

# Personal Health Record Implementation at Blue Cross & Blue Shield of RI



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## Mission and Vision:

- **Mission:** *Non-profit, charitable organization that embraces its corporate social responsibility.*
- **Vision:** *To improve the quality of life of Rhode Islanders by improving their health.*

## Core Values:

- Service
- Stability
- Healthy Community

## Membership:

- 680,000 members
- 68% of Rhode Island market share

## Staff Annually:

- Answer 1.1 million telephone calls from members and providers
- Respond to more than 9,500 written inquires

## In 2003:

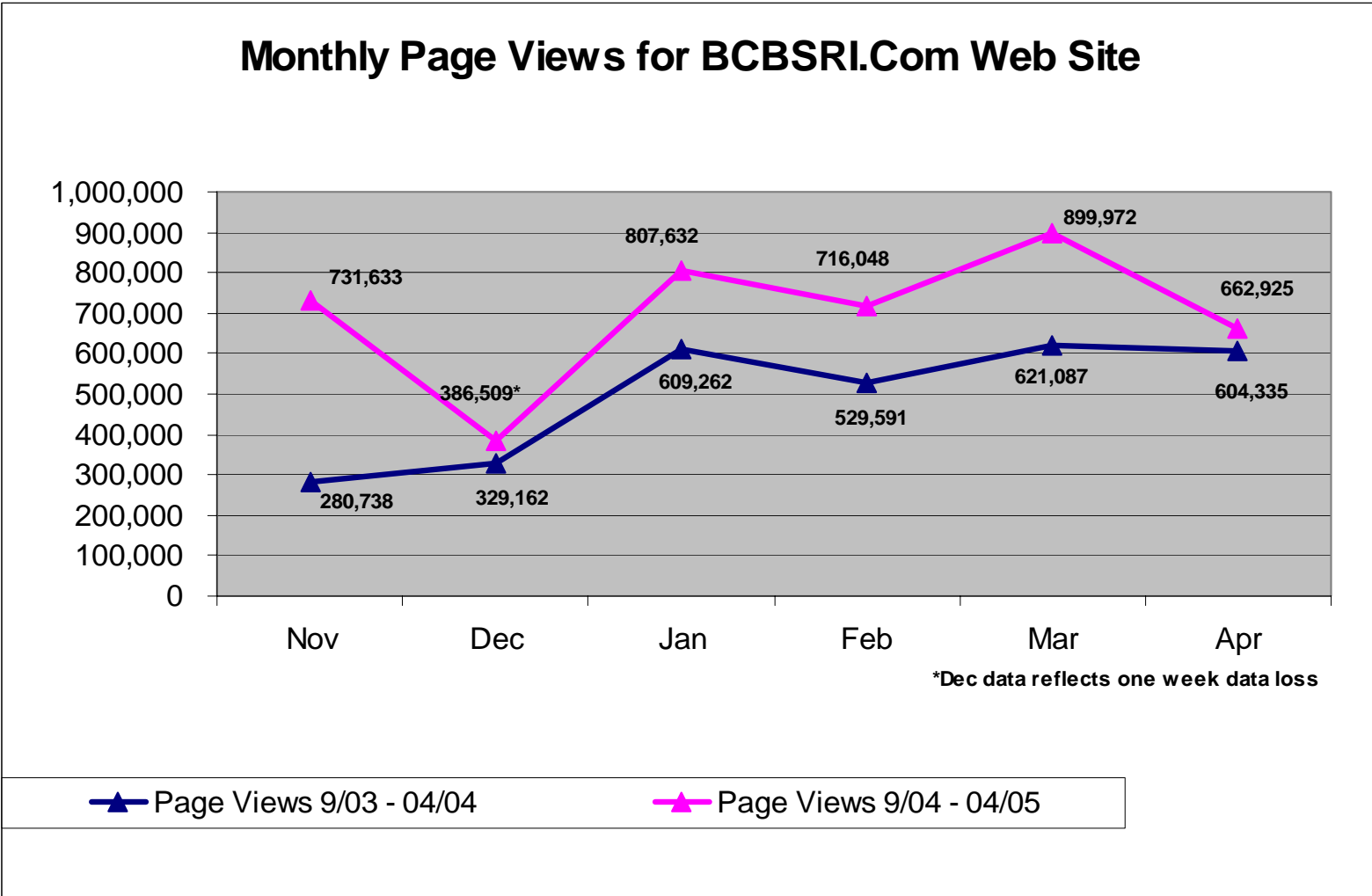
- Processed over \$1.7 billion in claims



- Re-engineered Site Launched on October 15, 2002
- Focus:
  - Health & Wellness
  - Customer Self Service
  - State of the Art Technological Infrastructure
- Member - Centric
  - Customer Self Service Features
  - Provider Search Capabilities
  - Google® Search Engine
  - Mayo Clinic Content
  - Personal Health Record

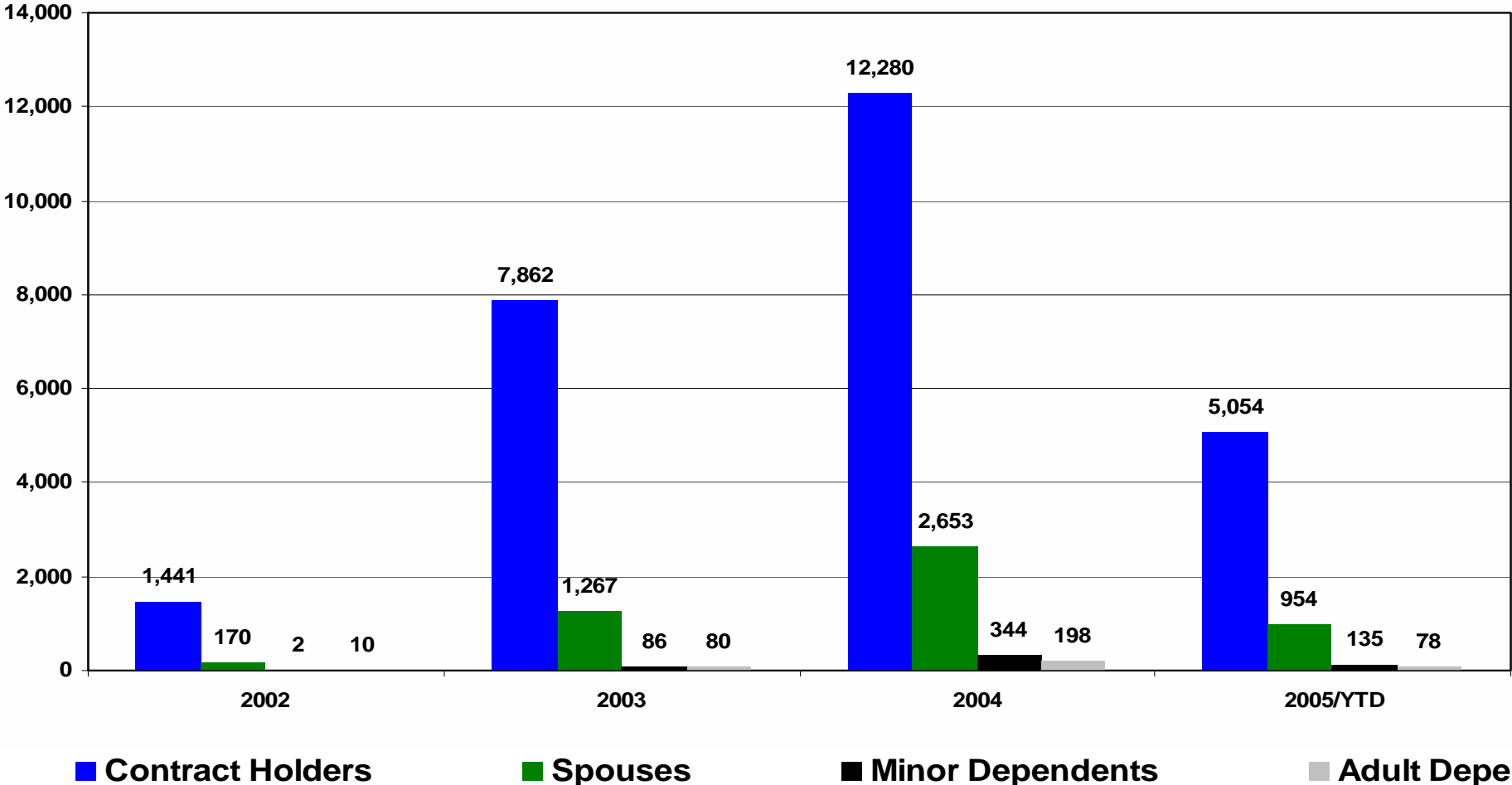


- Site Traffic:



# Member Registration:

New Registered Users from BCBSRI.Com 2002 - 2005



- Personal Health Record

- Goals

- Provide a secure environment for members and their families to store personal health information
    - Easy access in a emergency situation
    - Strengthen relationship between providers, members and BCBSRI

- Selection

- Comprehensive analysis and recommendation of PHRs completed by IBM in 2002
    - Vendor selected: HealthAtoZ



- Evaluation Criteria

- Features and functionality
- Hosting/branding flexibility
- Market sophistication and experience
- Financial stability and solvency
- Technical architecture compatibility
- Security and Privacy
- Business (vision) compatibility
- Price competitiveness
- Navigation and Usability
- Scalability

- Personal Health Record
  - Part of initial implementation
  - Currently utilized by 1,012 members
  - Double layer of encryption
  - Enhanced / customized by HealthAtoZ for BCBSRI
  - Supports Corporate Vision
  - Engages member

The screenshot shows a web-based registration form for a Personal Health Record (PHR). The form is titled "Personal Health Record" and is part of the "HealthAtoZ" system. It includes a navigation menu on the left with options like "Home", "My Profile", "My Health", "My Records", "My Alerts", "My Settings", and "My Account". The main form area contains various input fields for personal information, including: Name (First, Last), Date of Birth, Gender, Relationship, Address, City, State, Zip Code, County, Email, Phone, Height, Weight, Blood Type, and Pregnancy status. A "Save" button is located at the bottom right of the form.



- Benefit to Members/Consumers
  - “electronic shoebox”
    - Personal information (including emergency contact information)
    - Family medical history
    - Immunization history and planner
    - Allergies to food and drugs
    - History of personal illnesses, past procedures, or hospitalizations
    - Medications and or supplements
    - Contact information for other healthcare practitioners/clinics, etc.
    - Insurance Information
    - Advance directives
  - Drug Intervention database
  - Share with provider
  - Integration with Disease/Condition Trackers

- Disease/Condition Trackers
  - Create / Maintain Health Improvement Plan
    - Fitness
    - Diabetes
    - Cardiac Care
    - Pregnancy
    - Asthma

**Douglas' Fitness Tracker**

April 2005

[Start Tracking My Health](#)

**Why a Fitness Tracker?**  
Learn how your tracker can help you stay active and healthy.

**Using Your Fitness Tracker**  
Some tips that will help you get the most from using your Fitness Tracker.

**Starting a Fitness Program**  
Aside from getting your doctor's ok, start slowly.

**Power Up!**  
Learn why strength training is as important as cardio in a complete fitness program.

**Fitness Assessment**  
Take this quick and easy assessment to find out how fit you really are.

**Fitness FAQs**  
Check out what our personal trainer has to say about many common fitness questions.

**Form and Fitness**  
Use our demos to learn the proper form for many exercises.

**Sources:**

- Benefit to Providers
  - Reduces paperwork
  - Comprehensive, secure source of self-disclosed patient data
    - Family medical history
    - Allergies
    - Contact information
    - Insurance information
  - Emergency Department

The screenshot shows a web browser window titled "Blue Cross & Blue Shield of Rhode Island - General Health". The page features a "health" logo and a "Welcome" message. A sidebar on the left contains navigation links: "Personal Health", "Planning", "Step 1", "Step 2", "Step 3", "Step 4", "Step 5", "Summary", "My Trackers", and "End session and return to BCBSRI Member homepage". The main content area is titled "Conditions" and includes instructions: "Enter your conditions, hospitalizations, and surgeries from the lists provided. Select more than one by holding down the control key while you click an item. When you're done, click 'Save & Proceed to Step 4.'" There are three sections for data entry: "Type Condition:" with a dropdown menu (options: Addon's Disease, ADHD, ADD/ADHD, Alcohol Abuse) and an "Enter Other:" text field; "Type Surgery:" with a dropdown menu (options: Appendix, Arthroscopic (any joint), Back (any), Blurry (W)) and an "Enter Other:" text field; and "Hospitalized:" with a dropdown menu (options: Addon's Disease, ADHD, ADD/ADHD, Alcohol Abuse) and an "Enter Other:" text field. A "Save and Proceed to Step 4" button is located at the bottom.

- Enhancement/Customization
  - Provider access to PHR
    - Member consent
    - View only

The screenshot shows the 'Manage Access to Your Personal Health Record' page on the Blue Cross Blue Shield of Rhode Island website. The page is titled 'Manage Access to Your Personal Health Record' and includes a section for 'Current providers with access'. Below this section, there is a table listing the providers who have been granted access to the member's PHR.

Provider Name	Gender	Specialty	Location
Mark Dixon	M	Internal Medicine	Cranston, RI

The page also includes a sidebar with navigation options such as 'Member Home', 'View Benefits', 'Plan Center', 'Pharmacy', 'Wellness', 'Interactive Health Solutions', 'Secure Messaging', and 'Member Self Service'. At the bottom of the page, there is a footer with the Blue Cross Blue Shield of Rhode Island logo and the tagline 'Your Plan for Life.'.

- Enhancement/Customization
  - Integration with Drug Claim History

Blue Cross & Blue Shield of Rhode Island - General Health

Powered by **healthAtoZ** Created for Members of **Blue Cross Blue Shield of Rhode Island**

Welcome You are viewing: Self View family member:  Add a new family member

**Medications**

Select your prescription medication from the list below:

[Prozac](#)  
[Prozac Weekly](#)

If your medicine/vitamin/supplement does not appear on the list, enter the first letter in the box again and click "Find".

[View my BCBSRI prescription history](#)

**Note:** History will appear in the Policy Self-Serve area of www.BCBSRI.com

Or Click [here](#) to add your own medication. Please note that you **cannot check for interactions** for medications not found in the list.

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- Enhancement/Customization
  - Integration with Drug Claim History (continued)

**Blue Cross Blue Shield of Rhode Island** Your Plan for Life

Home | Sign Out | Provider Finder | Customer Service | In Español

About BCBSRI | In the Community | Plans & Services | Health & Wellness | **Claims** | Enrollment | Providers | eBooks

Webcenter

**Prescription Claims History**

The prescription claims history includes prescriptions submitted to BCBSRI for payment up to the last 24 months.

**How Much is My Prescription Drug Benefit Worth?**

Total Average Wholesale Price: **\$443.39**

Copayments You Made: **\$27.00**

**Your Total Benefit Savings: \$416.39**

**Featured Generic**

Trying Zantac? Its lower cost generic equivalent, **Ramitidine**, is available and could save you as much as 75%.

Member Name	Date of Birth				
<a href="#">3 Month History</a> <a href="#">24 Month History</a>					
Prescription	No. of	Days Filled	Avg. Wholesale Price	Copay Amount	Your Benefit Amount
HYDROCODONE TAB 5-500MG	0284334	11/22/2004	\$ 81	5.00	\$0.81
LORAZEPAM TAB 1MG	0688913	11/21/2004	101.18	5.00	\$96.18
TRAMADOL HCL TAB 50MG	0683799	11/20/2004	100.50	5.00	\$95.50
MIRICETTE TAB 20	0134163	11/07/2004	28.11	12.00	\$27.11
LORAZEPAM TAB 1MG	0683789	10/27/2004	101.18	5.00	\$96.18
TRAMADOL HCL TAB 50MG	0683799	10/27/2004	100.50	5.00	\$95.50

Disclaimer: The [Average Wholesale Price](#) listed above is for informational purposes only and does not represent the actual amount that the customer will be billed at the time of service. The dollar amount listed in the column entitled "Your Benefit Amount" reflects the copayment charged at the time of service. For an explanation of how your prescription copayments are calculated please refer to your Subscriber Agreement or Member Certificate, or call Customer Service at the number located on your Member ID card.

Consumer Disclosure: [Privacy Statement](#) | [Terms & Conditions](#) | [Web Site Help](#)

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- Evolution Into A Personal Health Management System
  - PHR as a Health Care Coordination Interface
    - Collects data from across the health care continuum
    - Presents a comprehensive history and detailed “snapshot” of current health activities
    - Facilitates decision support for Consumer Directed Health Care
  - Communication Tool between Provider & Patient
    - Secure Messaging
    - Integration with Physician EMRs
  - Interface For Chronic Condition Management
    - Connects multiple stakeholders such as Disease Management, Labs and Claims Data

