



Health

Intel Innovation Summit

Louis J. Burns

Vice President

General Manager

Digital Health Group

Intel Corporation

Florida Nursing Shortage
seen as a growing crisis.
Miami Healthcare Examiner
July 22, 2009

A
Calif
Comm
tions of
est-ran
cials.
started
The
mally
an into

Number of 100-year-olds
grows, could reach 6 million
by 2050
Associated Press
July 20, 2009

Study Links Rise in Healthcare
Costs to Job Losses.
Business Week
July 23, 2009

Texas Health
Resources forms nurse
temp agency to address
shortages
The Dallas Morning News
July 23, 2009

• How to Help Your Aging
• Parents Without Going Broke
• *Good Housekeeping*
• July 16, 2009

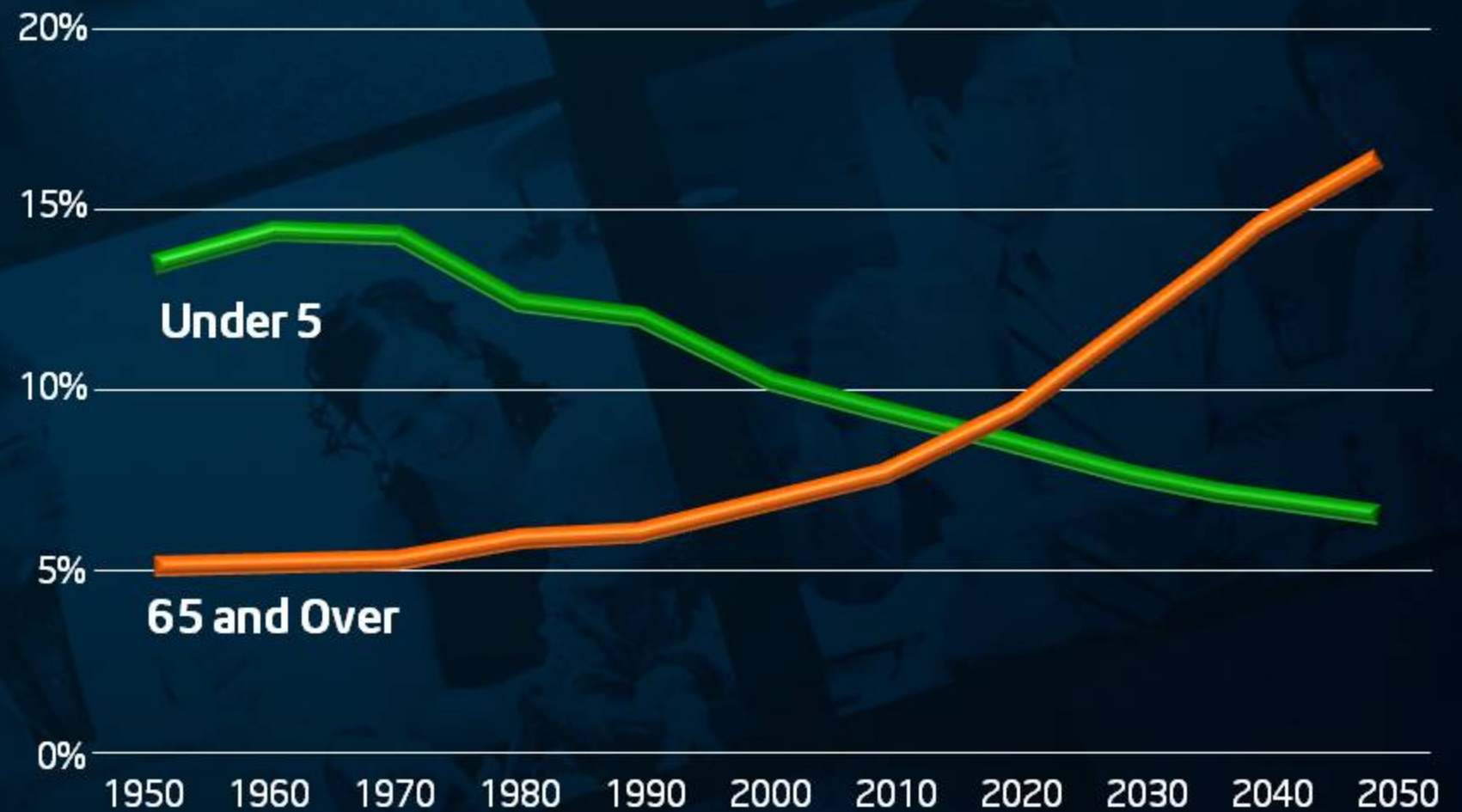
Chronic diseases sap US economy
Duluth News Tribune
Jul 4, 2009

-4
-4
-5

Growth of 100 Year Olds from 2009-2050



By 2017, there will be more people over 65 than under 5 for the first time in history



Source: United Nations Department of Economic and Social Affairs 2007b.

Continuum of Care

Traditional care models are moving to home-based models





SWPA-SIGC-44-16467

KODAK SAFETY FILM

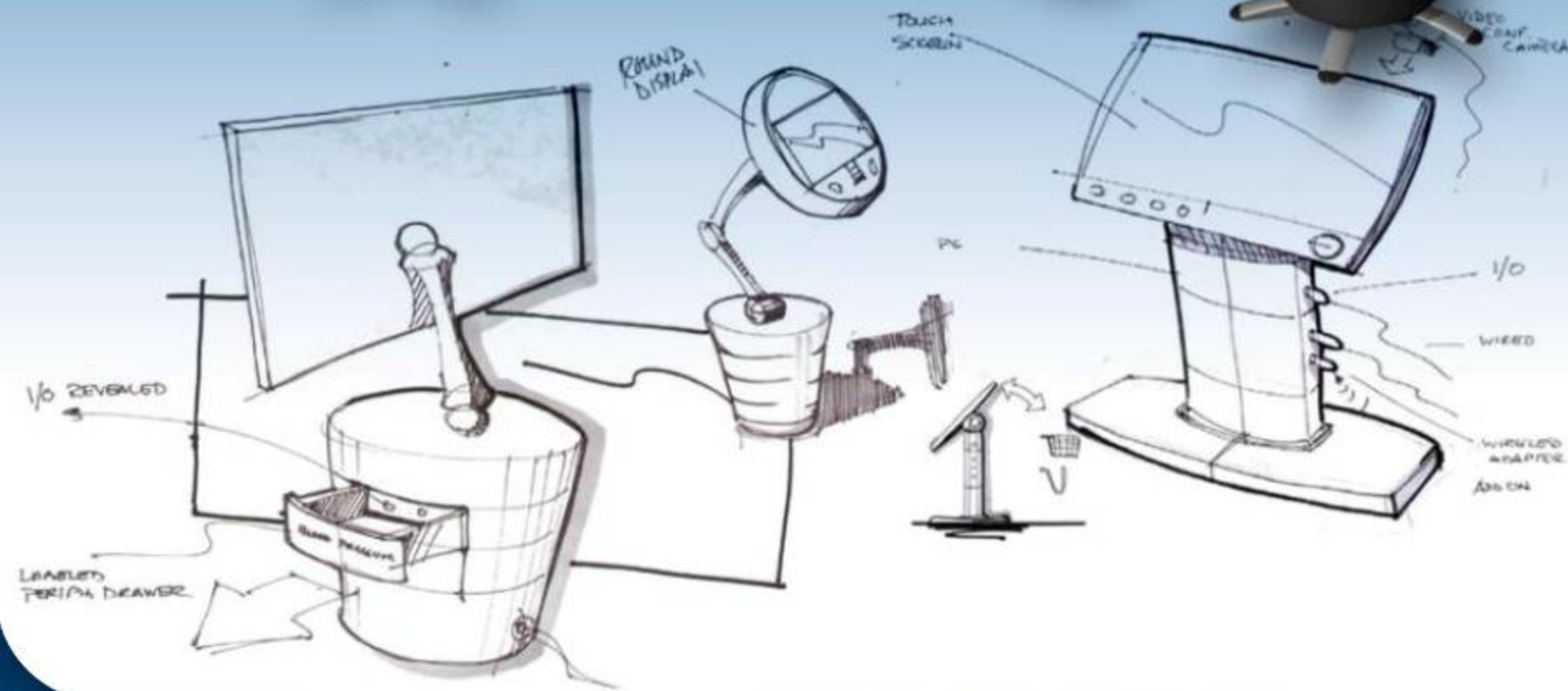


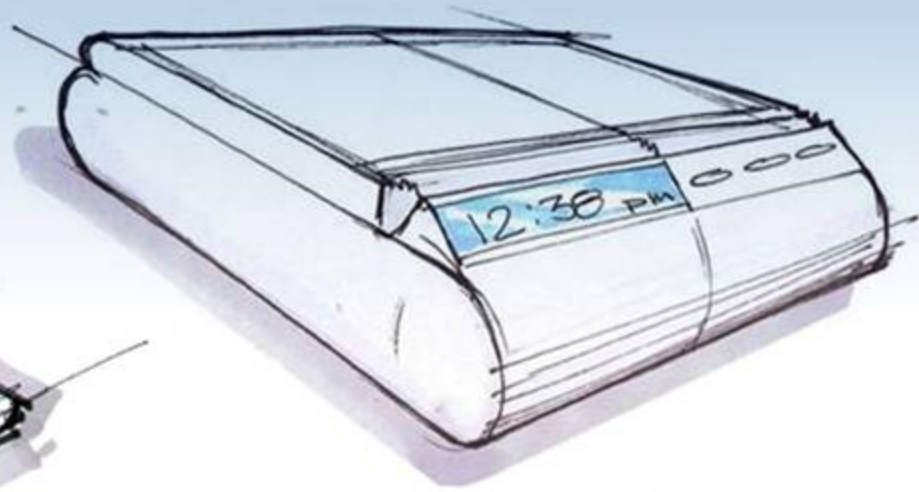
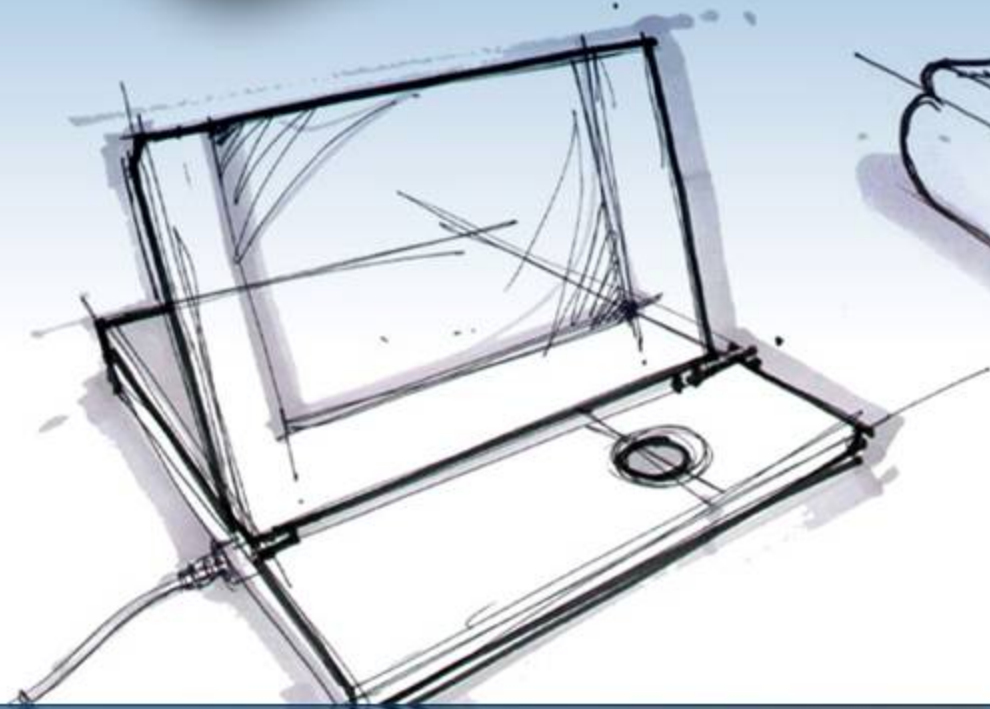
The Global Aging Experience Project

ETHNOGRAPHIC RESEARCH 2006









Intel® Health Guide

The Intel® Health Guide connects patients and their care teams for personalized care management at home



Patient



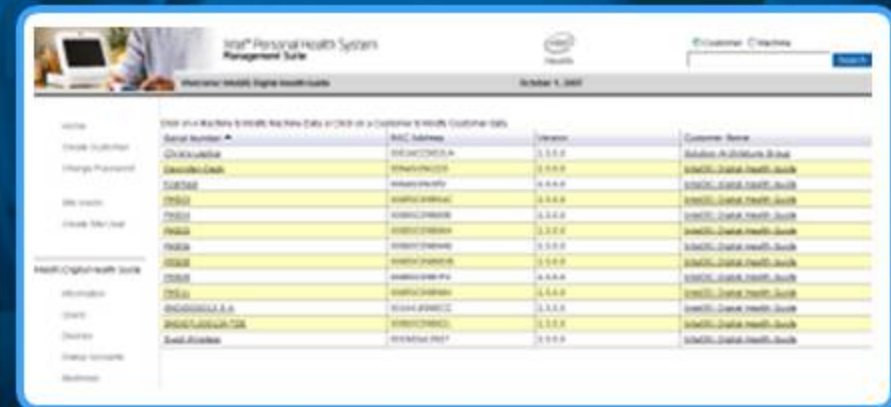
Clinician

Intel® Health Care Management Suite



- Vital sign measurement
- Reminders
- Patient education content

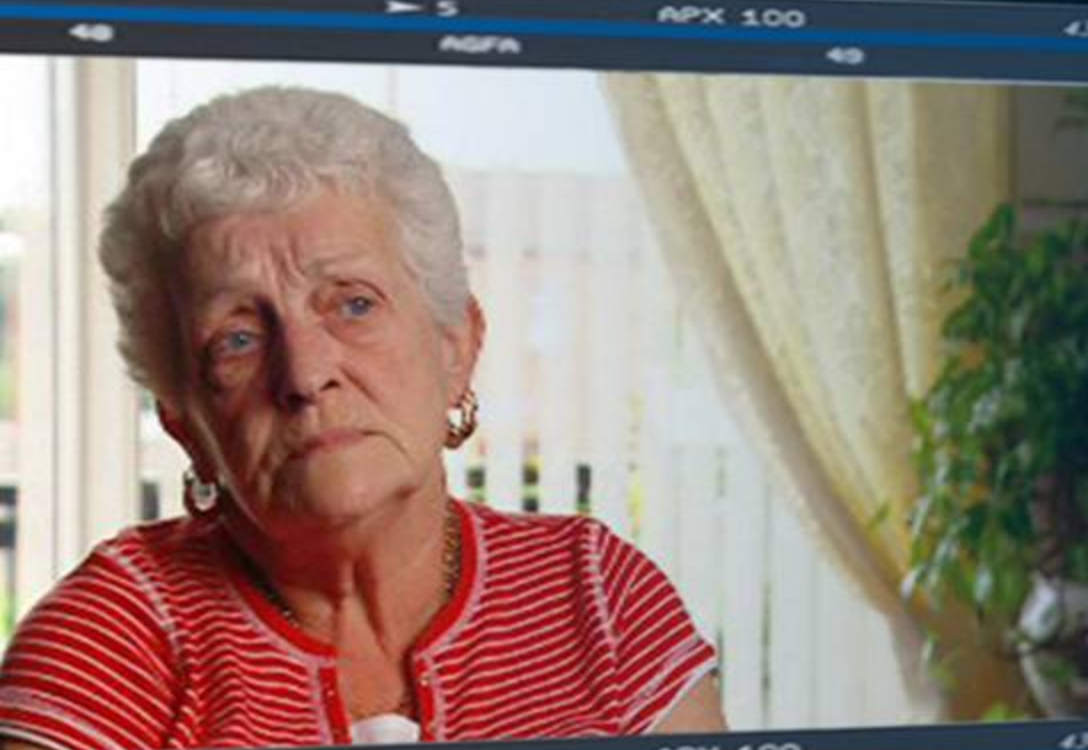
- Customizable care protocols
- Video conferencing



Technician Interface



Backend Services Tool Kit







48 > 5 APX 100 49



48 > 5 APX 100 49



48



Intel® Health Guide

Latest News



New Connectivity Options:

- Now available with broadband, 3G, POTS

New Customers:

- Spectrum Medical
- Proactive Healthcare
- Providence Life Services

Cleared for Sale in:

- United States
- United Kingdom
- Ireland
- Australia
- Canada



ADVANCED
WARNING
SYSTEMS



Why Independent Living?



US Home Health expenditures in 2005 of \$53.4Bn, ~8M people¹

- Services family caregivers provide for "free" is ~\$306 billion a year
- Cost of care giving to employers is estimated to be \$30 billion a year³
- Only 1 in 8 seniors are in assisted living, or nursing homes⁴

Limited by ability to scale locations, caregivers and services

- Care giving ratio 1:1 for private duty home care⁵
- Assisted living and Continuing Care Retirement Communities (CCRCs) can't build enough to satisfy demand
- Caregiver - Care recipient ratio 1950: 15:1 -> 2010: 3:1

¹ Frost & Sullivan

² United Nations

³ Arno, Peter S., "Economic Value of Informal Caregiving," presented at the Care Coordination and the Caregiving Forum, Dept. of Veterans Affairs, NIH, Bethesda, MD, January 25-27, 2006.

⁴ US Census

⁵ Private Duty Home Care Assn

⁶ Chris Selecky, President of DMAA and Chair, Lifemasters, 2005

Available Market based on Wachovia Capital Markets Formula



CAST Overview

The Center for Aging Services Technologies (CAST) is leading...

CAST has four focus areas:

- About CAST
- Mission & Vision
- Background
- Work Programs
- Leadership
- Sponsors
- Funders
- Join CAST
- CAST Commission
- CAST Members
- Contact CAST
- Link to CAST



Technology Research for Independent Living

Home



Support Personal Healthcare Reform

Basic Info
Type: Common Interest - Beliefs & Causes
Description: Welcome to our Personal Healthcare Reform group. Please join us and help show support of Personal Health reform by starting a dialogue here that will drive awareness of this important cause.



Healthcare Reform is a hot-button issue right now that is filled with disagreements. But what we all can agree on is that the most important link in the healthcare chain is the patient. To achieve true reform, we must create a "new normal" of Personal Health that shifts the focus from the institution to the individual, from hospital to home, and from population-based care to personalized care.

Our goal is to share information for a new Personal Health vision. A vision that includes intelligent policy reform focused on innovation so that we can quickly adapt to changing trends. In so doing, we should help the U.S. lead the world in 21st century healthcare technologies and services that we may not even be able to imagine completely in this historical moment.

We are proud to call Eric Dishman, Director of Health Innovation and Policy at Intel Corporation, our founding contributor and will be hearing lots from him here. Eric has also started writing a great blog focusing on personal health reform where he can expand on some of the ideas he has in this group. You can find his blog here:

<http://blogs.intel.com/policy/>

So join our group, read Eric's blog, become part of the conversation, and take action yourself. This focus on Personal Health is what will achieve the real reform we need.

Recent News

Stay on top of the latest health reform developments at Kaiser Health News:
<http://www.kaiserhealthnews.org/Topics/Reform.aspx>

Get expert insights into the health policy world from Health Affairs:
<http://healthaffairs.org/blog/>

Check out interesting policy news at the Health Data Management Policy Channel:
http://www.healthdatamanagement.com/channels/policies_regulation.html

This is a great article on how healthcare should be treated as a resource:
<http://www.nytimes.com/2009/07/19/magazine/19healthcare-t.html>

Members

Displaying 8 of 153 members



Investing in Sustainable Aging: Driving Towards Personal Healthcare Reform

posted by Eric Dishman on July 26, 2009

Read More >

Comments (0)
tagged: Dishman, Eric, Dishman, Green, Technology, Health, Policy, Healthcare, Policy, Healthcare, Reform, Intel, Digital, Health, Intel, Health, Sustainable, Aging

Obama Press Conference Reaction: Success = Results - Expectations

posted by Eric Dishman on July 23, 2009

It's Wednesday July 22nd late in the evening as I write this, and I just got back from a brisk walk by the White House (two nights in a row with exercise--athletically, a record for me in 2009!) where I stood outside the gate (sweating profusely in this humidity!) watching all the media hubbub, security officers, and tourists in the post-Obama press conference on healthcare reform. I can't sleep because I'm still on west coast time. And because I am swirling with thoughts and emotions from a day of Capitol Hill visits with key Senate offices working on healthcare reform--punctuated by this Presidential press conference. So I will convert this insomnia into blog-ness.

How do I sum up the speech? It was simply okay--with important elements for reform but without a bold, inspiring vision of where we're headed. Now that's a surprising thing for me to say because, if I step back from it, Obama was articulate, rational and logical in his thinking, funny, knowledgeable, able to answer questions with detail and examples--all of which left me feeling like he's a real leader with command of--and commitment to--these issues. The level and quality of discourse coming from President Obama are so refreshing and re-inspiring every time I hear him speak.

But--I am reminded of a life formula that Colin Evans, a friend and mentor at Intel, once taught me. I call it "Colin's Law." It's a formula that says "Success = Results - Expectations." This law reminds us that expectations management is key because you can drive really good results, but if you've promised people the moon, then they are bound to be disappointed if you deliver anything less, even if you did amazing work.



ericdishman

Following Device updates OFF

is headed to Rockville, MD for the AHRQ workshop on personal health tomorrow.

about 9 hours ago from mobile web



Subscribe to our feed

Enter Your Email Sign up

- Useful Links
- Intel's Public Policy Website
 - Microsoft Policy Blog
 - Google Policy Blog
 - Verizon Policy Blog
 - Cisco Policy Blog

Subscribe (Feeds)

- Add to Bloglines
- Add to Google
- Add to My Yahoo!
- RSS
- del.icio.us
- Facebook

Recent Posts

- Investing in Sustainable Aging: Driving Towards Personal Healthcare Reform
- Obama Press Conference Reaction: Success = Results - Expectations
- Scoring Points and Buying Time
- Will Obama Lead a Culture Change for Healthcare Reform?
- OSCAR: Steve Mink with Jason's

We Need a Personal Health Reformation

The nation's debate about health care reform doesn't seem all that healthy or reformatory. I am glad to see investment in health information infrastructure, but this is not sufficient to deal with the global age wave that will overwhelm our waiting rooms, work force and economy. We are mixed in the past and need to innovate beyond a centralized, expert-driven medical model to distributed, personal health at home.

From the 19th-century birth of clinics, medical technology and specialty care, we have inherited two fundamental assumptions that no longer serve us well in the 21st century: 1) We wait for an illness or injury; 2) then we travel to a medical institution for an expert to repair things. We centralize infrastructure and expertise in ever larger urban hospitals and clinics that have become massive and steel monuments to medicine. With the large number of uninsured and underinsured in America and our staggering \$2.4 trillion health care bill, we can no longer afford this pilgrimage to expensive and crowded medical centers for our every health care need. Nor can we relinquish all responsibility for our well-being to the doctors and caregivers who perform miracles every day to put us back together again. Innovations in computing and communications have transformed our relationships and roles in almost every institution other than health care. Today, we eagerly travel to the multi-estimated bank at the center of town, but instead access a wide array of personal financial services across many locations and our homes. We have a more personal, engaged and proactive role in the management of our own finances--with experts who can help from both bricks-and-mortar and online locations in our communities. So, too, we must invest and invest in a distributed model of personal health.

Personal health is about shifting the focus from institution to individual and hospital to home. We must use the resources of our medical institutions for only extreme and emergency cases, while shifting expertise, responsibility and technology for health to our homes and everyday lives. We require a cultural reformation--a new social contract in which each of us becomes more informed, engaged and proactive about our health, wellness and care. True cost savings and quality improvements in health care will come from providing incentives for--and using modern technologies to enable--better prevention, early detection, self-care, chronic disease management and adherence to care plans that sustain fit our personal lives.

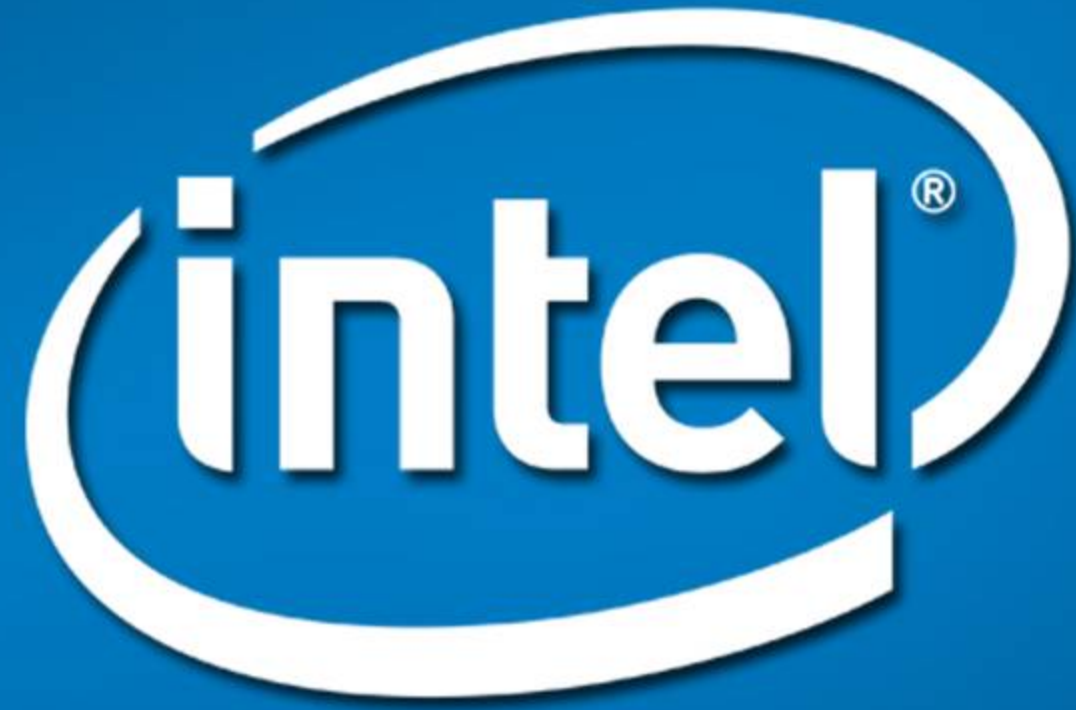
So how do we begin to bring about this personal health reformation? I ask Congress, the administration, corporate America and all of us to consider the following recommendations:

- 1) Translate this often abstract and complex debate about health care reform into a vision of personal health--one that captures the national imagination, shows where we're headed and explains what is expected of each of us with reform.
- 2) Begin to pay doctors and nurses for outcomes and performance, not just for face-to-face clinic visits, giving them the flexibility to personalize the location and system of care (in a clinic, in the home, "virtually" via electronic means, etc.) for each patient's needs.
- 3) Drive care coordination so that every patient has a clinical champion orchestrating his or her care plan with the larger care team, using basic information technology, such as electronic health records to help the patient, providers and informal caregivers all on the same page.
- 4) Use comparative effectiveness funding to evaluate the benefits and trade-offs of a wide range of personal health technologies, such as secure doctor-patient e-mail, e-prescribing, remote patient monitoring, online community support, telehealth and video consultation.
- 5) Build a competitive personal health work force of "virtual care" clinicians who are nationally trained, credentialled and licensed to provide cost-effective, efficient care services across the U.S. to patients in their homes for disease management, independent living, rehab and prevention.

I have an illusion that technology and innovation are the "magic pill" for all of our health care woes, nor do I believe these recommendations begin to cover all of the complex issues in reform. But we should not believe that we can produce our right answers for how to do health care for the next 100 years or that we can sustain our expensive and inefficient pilgrimage model of medicine. Aiming for a home-centric personal health vision--and designing our policies, expectations and infrastructure so that we can continuously innovate health care--will help achieve the reformation we need. And in so doing, we will help the U.S. lead the world in 21st-century health care technologies and services--not only addressing one of our society's most pressing needs but also investing in perhaps our biggest opportunity for economic growth.

Paul Otellini is chief executive officer of Intel Corp.





Health



Intel Mid-Summer Technology Summit

July 29, 2009