

---

# **Unique Characteristics of Healthcare: An Information Business**

---

# Overview

---



- **Unique characteristics of healthcare**
- **Healthcare – an information business**
- **Obstacles to information flow**
- **Identity issues**

# It is **ALL** Personal

---



# Can't Fix a Leak

---



- **Unauthorized access can cause irreparable damage**
  - **Employment**
    - **Insurance**
      - **Reputation**

# Economics of Personal Health

---

➤ All I want



➤ Others should pay for it

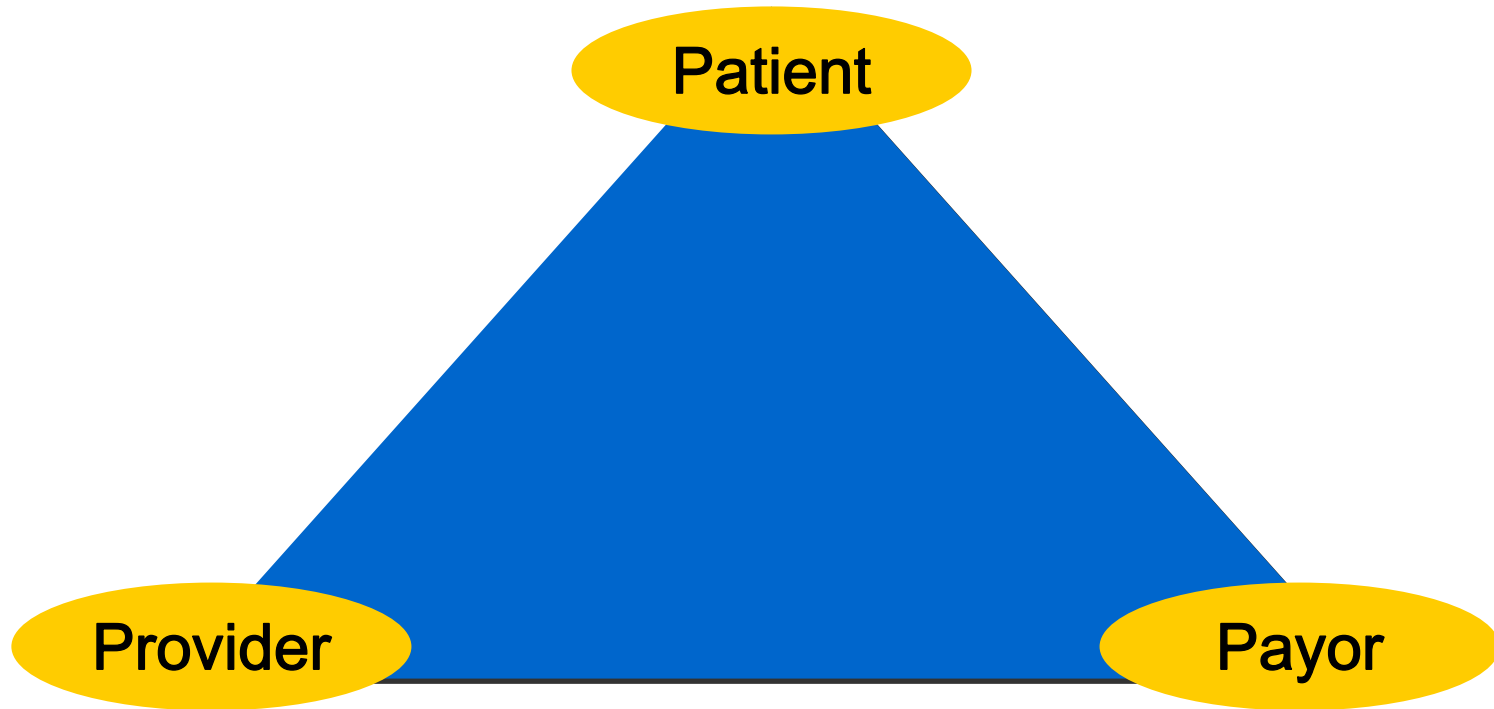


➤ I'm not paying for others



# The Healthcare Triangle

---



# We all outsource healthcare

---



## Information must be shared

# Healthcare – It's Different

---



- **Innately personal**
- **Economics of demand and payment affect public policy**
- **Triangulated relationships**

**But information must  
be shared**

# Healthcare: An Information Business

# Sharing Healthcare Information

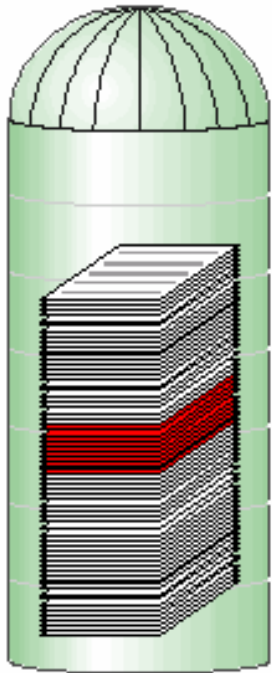
---

- **Exams**
- **Diagnostics**
- **Consultations**

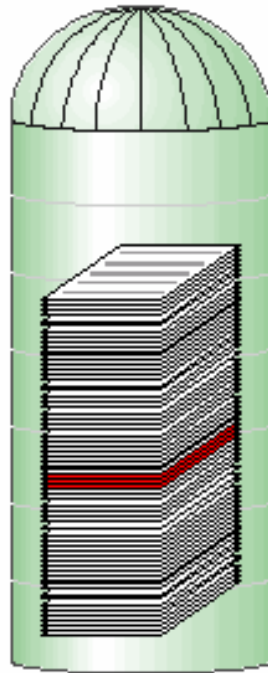


# Paper-based systems: Silos of Information

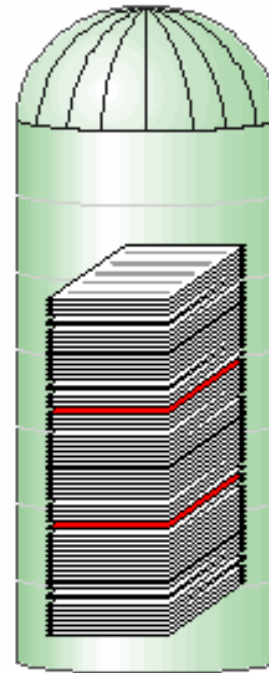
---



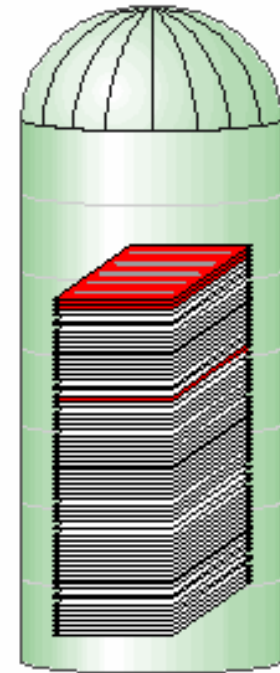
Lab



Doctor's  
Office



Hospital



Nursing  
Home

# Managing Health Information

---

- **Specialization**
- **Sophistication**
- **Distributed care**



**Healthcare needs information management tools**

Healthcare is the nation's largest,  
most inefficient information enterprise.

-Richard Hillestad

# Healthcare's hurts

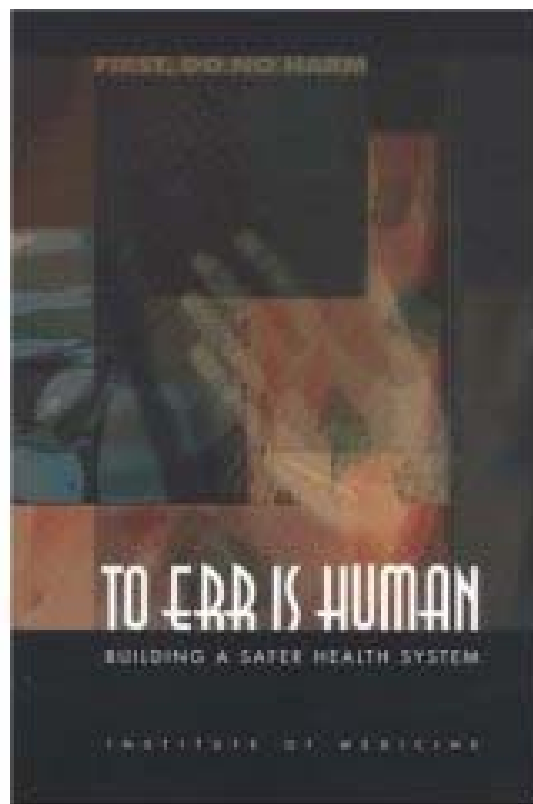
---

- **Access**
- **Errors**
- **Quality**
- **Efficiency**



# Problems are in the information flow

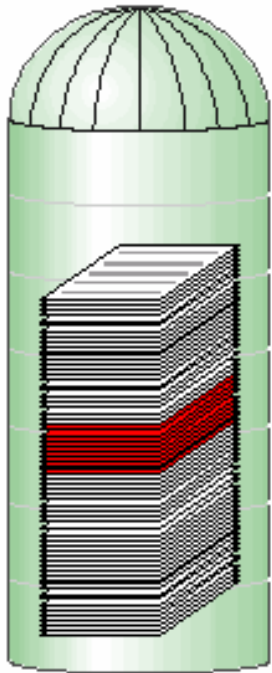
---



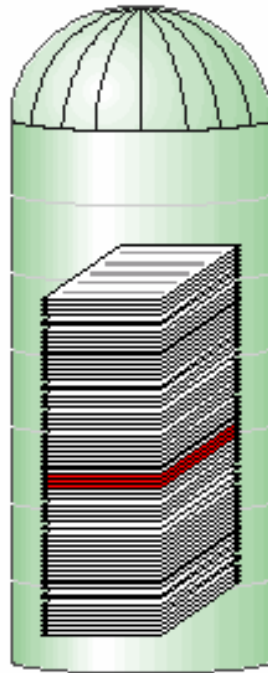
# Obstacles to Information Flow

# Paper-based systems: Silos of Information

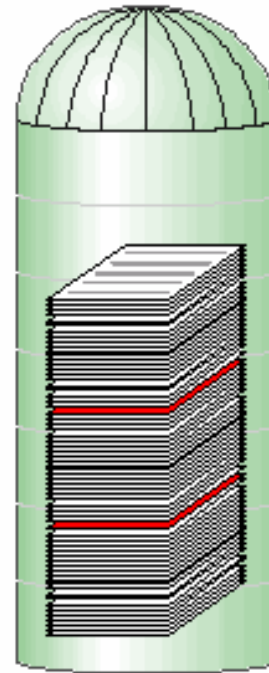
---



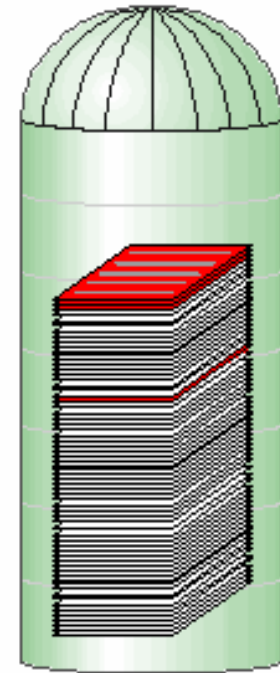
Lab



Doctor's  
Office



Hospital



Nursing  
Home

# Why still paper based?

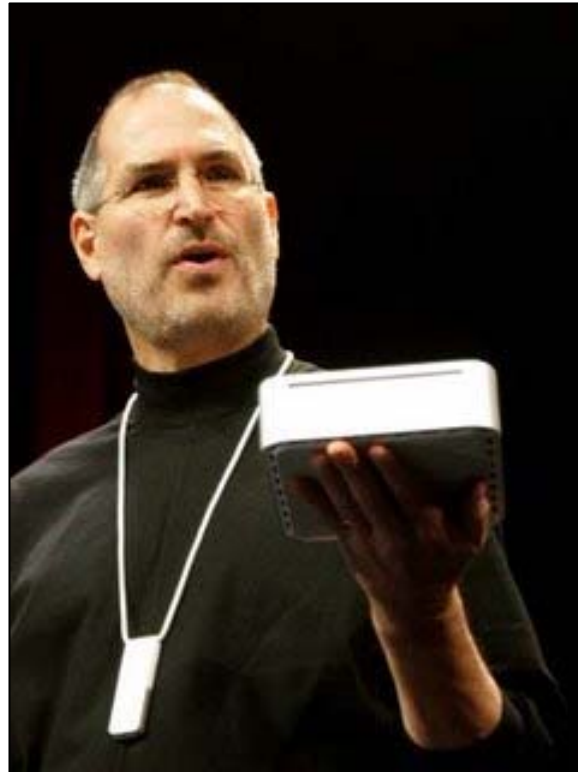
---

- **Systems**
- **Economics**
- **Security and Identity**



# Opportunities for Innovators

---



# Economics of Change

---



## ➤ Purchasers aren't beneficiaries

- 10% goes to providers

## ➤ Fee for service

- No quality differential
- No efficiency reward

# Security and Identity

---



- **Classic Problem: Controlling Access**
- **Identity in healthcare**

# Which is it?

---

**Privacy?**



**Confidentiality?**

# Some Identity Issues

---



- **Policy**
- **Stakeholder Engagement**
- **Technology and Clinical Practice**

# ID Policy Issues

---



- **Identity links to confidentiality**
  - **HIPAA – Babelling Tower of State Laws**
  - **Legislation to block unique ID**
- **Regional or national system**
- **Appropriate protections and sanctions**

# Stakeholder Engagement

---

## ➤ Consumers – benefits and risks

- “My doctor already knows”
- Convenience = Benefit
- Banking online

## ➤ Clinicians

- Accuracy and completeness
- False positives/negatives

# ID Technology Issues

---



- **Unique or algorithmic?**
- **Inform the policy debate**
- **Must defer to the policy consensus**

**SWallace@NAHIT.org**

**Website: NAHIT.org**