Consumer-driven health care
mobile access for mobile patients

Phil Fasano, EVP and Chief Information Officer
The Future is Here Today

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
Connecting Members and Customers

Consumers drive interactions…

“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 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 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

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

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
Better Health through a Digital Health 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”

**Enriched Experience**
more sophisticated medical analytics simplify care interactions

**Personalized and Preference-Driven**
Personalized care delivery experience
Consumer-driven health care
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