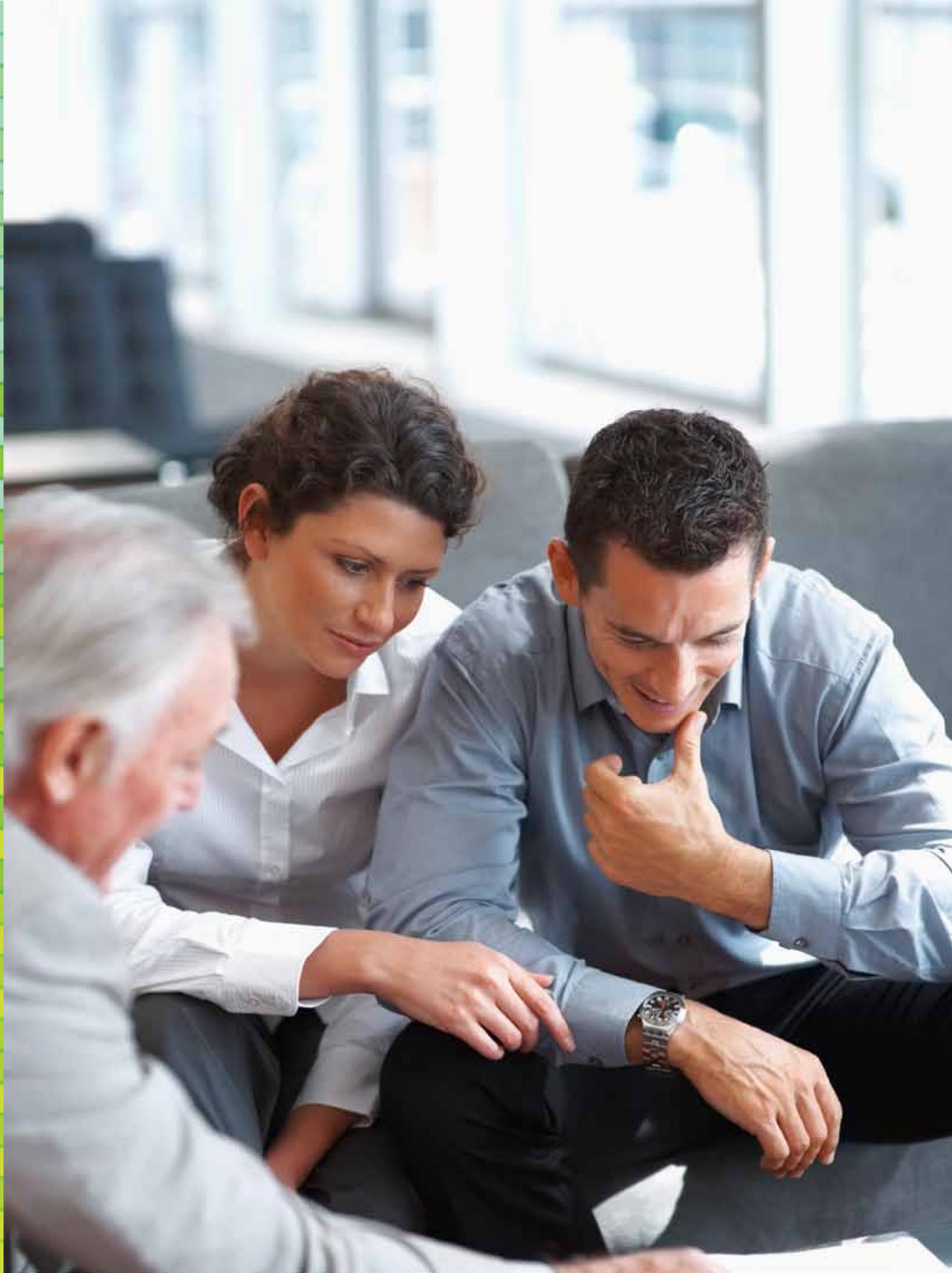




# Combining Comprehensive Data and Apps into Integrated Solutions for Health, Healthcare and Health Spending Problems

By Mike Critelli



Employers acquire services from health plans, prevention and wellness vendors, disease management vendors, and many of the service vendors who also have services or software available in the Dossia Marketplace. The health plans also aggregate health claims data, and provide a portal for their members that, in theory, replicate what Dossia has to offer.

What is the Dossia difference? Why might be health plan sponsor use Dossia to integrate everything, as opposed to attempting to do the integration through its in-house health plan administrators or to use a third-party health plan administration as the integrator? There are many reasons for this.

**Health plan and employer administrators are not trusted by many health plan members.**

Many employees who are members of employer health plans tend to be suspicious of the consequences of sharing too much health information with either their in-house employer health plan administrators or the third party health plans with which their employers have contracted. They worry that adverse health data will get into the hands of employer representatives who are involved in career decisions relative to them, or that third party health plans will use the data to deny them insurance coverage at a later time. Although both of these scenarios are extremely unlikely, because employers or health plans engaging in these behaviors would be violating the law, there is considerably more trust in an independent data repository and health manager than one controlled by the health plan or the third party administrator.

**Data and applications managed by a specific health plan or administrator are not managed by the plan member, and are tethered to that plan or administrator. Dossia is owned and controlled by the plan member and can be taken anywhere.**

Although the patient theoretically “owns” his or her health information, the practical reality is that databases originated by a health plan or third party administrator are jealously guarded by the originators. Patients who want that information are often discouraged or charged exorbitant fees to get copies of their patient files from providers or health plans. Those files also are in a form and in language created by billing or clinical purposes and are not understandable to an ordinary patient.

**Employer health plans and their third party administrators do not create or maintain a sufficiently comprehensive consumer health record.**

While someone is employed in an organization with a comprehensive health plan, most of his or her expenses are covered by the health plan, and a reasonably good health record gets created. A large self-insured employer is likely to offer medical, pharmaceutical, mental health, and dental care coverage and to have a system of health and dental claims that creates and maintains a broad record of their encounters with the healthcare system.

However, the record is inevitably incomplete, even when most claims are processed through the employer-sponsored system:

- Anyone who consults with an alternative medicine provider or who receives a treatment not covered by the health plan, and, as a result, does not submit an insurance claim may not have an employer health plan record of that clinical encounter.
- If an employer contracts with different providers, whose information systems do not communicate with one another, the comprehensive healthcare record may not reside in a single file. Employers can force third party administrators and other vendors to work together, but not all do this.

- The employer's EAP vendor may keep a record that is never integrated into a health plan record system because of confidentiality concerns. Once the EAP vendor refers a client to a mental health professional, such as a psychiatrist, a record may exist, but, up to that time, the claims system will not capture that clinical encounter because there is no transaction billing process.
- Few employers who treat employees as patients in onsite clinics integrate their onsite clinical care with the claims records existing in the health plan record system. Since these onsite clinics are free of charge, there is no transaction record created.

The completeness of a record created for someone employed in a company with a comprehensive health plan ultimately becomes unachievable when the employee leaves the employer, either through retirement or a decision to seek other employment. Unless the employee makes a heroic effort to retrieve all of his or her health records, they stay behind.

Finally, Dossia has the capability to enable data to be input automatically from biometric devices used by the consumer, from applications downloaded by the consumer from the Dossia Health Marketplace, and from social media communications activated by the consumer. A traditional electronic health record will not have these three sources of data.

**The Dossia Personal Health Management System integrates applications, so that they work together with one another to provide health management solutions.**

Many employer health plan sponsors believe they are more effectively managing the health of their members by acquiring and presenting a number of separate programs, either through their third party administrator, or through some combination of their administrator and another provider of health-related services. When the employers acquire these separate applications, they typically have no portal through which all these plans are integrated in a solution-based presentation.

When employers present their programs on a company portal, these programs are typically presented as a collection of stand-alone programs, as opposed to an integrated set of solutions.

Dossia is designed to assemble applications, and then integrate them in such a way that they solve problems for consumers in the easiest way. As noted above, Dossia's tools and applications enable a consumer with a chronic disease to get an automatic capture of blood pressure measurement, to track prescriptions, to track daily activities that enhance health and work preventively, to acquire healthy foods and beverages, and to manage their condition both on their own and with the help of their clinician through educational content. To the degree that they need support from peers, family, friends, and other patients, Dossia enables a consumer to create a supportive social network.

**No other personal health management system creates this combination of tools and applications and assembles them into solutions.**

## Dossia is a “learning” system.

At its foundation, Dossia is designed to learn from the consumer’s articulated preferences and to adjust its offering based on consumer behaviors, the data that comes into the system, and ongoing expressions of consumer preference.

- Those who enroll in Dossia complete a profile, which elicits two critical bodies of information:
- What health subjects are of most interest to them; and
- How they want healthcare professionals and others interested in their health to communicate with them.

Their landing page is organized consistently with their stated preferences. Over time, that page is updated, based on three factors:

- What happens to them in terms of medical conditions;
- What subjects appear to be of most interest to them, based on the portions of the Dossia web site they frequent; and
- What they continue to advise Dossia about their subjects of interest.





## Dossia - Empowering individuals to change health and healthcare

Dossia is an employer-led organization dedicated to improving health and healthcare in America by empowering individuals to make good health decisions and become more discerning healthcare consumers. Backed by some of the largest, most respected brands in the world - Applied Materials, AT&T, BP America, Inc., Cardinal Health, Intel, Pitney Bowes, sanofi-aventis, Vanguard Health Systems, NantWorks and Wal-Mart - Dossia's founding member companies have united under the common vision of changing healthcare.

The Dossia Health Management System makes individuals' aggregated health data actionable with customized applications brought together on a single intelligent platform to deliver personalized, data-driven solutions that enable users to get more value from healthcare spending, better manage chronic conditions and pursue a healthier lifestyle. Dossia integrates game and social dynamics, incentives and targeted messaging to foster sustained engagement and health behavior change, thereby offering long-term value to employers as well as their employees and families. Far too often employers overspend on health benefits for which they realize little value. The Dossia Health Management System is the solution for innovative employers that aim to rationalize their health benefits spending while engaging their employees as true partners in achieving high value healthcare.

For more information, visit [www.dossia.org](http://www.dossia.org).

