Putting the “P” Ahead of “HIT” – *It’s Personal*

4 February 2014

Peter Hudson, MD
CEO and Cofounder, iTriage
Today’s Presentation

Landscape/baseline of PHIT

PHIT adoption-drivers for patients/consumers/caregivers

Connection points for providers to drive the Triple Aim
✚ Improve patient experience
✚ Enhance quality outcomes, and
✚ Reduce healthcare costs

PHIT use between patients and providers that drive Triple Aim
50,000 PATIENTS

ENTREPRENEUR OVER ENTREPRENEUR

20+ YEARS
CHANGE PHYSICIAN BEHAVIOR

SHAVE POINTS OFF COST STRUCTURE

CONTROL PEOPLE
MOBILE COMPUTING DEVICES
SOLUTION
CONSUMERS WANT IT

134% Growth in healthcare’s mobile audience in the past year. By far the largest growing sector

80% of Internet users research health online

67% want access to more comprehensive info about docs online

81% want to make appointments online ahead of visit

70% of all mobile searches result in action within 1 hour

SHIFT TO CONVENIENT, ACTIONABLE mHEALTH INFORMATION

Source: AARP
WHY IS THIS??

DISRUPTIVE?
HISTORY OF MEDICINE DID NOT INVOLVE THE PATIENT ENOUGH
## QUALITY ISSUES

<table>
<thead>
<tr>
<th></th>
<th>More Activated Patient</th>
<th>Less Activated Patient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readmitted to the hospital with in 30 days of discharge</td>
<td>12.8%</td>
<td>28%</td>
</tr>
<tr>
<td>Experiences a medical error</td>
<td>19.2%</td>
<td>35.8%</td>
</tr>
<tr>
<td>Have poor care coordination among health care providers</td>
<td>12.6%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Suffer a health consequence because of poor communication among providers</td>
<td>13.2%</td>
<td>48.6%</td>
</tr>
<tr>
<td>Lose confidence in the system</td>
<td>15.1%</td>
<td>59.8%</td>
</tr>
</tbody>
</table>

Source: Adapted from AARP & You “Beyond 50” Patient Survey; Gallup Research, IMI Healthcare
IMPROVING EFFICIENCIES
Letrozole is a non-steroidal aromatase inhibitor for the treatment of hormone-responsive breast cancer after surgery.

Uses

FDA-approved use

Letrozole is approved by the United States Food and Drug Administration (FDA) for the treatment of locally advanced breast cancer in postmenopausal women.

Side effects

Some common side effects include:

- Fatigue
- Nausea
- Hot flashes
- Vomiting
- Headache
- Breast pain
- Infections
- Cold symptoms

Precautions

- Letrozole can interact with certain medications, so it's important to inform your healthcare provider about all medications you are taking.
- Letrozole should be used with caution in patients with liver disease.
- Letrozole may affect the results of certain blood tests.
- Women who are pregnant or breastfeeding should not use letrozole.

Dosage

Letrozole is usually taken once a day, usually in the morning. The dose is typically 2.5 mg.

References


Triage

Health = Search + Info + Access

Affordable, Accessible Healthcare Information for Everyone

pat. pending
INFORMATIONAL STEERAGE

19X

ACCESSING IN-NETWORK DOCTORS/CARE

ACUTE CARE EFFICIENCIES

40%

Reduction in ER selection for non-urgent causes

LOWER COST, ACUTE CARE
63% Searching Symptoms
53% Reviewing Conditions and Procedures
17% Learning More About Medications
13% Reading the News and Alerts
<table>
<thead>
<tr>
<th><strong>PATIENT SATISFACTION AND CONVENIENCE:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ER CHECK-IN AT CAPITAL REGIONAL MEDICAL CENTER RESULTS</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>35%</strong></th>
<th><strong>477</strong> check-ins via iTriage</th>
</tr>
</thead>
<tbody>
<tr>
<td>new patients via iTriage channel</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>100%</strong></th>
<th>would definitely use or recommend iTriage check-in</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>3</strong> avg. repeat visits to system facilities (patient loyalty)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>98%</strong> users were under age 65</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>More</strong> commercially insured patients than typical ER payer mix</th>
</tr>
</thead>
</table>
In Their Words…

From: [redacted]
Date: Mon, Dec 31, 2012 at 9:50 AM
Subject: itriage saved my life
To: feedback@healthagen.net

On July 22nd 2012 I was in New Mexico when I had a massive heart attack at 3am in the morning. I did not know where the nearest hospital was and I was in severe pain. I remembered the itriage app on my phone, so I used the hospital location button and it instantly showed me the nearest emergency room location. I followed the turn by turn directions and got to the emergency room were 20 minutes later I collapsed and died in the hospital. I was resuscitated and taken into surgery and given a stent. The doctor said, "had you not gotten to the hospital when you did they would have found me dead in my hotel room."

I can not recomend this app enough, it saved my life. If you don't have this app on your phone right now...get it. This could mean the difference between life and death.

Sent via the Samsung Galaxy S™III, an AT&T 4G LTE smartphone
Thank You!

Questions?

Peter Hudson, MD
phudson@itriagehealth.com
@PeterHudsonMD