



Consumer-driven health care mobile access for mobile patients

Phil Fasano, EVP and Chief Information Officer

From futuristic concepts...



Mobile Health

Personal health applications on a mobile device



Telemedicine

Visits with specialists outside the medical office building



Tablets

Tablet computing in the workplace



...to everyday use



KP Apps

Several consumer mobile health apps have been released since 2011



KP Televisits

Dermatology and physical therapy televisits are being piloted



KP Tablets

Apple releases its iPad in April 2010; 1,500+ are being piloted at KP



Consumers drive interactions...



"Walgreen's makes it easy to do that stuff I hate – like refilling a prescription"



"I pay for Pandora Plus and love listening to it on my iPad or in the car on my iPhone."



"I just deposited a check on my phone, Chase has an app where you can take a picture of your check, it reads it, and the next day it's there."

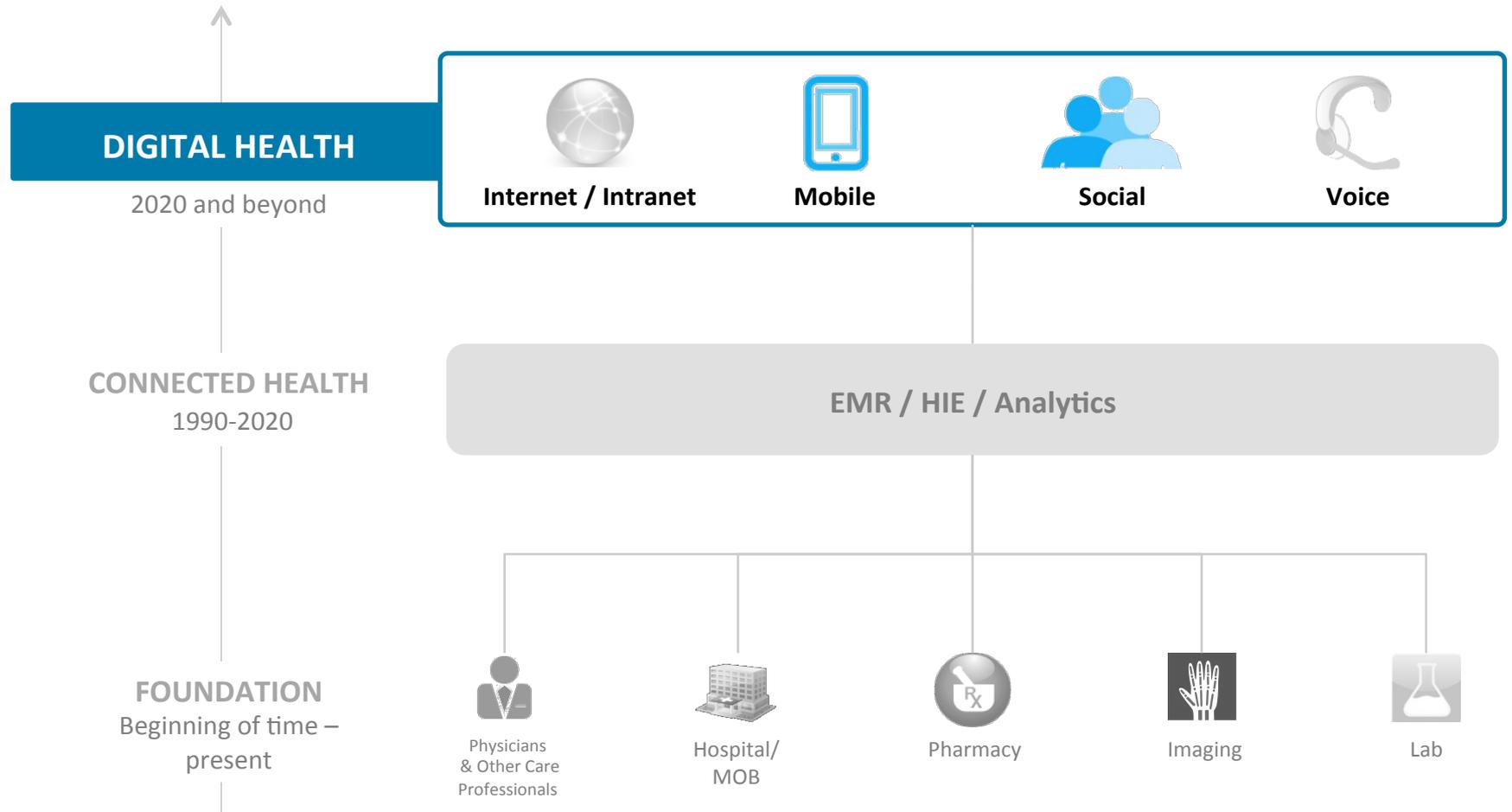


"I use this app constantly for searching new items, viewing wish lists and placing orders. Nearly all of my orders are now placed through the app and it is a breeze. Orders seem to ship faster when placed on the mobile app."



"I use social apps to register as an organ donor online, share medical treatments that have worked for me, and connect with other patients who have had similar experiences to mine."

Digital health represents a convergence of capabilities that empower consumers to manage their health on their own terms, further redefining the patient / care giver relationship.



Mobile access for mobile patients



KAISER PERMANENTE®

Over the past year Kaiser Permanente has delivered multiple mobile capabilities to our members, building a foundation for the next stage of mobile innovation.



Capabilities

My health records

Securely email my doctor

Make appoints

Refill prescriptions

Health plan information

Facility location

Department and contact information

Track and share fitness progress

Health news

Mobile Site Visits

3.4 Million

since Aug 2011

Mobile App Downloads

295,717

since Feb 2012

Mobile App Ratings

3 - 5 Stars



Enriched Experience

more sophisticated medical analytics
simplify care interactions

Personalized and Preference-Driven

Personalized care delivery experience

Total Health

extend total health philosophy beyond venues of care bringing care “where you are”

Information Anytime Anywhere

personalized view of health history, medical information, and analysis
secure, seamless, and anytime

Tools Anytime Anywhere

medical reference information, clinical data and clinical decision support tools “on-the-go”



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