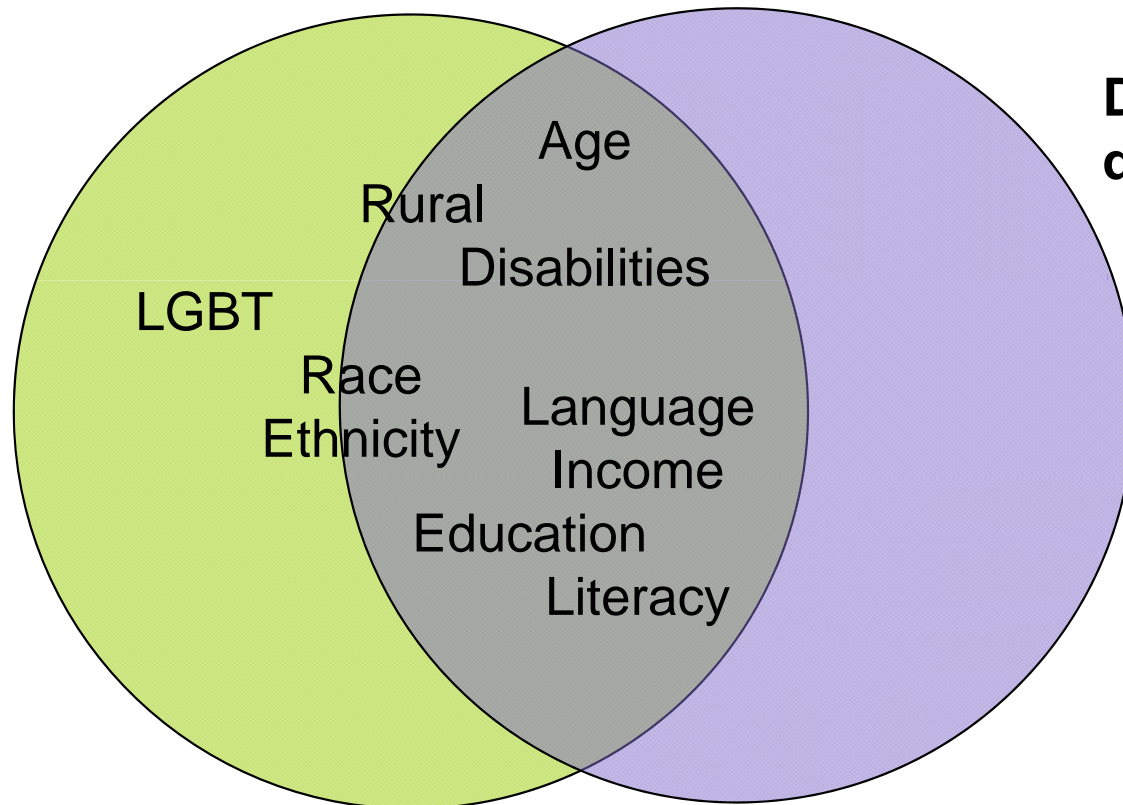




# eHealth Equity

# The basic overlaps

**Healthcare  
disparities**



**Digital  
disparities**

# Our challenge

**Don't  
make it  
worse**



**Make it  
better**



# Making it better

- **High Patient Satisfaction!**

- 85% rated encounters 8 or 9 on a 1-9 scale<sup>3</sup>

- **Efficiency/convenience improved!**

- Patients who use secure e-mail:
  - Are 7% to 10% less likely to schedule a routine office visit<sup>1</sup>
  - Make about 14% fewer phone contacts
- Those who book appointments online are up to 50% more likely to keep them

- **Quality of Care Improved!**

- In a matched-control analysis published in *Health Affairs*, secure email was associated with a 2.0 to 6.5% improvement in performance on HEDIS measures, such as glycemic (HbA1c), cholesterol, and blood pressure screening and control<sup>2</sup>

<sup>1</sup> Zhou, Yi Yvonne; Garrido, Terhilda; Chin, Homer; Wiesenthal, Andrew; Liang, Louise, "Patient access to an electronic health record with secure messaging: impact on primary care utilization," *The American Journal of Managed Care*, Vol 13:418-424, July 2007.

<sup>2</sup> Zhou, Yi Yvonne; Kanter, Michael H; Wang, Jian J; Garrido, Terhilda, "Improved Quality at Kaiser Permanente Through E-Mail Between Physicians and Patients," *Health Affairs*, Vol 29, No 7 (2010); 1370-1375.

<sup>3</sup> Internal KP study, "Harvesting Value: Early Findings from Kaiser Permanente HealthConnect™" presented to Center for Information Therapy by T Garrido, C Serrato, J Oldenburg (1/15/2008)

# Making it better for whom?



CALIFORNIA  
HEALTHCARE  
FOUNDATION

## Consumers and Health Information Technology: A National Survey

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April 2010



# PHR made me feel like I know more about my health care

All PHR Users

52%

Less than College Degree

61%

College Graduates

43%

< \$50k Household Income\*

54%

\$50k+ Household Income

51%

Consumers and Health Information Technology: A National Survey

California Health Care Foundation

\*Small sample size (n=76)

Source: Lake Research Partners, national health IT consumer survey, 2009-2010

# PHR made me feel more connected to my MD

All PHR Users

38%

Less than College Degree

44%

College Graduates

33%

< \$50k Household Income\*

58%

\$50k+ Household Income

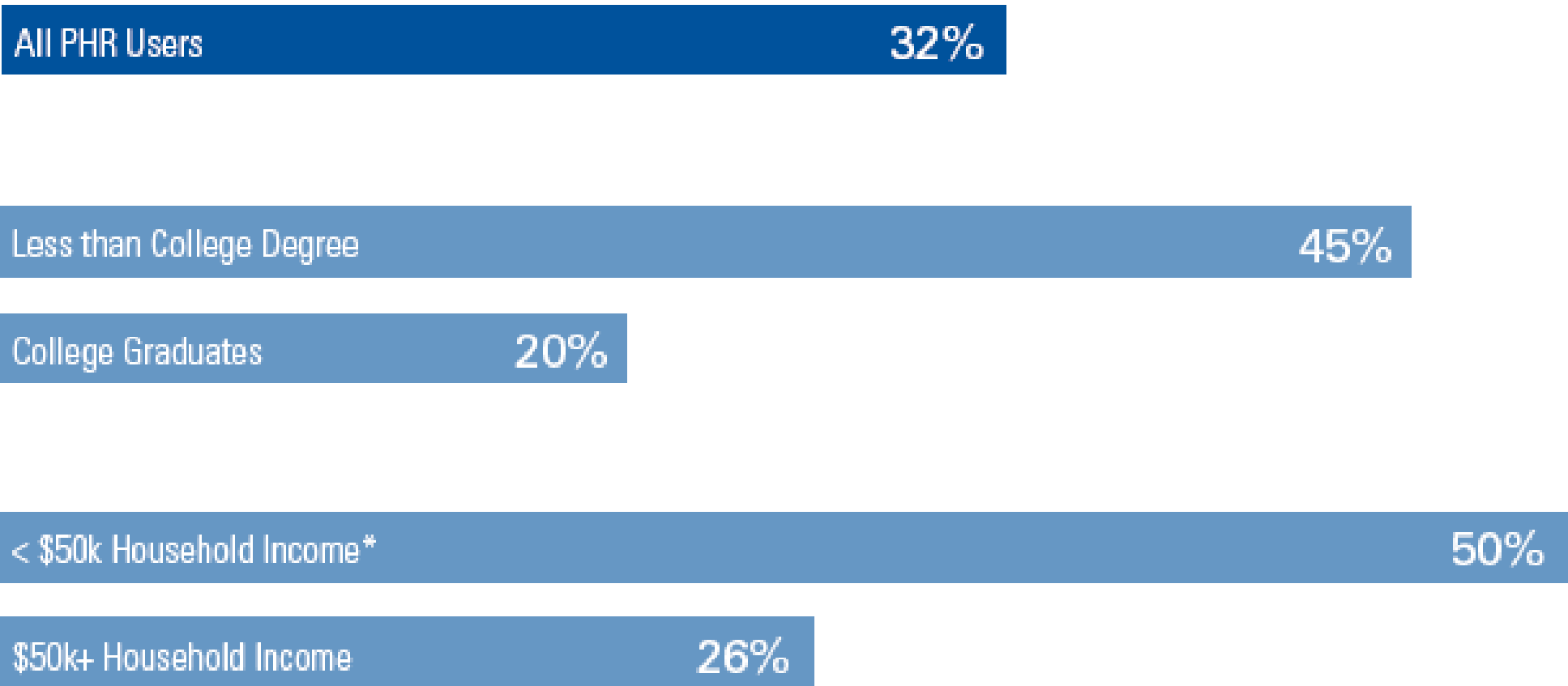
31%

Consumers and Health Information Technology: A National Survey  
California Health Care Foundation

\*Small sample size (n=76)

7 Source: Lake Research Partners, national health IT consumer survey, 2009-2010

# PHR led me to do something to improve my health



Consumers and Health Information Technology: A National Survey  
California Health Care Foundation

\*Small sample size (n=76)

8 Source: Lake Research Partners, national health IT consumer survey, 2009-2010



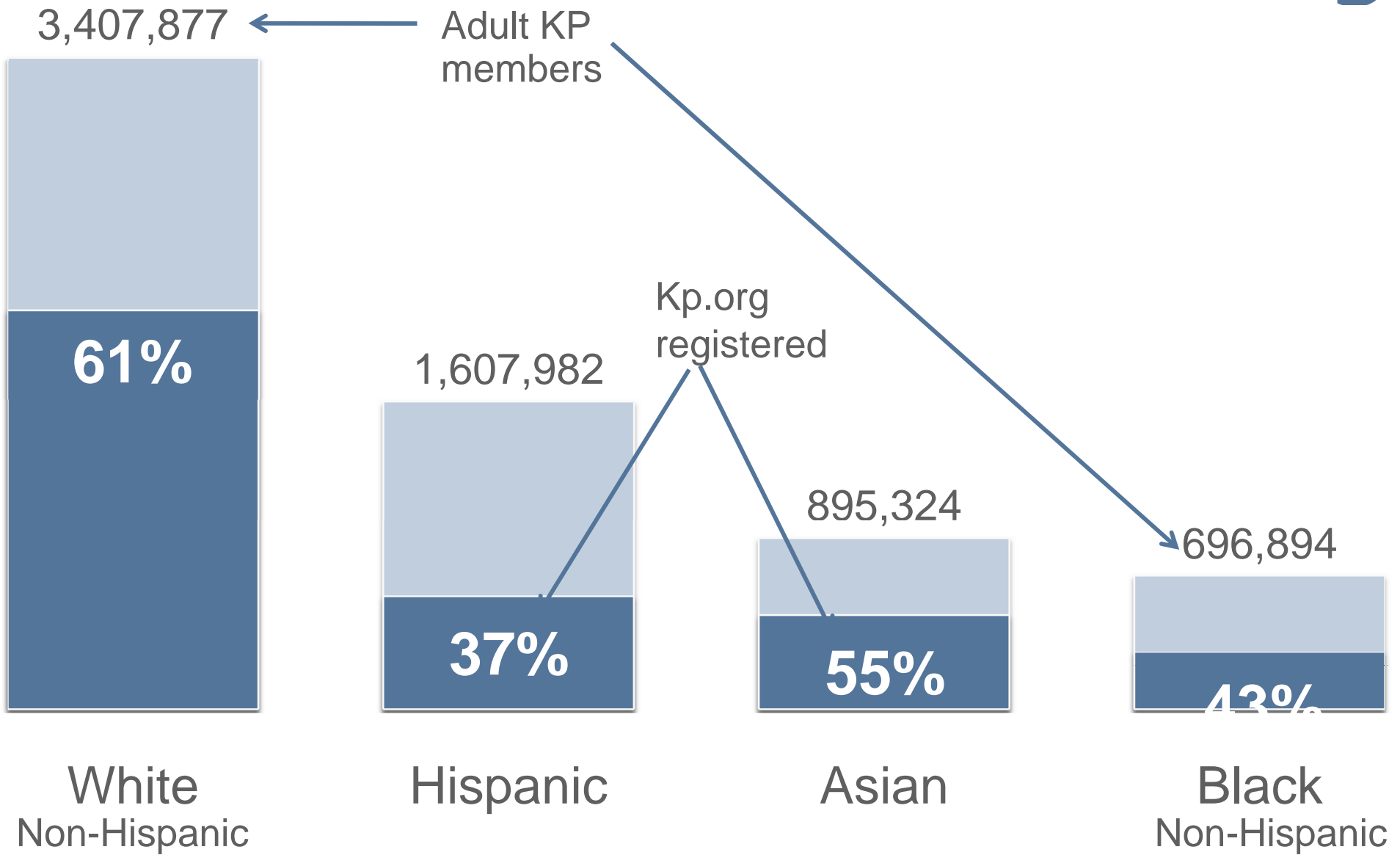
# What about at Kaiser?

The screenshot shows the Kaiser Permanente website interface. At the top, there's a navigation bar with 'My health manager', 'Health & wellness', 'Health plans & services', and 'Locate our services'. Below this is a 'Members sign on' section with fields for 'User ID' and 'Password', and a 'Sign on' button. A large image of two children smiling is visible. The main content area is titled 'My health manager' and features a cherry icon. The text reads: 'Ready for a new you? Take a [total health assessment](#), get a custom action plan.' Below this is a list of links: 'E-mail your doctor', 'Refill prescriptions', 'My test results', 'View past visits', 'Schedule appointments', and 'More...'. Further down, it says 'Enrich your care' and 'Be choosy: [Select a personal physician](#). Are you using our time-saving tools? [Experience My health manager](#).' The footer contains various links like 'Terms & conditions', 'Privacy practices', etc.

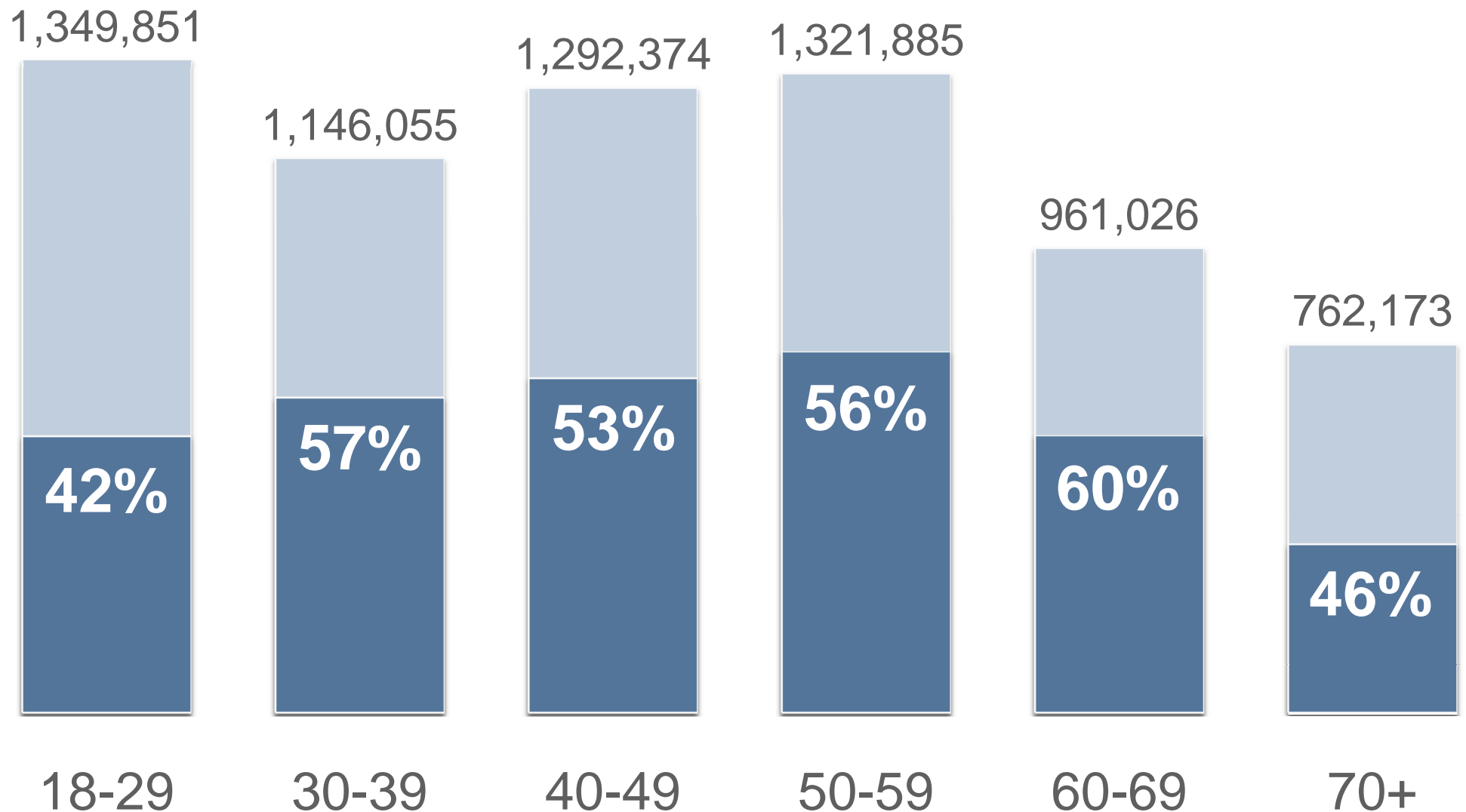
- 3.4 million registered users
- 52 million sign-ons
- 10 million secure emails
- 25 million tests viewed
- 6.8 million Rx refills orders

# WHO?

# Race/Ethnicity

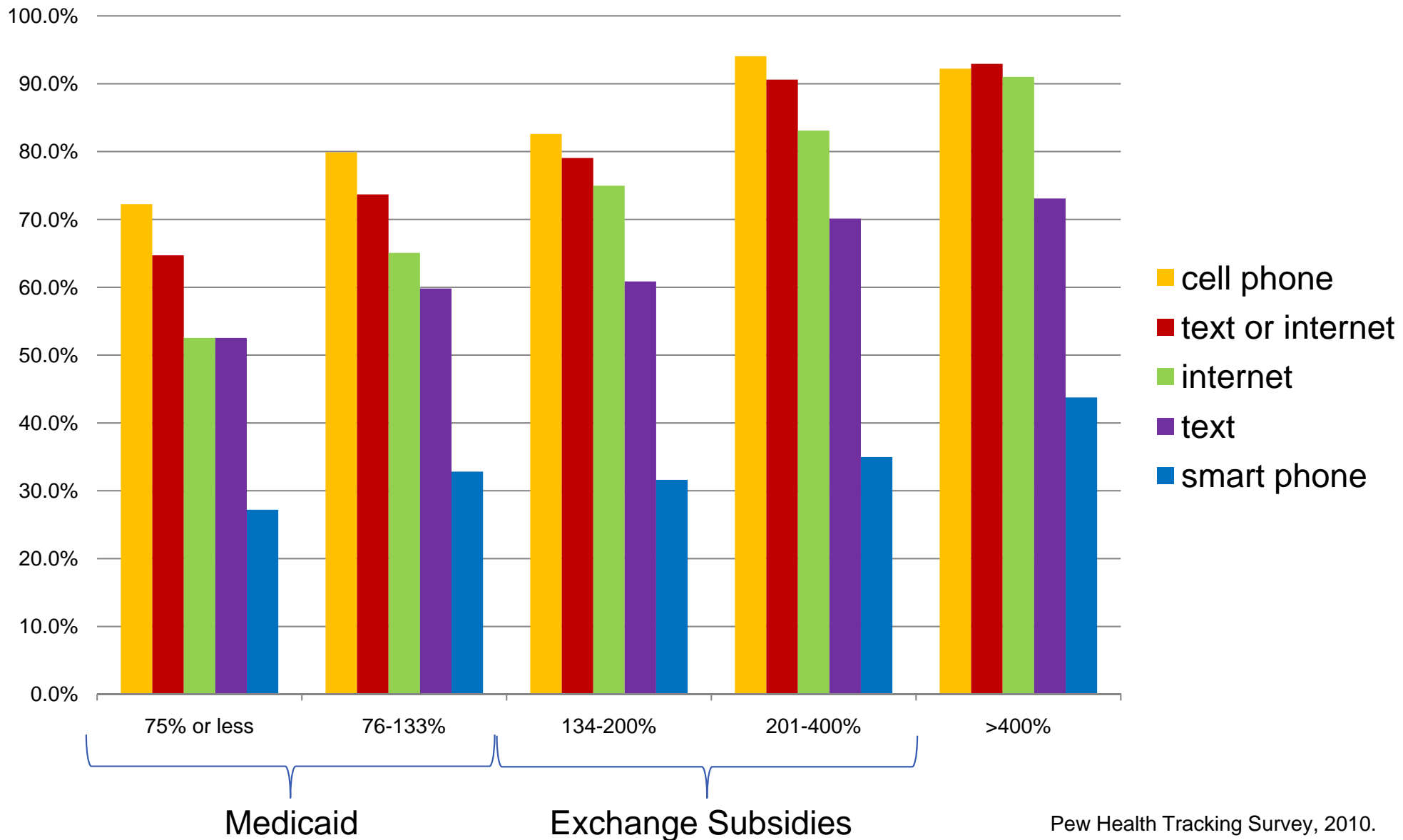


# Age

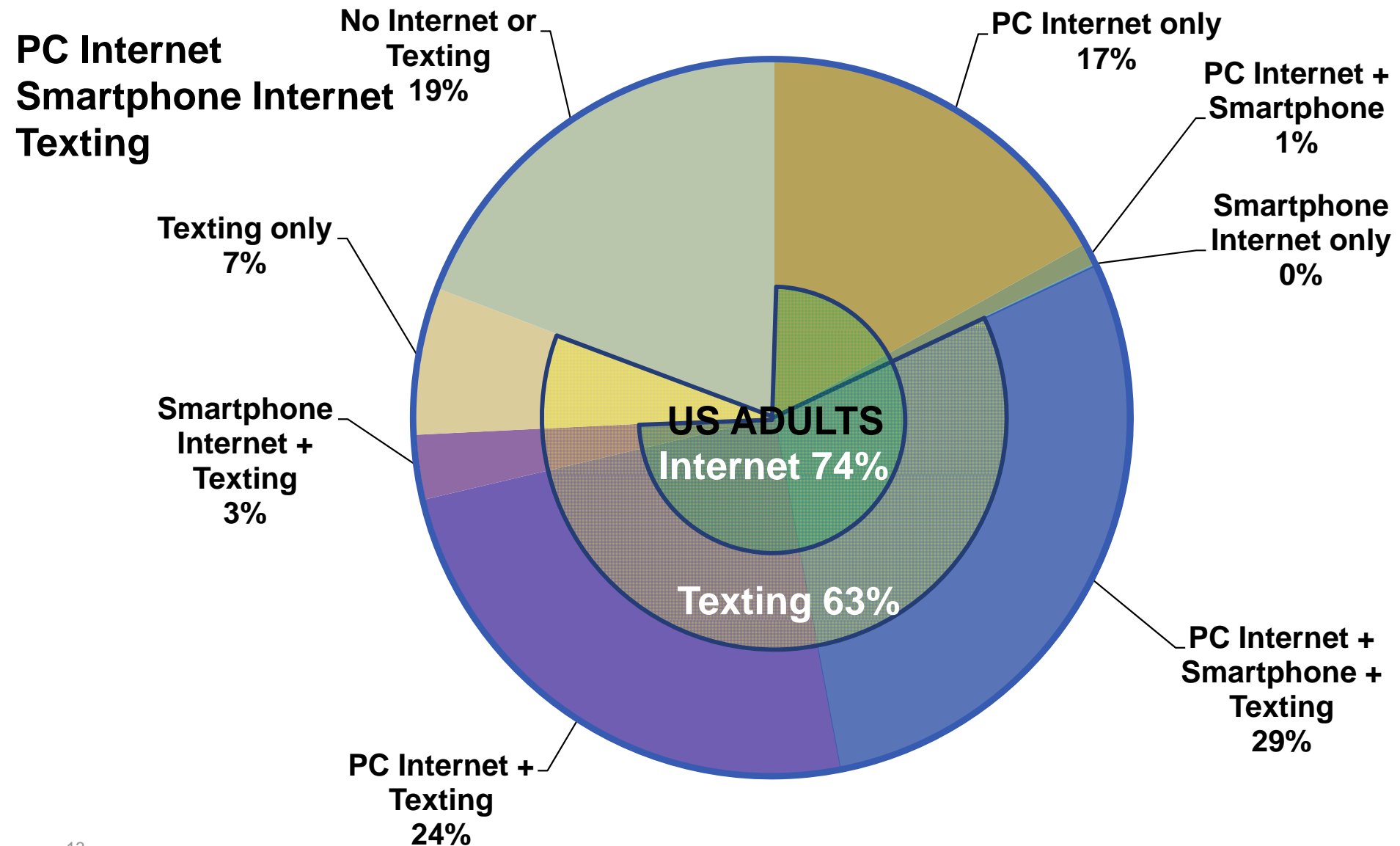


# Healthcare Reform Beneficiaries

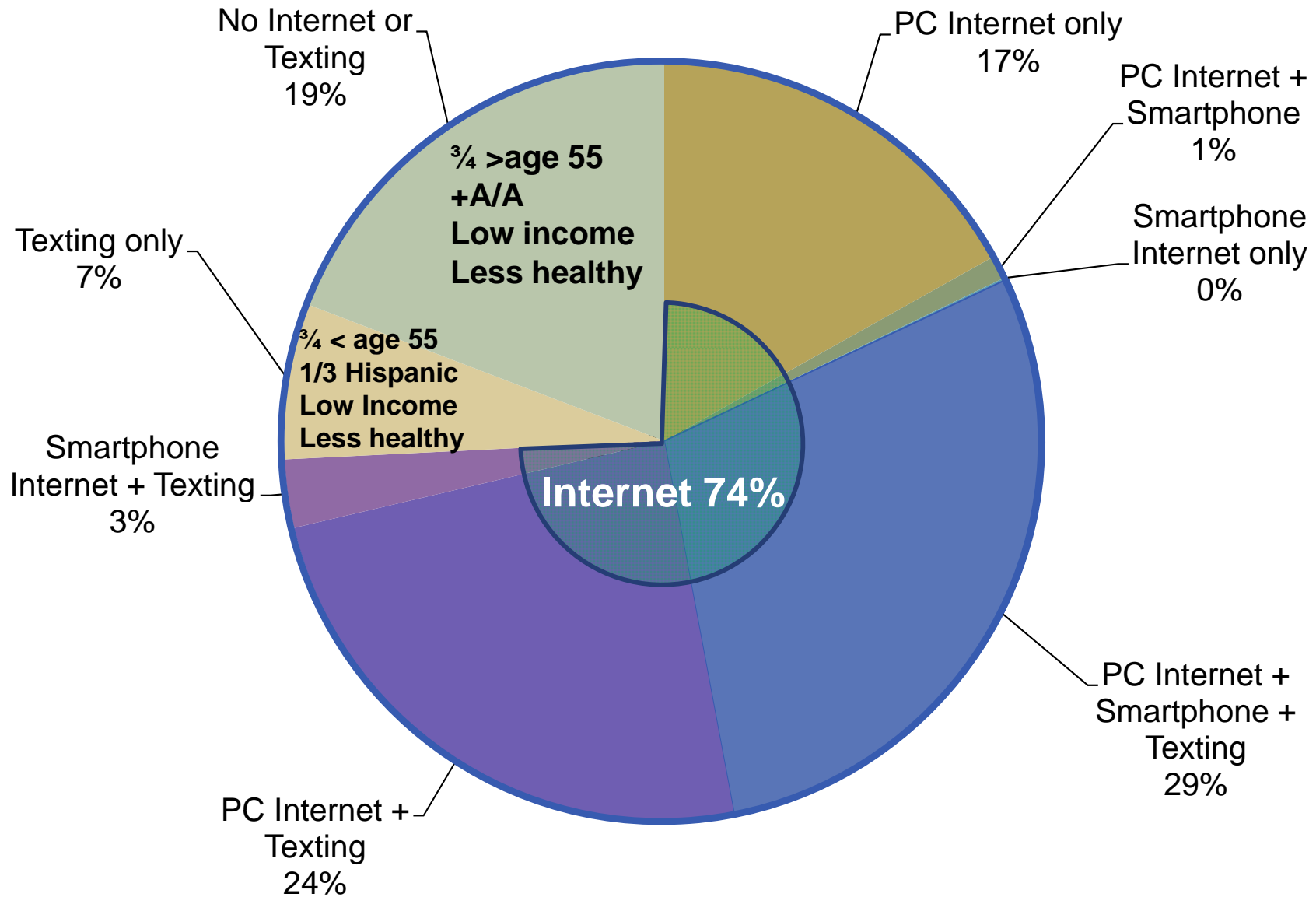
## Technology Usage by FPL%



# To What Degree Does Mobile Extend Our Digital Reach?



# To What Degree Does Mobile Extend Our Digital Reach?





# CATEGORIZATION IS TRICKY



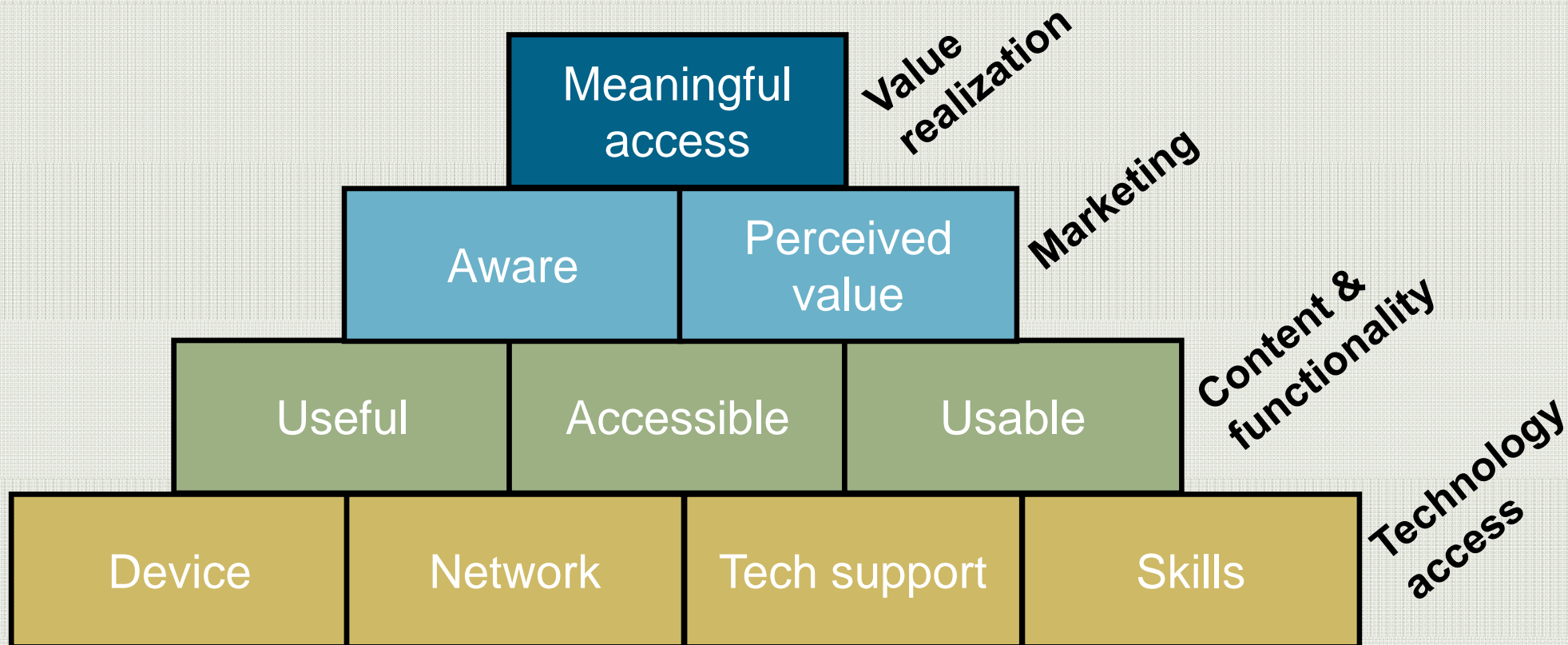




What do we need to  
know about  
individuals in order to  
serve them well?

# Meaningful access

- Multi-layered
- Incremental



# Individual Access & Preference

