



InstantPHR®



Get Real
Health



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Connected Health – *Electronic Records in the Global Marketplace*

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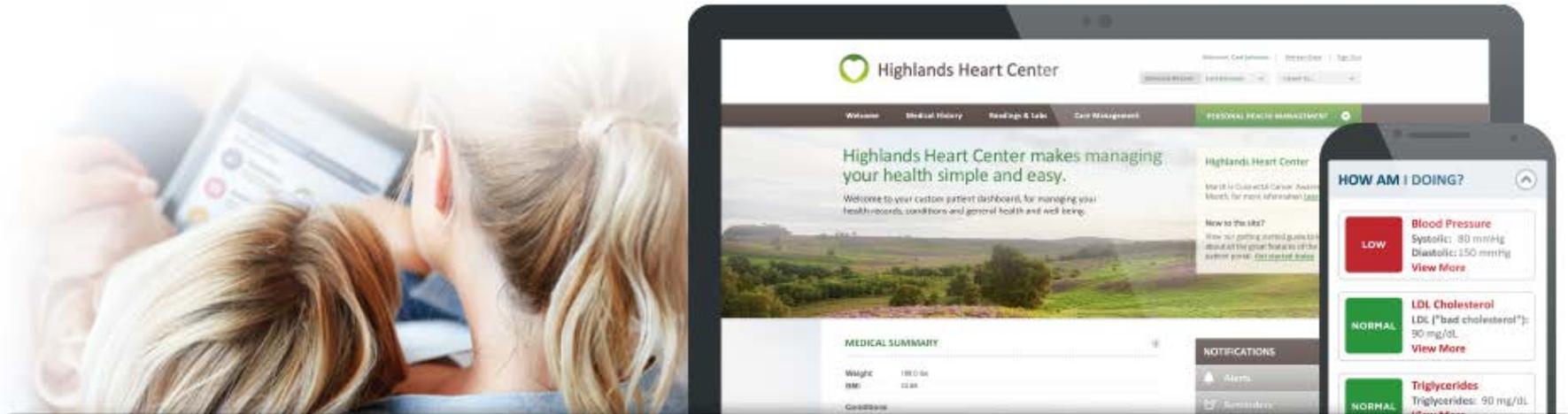
November 18th, 2014

About Get Real Health

- Privately owned technology firm established in 2001 in Rockville, MD USA
- Leader in Patient Engagement technologies since 2007
- Provide award-winning patient engagement solutions for top healthcare organizations around the world, powered by our comprehensive patient engagement platform, InstantPHR®



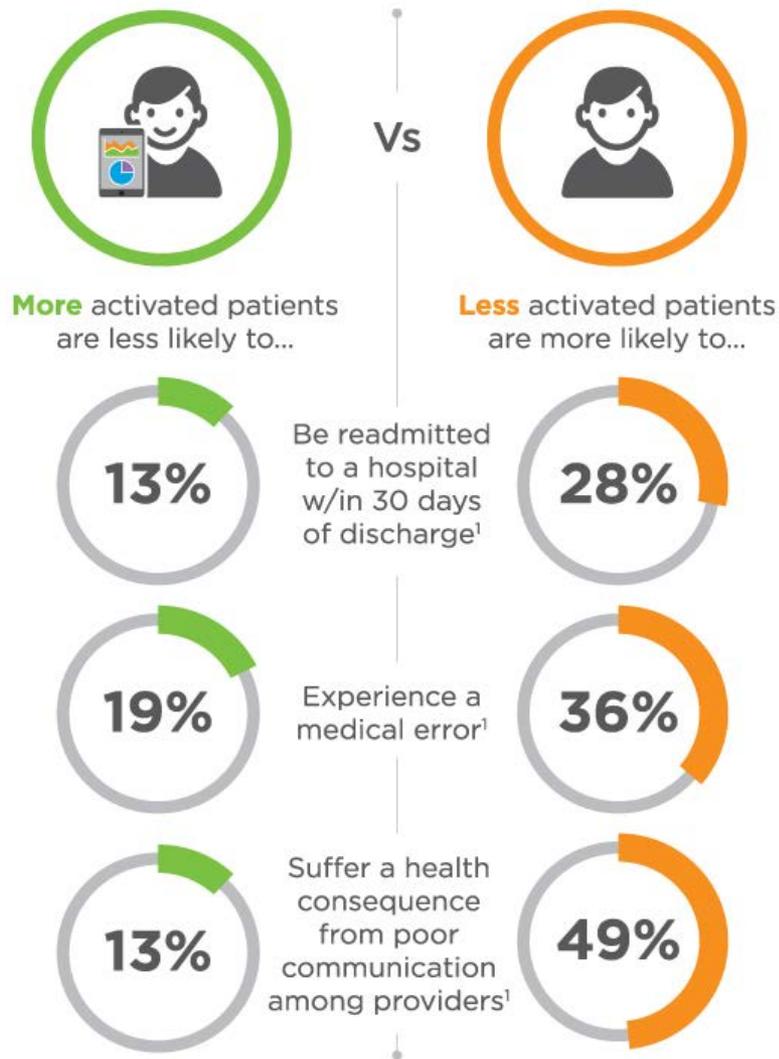
InstantPHR® Overview



InstantPHR® offers a comprehensive, web and mobile patient engagement platform that helps close the loop of the patient care continuum.

- View, Download & Transmit Clinical Documents
- Multi-Modal Alerts & Reminders
- Patient Directed Care Plans
- Health Journals (ODLs & ADLs)
- Secure Messaging
- Personalized Health Recommendations
- Questionnaires/Assessments
- Health Device Data Integration

Patient Engagement Works

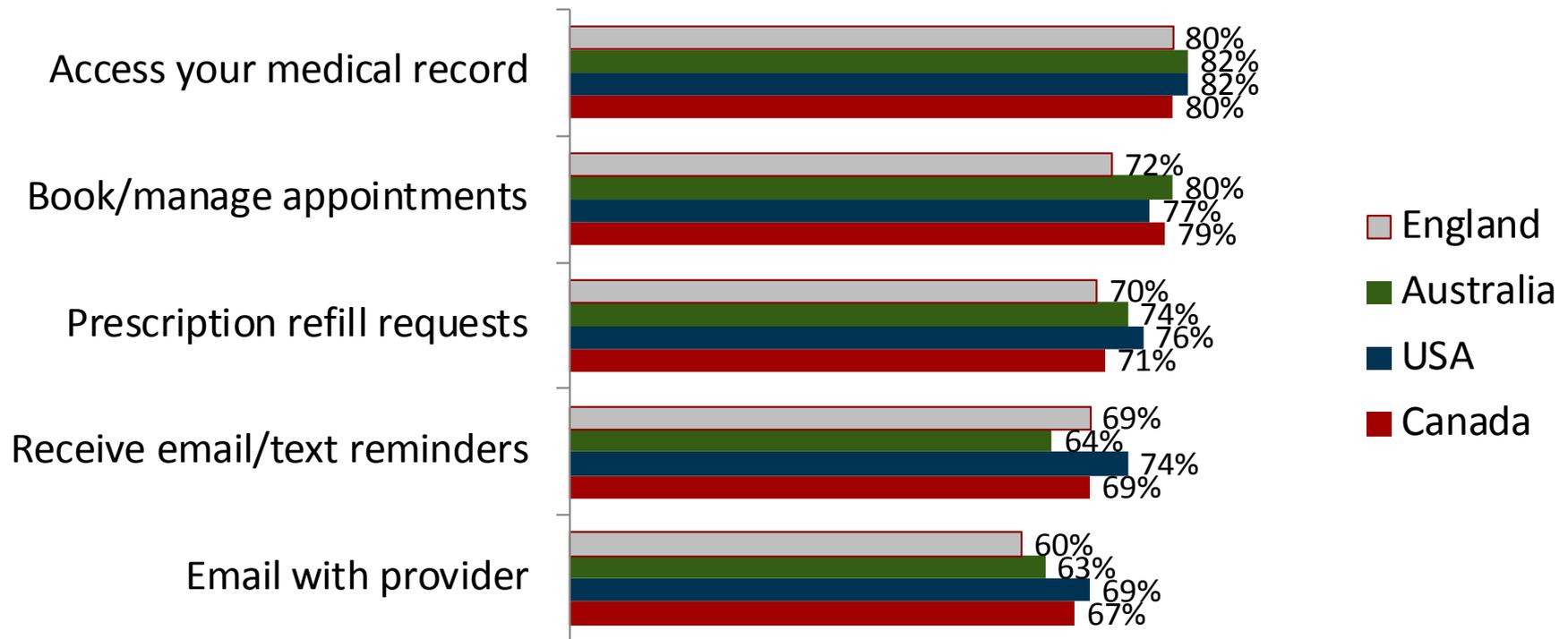


Higher patient engagement is associated with numerous health-related improvements

- ↓ Diagnostic testing and expenditures
- ↓ Referrals
- ↓ Elective surgeries
- ↑ Adherence to prescribed medical treatments
- ↑ Functional status and faster recovery
- ↑ Satisfaction
- ↑ Well-informed and engaged patients carry out more health-related behavior changes (e.g., exercise, smoking cessation, dietary modification)²

Online access to medical records is universally deemed important by health consumers

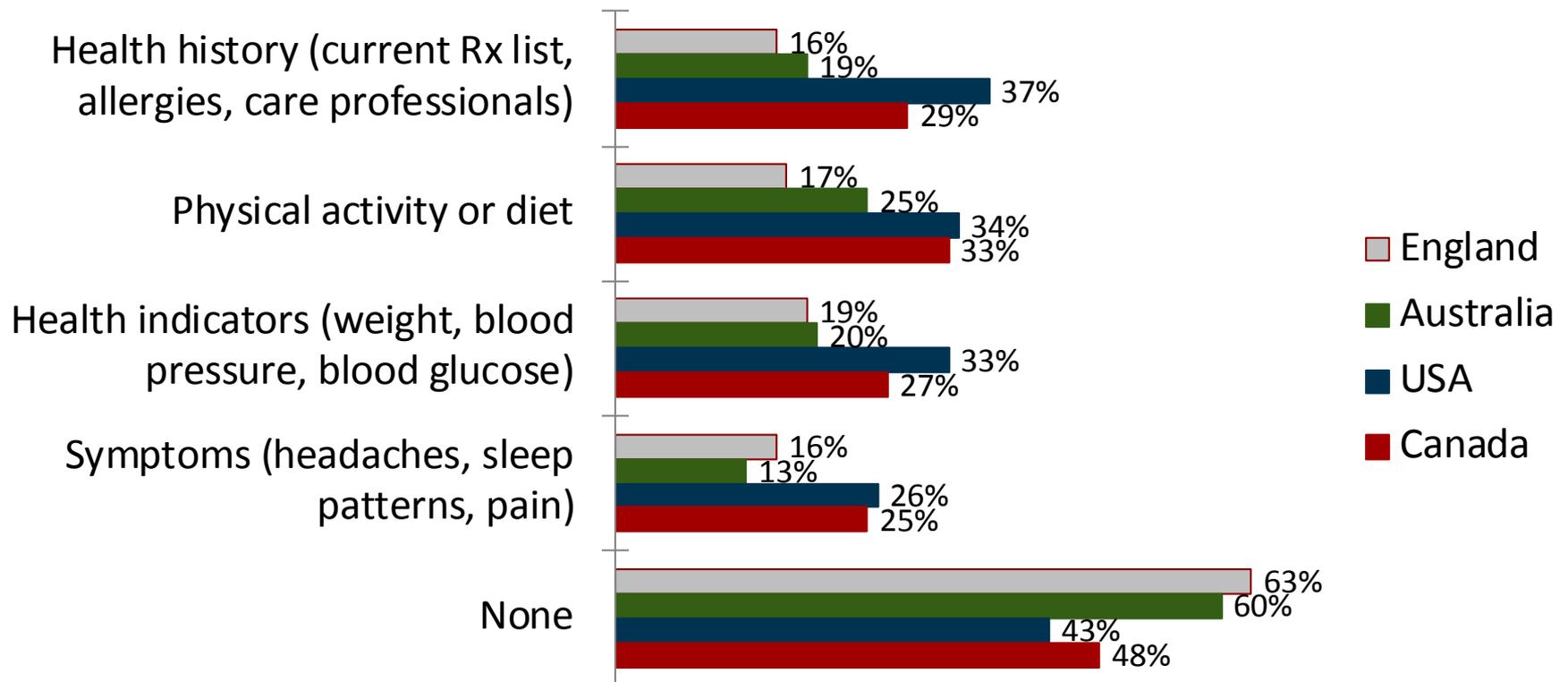
Importance of medical providers' electronic capabilities (% saying very or somewhat important)



Source: Accenture survey, July 2013

North Americans are more active trackers today, but trends are showing upswing in other countries

% Currently Tracking (online or manually)



Source: Accenture survey, July 2013

Global Healthcare Themes

While healthcare delivery models differ globally, current global trends include:



High cost of care



Managing complex chronic diseases



Informing, educating and engaging patients and clinicians



Quality incentive programs require strong technology to help manage



Clinical research is moving towards better understanding the patient experiences



“The handle on your recliner does not count as an exercise machine.”

Get Real Health and the Global Market

How did we get involved?

- A lack of local vendors with necessary expertise
- Our global recognition and proven success

Challenges of penetrating markets outside the US

- Need for local partners
- Understanding the unique culture of each of the countries

International Channel and Strategic Partnerships

- Microsoft – Global
- Caradigm (GE/Microsoft joint venture) – Global
- Tribridge - Global
- Orion Health - Global
- Cap Gemini – Nordic Region
- Mawell – Nordic Region
- TELUS – Canada
- Telstra - Australia
- KPMG – Global
- Support from:
 - US Department of Commerce



Global Themes, Regional Strategy

- Research
- Pharmacy
- Provincial health systems

NHS Trusts

Nationwide
PHR

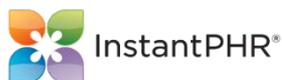
- MU2
- Nonprofits
- Health systems

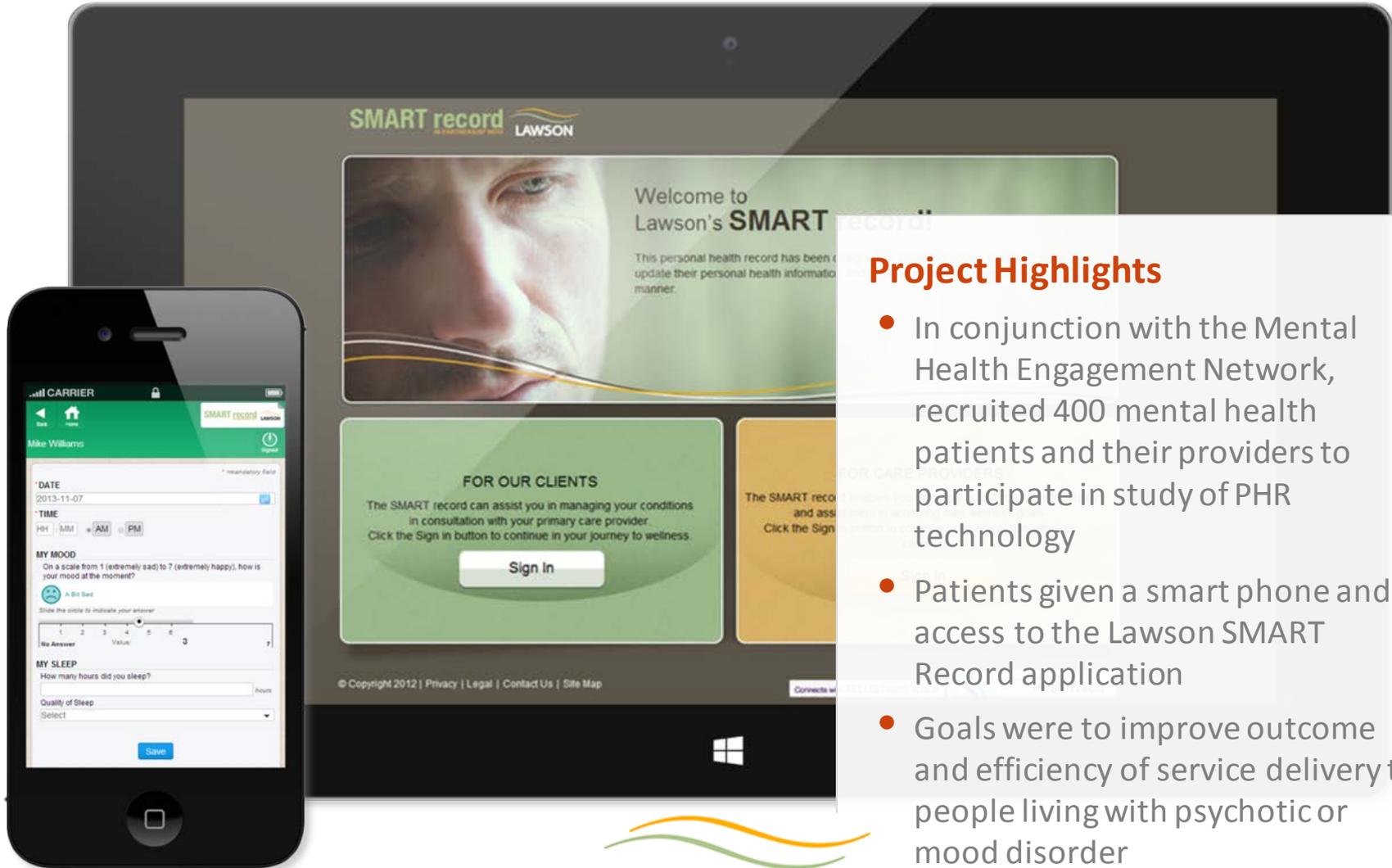
Multiple opportunities
for patient engagement
using Arabic InstantPHR

- NGOs
- Hospitals

- Clients include: Non-profits, research organizations, HIEs, Payers, and healthcare organizations
- Hospital system clients' scope:
 - 239 hospitals
 - 310,000 staff
 - 17 million patients

Global Clients





Project Highlights

- In conjunction with the Mental Health Engagement Network, recruited 400 mental health patients and their providers to participate in study of PHR technology
- Patients given a smart phone and access to the Lawson SMART Record application
- Goals were to improve outcome and efficiency of service delivery to people living with psychotic or mood disorder



Study Showed Positive Results on Key Metrics

Clinical Outcomes

Arrests



Psychiatric Admissions



Outpatient Visits



Community Integration



Return on Investment



Decrease costs
by \$240,814

ROI over
6 months



Mental Health Engagement Network (MEHN) Project

GetRealHealth.com

The screenshot shows the homepage of GetRealHealth.com. At the top left is the Get Real Health logo. Below it is a navigation menu with links for About Us, Solutions, Clients, Services, InstantPHR™ Platform, News & Events, Blog, and Contact. A search bar is located at the top right. The main content area features a large banner for InstantPHR™, described as a 'Flexible and Interoperable Patient Engagement Platform'. Below this banner are three columns of content: 'InstantPHR™ Platform' with a 'Discover More' button, 'Solutions for Your Most Critical Challenges' listing Patient Engagement and Meaningful Use, Chronic Disease Management, Readmissions Management, and Care Transitions, and 'Real Stories' with a 'View More Videos' button. A Twitter feed is visible at the bottom left, and a footer contains contact information, a newsletter sign-up form, and social media links.

- Additional information on InstantPHR®
- Services
- Case Studies
- Real Stories
- News & Events
- Blog

Thank you!

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