



- Founded in 1956
- Non-Profit Foundation
- Mission: to protect and save lives
- Electronic Health Records since 1985
- MedicAlert Emergency Response Center
- Headquartered in the United States
- Affiliates in nine countries



MedicAlert Benefits Patients, Providers, Practitioners and Payers

- Enhances and speeds diagnostic assessment
- Improves ability to detect hidden medical conditions
- Reinforces quality of care standards
- Avoids re-testing for previously diagnosed medical conditions
- Retrieval of digital images
- Provides patient medical history
- Provides family/physician information
- Out of network notification



MedicAlert EHR Functionality

- What functionality is offered
 - Personal information management
 - Personal and physician contact management
 - Medical information management
 - Medications, including dosages
 - Drug utilization review
 - Conditions
 - Allergies
 - Medical devices
 - Emergency response
 - Medical information dissemination
 - Family notification
 - Personal Health Record
 - Web Access
 - Repository-based
 - USB Token Client Application
 - Advance Directives management
 - Clinical Trial Protocol support and management
 - Travel Plus
- What basis was it selected (i.e. based on user/patient research?)
 - 48+ years of service to our members
 - Member surveys
 - Focus groups
 - Participation in standards organizations (HL7, ASTM, OMG)
 - Close relationships with Emergency Response community
 - Emergency Nurses Assn.
 - ACEP
 - ASLET
 - AMA
 - CMA
 - Verified and fortified by publishing *Geriatric Emergencies: An EMT Teaching Manual*

MedicAlert EHR Usage

- Who is actually using the MedicAlert EHR?
 - Age 18 and below: 19%
 - Age 19 to 45: 19%
 - Age 46 to 64: 32%
 - Age 65 and above: 30%
 - Diabetes: 31%
 - Hypertension: 34%
 - Asthma: 15%
 - Cardiovascular: 21%
- What features are actually being used and how frequently are they being used?
 - Members use all features and functions of the EHR
 - » Personal, Contact and Medical information management
 - » Full functionality for information updates and product orders
 - » Approximately 33% of all activity comes via the Web
 - » Approximately 1000 EHR updates per day
 - MedicAlert responds to ~1000 “true” Emergency calls per year
 - Total call volume for the Contact Center is 350,000+ calls per year
 - Over 18,000 page views per day

MedicAlert EHR and Standards

- What standards are being used?
 - MedicAlert is an active member of standards organizations:
 - » Object Management Group
 - » HL7
 - » ASTM
 - Current standards employed:
 - » ICD-9
 - » CPT
 - » SQL
 - » TCP/IP
 - Standards-based development activities:
 - » OMG's MDA/UML
 - » HL7 EHR
 - » ASTM E31 CCR
 - » SNOMED
 - » HL7 RIM 3

MedicAlert Business Model

- What are the MedicAlert business models?
 - Subscription service – Advantage Membership
 - » \$35 for the enrollment year
 - » Includes free emblem
 - » \$20 per year for subsequent years
 - » 1-year, 3-year and 5-year packages
 - Fee for Service – Standard Membership (Lifetime)
 - » \$20 per update
 - » \$5 for medical card
 - » Other charges per schedule of fees

MedicAlert EHR Interoperability

- To what extent do we believe our products should be interoperable with EHRs?
 - Next generation Enterprise Architecture will include the HL7 Information model and functionality that maps to the EHR-S Functional Outline, as well as emerging OMG-HL7 specifications for EHR interoperability.
 - Expanded scope of information sources for our membership will drive interoperability with legacy and emerging EHRs from vendors across healthcare
 - Patient-focused authorization for release of information will also drive requirements for interoperability
 - Expanded scope of drug utilization reviews drive interoperability requirements with chain drug stores, pharmacies and PBMs

Barriers to Interoperability

- What are the barriers to interoperability with EHRs or across PHRs, or with the vendors' other products or across clients?
 - Evolving standards for the information model
 - Transition from message-based interfaces to services using UML specifications
 - EHR Functional Outline from HL7 will cause many different profiles to emerge, mapping to many EHR implementations
 - Personal Health Record definition and specification will generate additional requirements
 - » EHR profile?
 - » Additional DC, S or II functionality?

Release of Information

- How is user consent, authorization and control handled?
 - MedicAlert members give consent for the release of information in emergencies when they join
 - We have a system for authorization of release of information in other situations in development
 - Currently, all medical information is controlled by the member/patient
 - Clinical Trial Protocols include informed consent to release SAE information to the PI
 - All Emergency Calls and SAEs are followed up by MedicAlert personnel
 - » Outcomes database for MedicAlert membership (de-identified)
 - » Can feed evidence-based systems

Scope of Coverage

- How does our product (or approach) reach out to users with varying degrees of access to care, levels of health literacy and Internet literacy, Medicare/Medicaid populations, or populations with specific diseases?

Scope of Coverage

- As a non-profit, MedicAlert partners with disease-related organizations like ADA, Asthma Allergy Fdn., Peanut Allergy Fdn. etc., sharing endorsements and programs
- Access to MedicAlert services is available via the Internet, the 24-hour Contact Center or through the US Postal Service
- MedicAlert provides sponsored memberships at the county clinic level.
 - Tri-County Regional Center (San Louis Obispo, Santa Barbara and Ventura counties)
 - Stanislaus County Health Board
 - Others
- Close ties via partnerships and professional education services with “secondary customers”:
 - ACEP, ASLET, ENA, other emergency response groups
 - EMTs and Emergency Departments
 - Disaster relief agencies

MedicAlert® Community



Consumers



Government



Physicians



**Clinical
Trials**



Pharmacies



Public Safety



Hospitals





MedicAlert will be a global repository of electronic and personal health records focused on quality of care, patient safety and enhancing the health care experience of our member community.



MedicAlert® Foundation

- **Founded in 1956**
 - nonprofit membership organization with a mission to protect and save lives.
- **MedicAlert Emergency Response:**
 - Uses our EHR to transfer identification and medical information to health and safety professionals
 - Open 24 hours a day ensuring patient safety and improving the quality of care.
- **Headquartered in the United States**
 - Turlock, CA operations center and HQ
 - 2.3 million members
- **MedicAlert has affiliates in nine countries**
 - Canada, United Kingdom, Australia, New Zealand, South Africa, Malaysia, Cyprus, Iceland, Zimbabwe
 - Total of more than 4 million members around the globe.