tools to **empower** your wellness decisions.

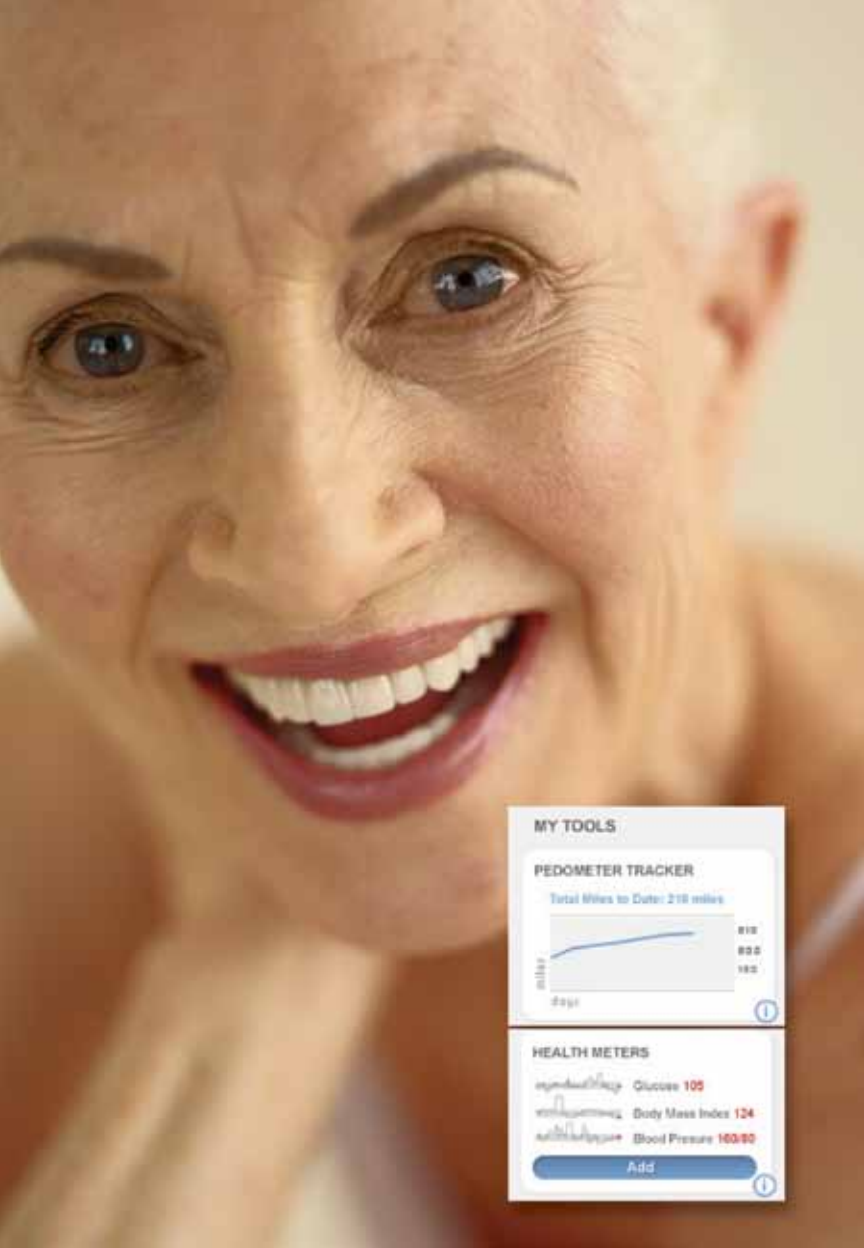
One of these tools is information, not just the facts, but contextual data delivered when and where it's required.

Another tool provides choice and control to help you create your own wellness solutions.

These solutions stimulate a natural feedback loop that helps provide a more complete picture to healthcare consumers. These better-informed consumers then make better-informed decisions which collectively drive changes in therapies and treatments, not just for themselves but for others facing similar situations.

This impact can't be overstated. As the self-service feedback loop spurs advocacy and peer participation, it widens the spectrum of user-generated scenarios and results. Ultimately, the resulting momentum will drive broader, more universal healthcare transformations.

In other words, **personalized health empowerment** will change healthcare for everyone.



MY TOOLS

PEDOMETER TRACKER

Total Miles to Date: 218 miles



HEALTH METERS

 Glucose **105**

 Body Mass Index **124**

 Blood Pressure **100/80**

Add



How does an **online caregivers'** community take shape?

An online caregivers' community takes shape when easy-to-use tools **remove barriers** to participation.

It takes shape when the technology that underpins it **leverages** and **extends** real-world relationships and when the supporting infrastructure **makes it easy** to initiate and maintain those relationships.

The success of an online community largely rests on architecture that **encourages** frequent and flexible interaction; that makes it simple for caregivers to choose how and when they participate; and that **rewards** them for their contribution.

SUPPORTERS (31)



Michael
Higgins



Jordine
Cheng



Nicole
Shroy



Justin
Stafford



Averina
Mann



Vikram
Liu



Michael
Brown



Fatoua
J.



Helen
Blasc



[Send an Email](#) | [Send a Gift](#)



How does a
**Community-Building
Support System**
take shape?

A Decision-Making Support System

Today's world of online health decision-making support is primitive at best. While anyone can interact with quizzes, assessments, symptom checkers, trackers and calculators, these features tend to be session specific and lack continuity. Though there's some value to the information they provide, there are few effective ways to collect it, connect it, and employ it.

Connective Comparisons

Imagine a platform in which, after completing a questionnaire and getting feedback, you can compare your results to those of other users and select from a series of filters to refine the comparison. This can help make treatment options more specific to your unique needs and requirements.

Comprehensive Platform

Imagine, for example, a platform in which you can easily see how other 45 year-old males fared in their cardiac risk assessment. You could then add the results to your personal health record and reuse the tool to track progress as your health improves. You would also be prompted with additional online and offline resources and next steps.

Real Transformation

This decision support system is designed so you, or any other individual, can launch a much broader journey to wellness. Lasting longer than one or two visits to a web site, the ongoing relationship will be incredibly powerful in bringing health transformation to life.

**YOU CAN HELP LAUNCH A
MUCH BROADER JOURNEY
TO WELLNESS**



Here is where you begin your
transformative journey to wellness.

Let's imagine.

www.healthyheartlandinc.com

