

New Frontiers in Personal Health Records

A 'Report Out' from Project HealthDesign and Forum on Next-Generation PHRs

Wednesday, September 17, 2008

Westin Washington D.C. City Center
1400 M Street NW · Washington, District of Columbia 20005

8:00 a.m. – 8:30 a.m.

EXPOSITION AND BREAKFAST

View visual depictions of the unique, interactive personal health record applications that Project HealthDesign teams have developed to help people better manage their health.

8:30 a.m. – 9:00 a.m.

OPENING SESSION

Leaders from the Robert Wood Johnson Foundation and the Project HealthDesign national program office set the stage for a new vision of personal health records.

- **Stephen Downs, S.M.**
Sr. Program Officer and Deputy Director, Health Group
Robert Wood Johnson Foundation
- **Risa Lavizzo-Mourey, M.D., M.B.A.**
President and CEO
Robert Wood Johnson Foundation
- **Patricia Flatley Brennan, R.N., Ph.D.**
National Program Director, *Project HealthDesign*;
Chair, Department of Industrial and Systems Engineering;
Moehlman Bascom Professor of Nursing and Industrial Engineering, School of Nursing
and College of Engineering
University of Wisconsin-Madison

9:00 a.m. – 9:55 a.m.

DYNAMIC TOOLS FOR DAILY LIVING:

IT'S NOT ABOUT THE RECORD, IT'S ABOUT THE ACTION

Project HealthDesign teams show how their innovative applications take PHRs from static repositories of information to dynamic, practical tools that help people manage their health. Grantees will describe what they've learned about how PHRs work to support healthy action.

- **David K. Ahern, Ph.D. - MODERATOR**
Assistant Professor of Psychology
Harvard Medical School;
National Program Director, *Health eTechnologies Initiative*;
Project HealthDesign National Advisory Committee Member
- **Stephanie Fonda, Ph.D.**
Senior Research Scientist
T.R.U.E. Research Foundation
- **Steve Eisenhard Ross, M.D.**
Associate Professor, Division of General Internal Medicine
University of Colorado at Denver and Health Sciences Center
- **Laura Esserman, M.D., M.B.A.**
Director, Center of Excellence for Breast Cancer Care
University of California, San Francisco

9:55 a.m. – 10:25 a.m.

BREAK AND EXPO

10:25 a.m. – 11:20 a.m.

**DYNAMIC TOOLS FOR DAILY LIVING:
PUSHING BEYOND THE PC**

Project HealthDesign teams demonstrate that their applications can link PHRs with a range of technologies people use every day – cell phones, digital assistants and others. People will use new ways to interact with technologies – speech, gestures and even device-to-device connections.

- **M. Chris Gibbons, M.D., M.P.H. - MODERATOR**
Assistant Professor and Associate Director
Johns Hopkins Urban Health Institute, Johns Hopkins University;
Project HealthDesign National Advisory Committee Member
- **James D. Ralston, M.D., M.P.H.**
Assistant Investigator,
The Center for Health Studies, Group Health Cooperative;
Affiliate Assistant Professor, Department of Health Services, School of Public Health
and Community Medicine
University of Washington
- **Kevin Johnson, M.D., M.S.**
Associate Professor and Vice Chair of Biomedical Informatics, Department of Pediatrics
Vanderbilt University Medical Center
- **George Ferguson, Ph.D.**
Research Scientist, Computer Science Department
University of Rochester

11:20 a.m. – 12:15 p.m.

**DYNAMIC TOOLS FOR DAILY LIVING:
OBSERVATIONS FROM EVERYDAY LIFE YIELD BETTER HEALTH**

Project HealthDesign teams show how recording aspects of daily lives – how we feel, what we eat, what we do – can be the fuel for smart tools that help people feel better. The ‘things’ that get recorded go far beyond what is usually considered health data – to include exercise, conversations with friends and even the weather!

- **Alison Rein, M.S. - MODERATOR**
Senior Manager
AcademyHealth;
Project HealthDesign National Advisory Committee Member
- **Roger Luckmann, M.D., M.P.H.**
Associate Professor, Department of Family Medicine and Community Health
University of Massachusetts Medical School
- **Barbara Massoudi, Ph.D., M.P.H.**
Senior Research Health Scientist
RTI International
- **Lisa Nugent**
Creative Director, Comprehensive Care, Global Strategic Design Office
Johnson & Johnson

12:15 p.m. – 1:30 p.m.

LUNCHEON KEYNOTE

Popular blogger, patient advocate and person with diabetes Amy Tenderich will talk about how the Internet is changing the way people get and act on health information.

- **Veenu Aulakh, M.S.P.H. - MODERATOR**
Senior Program Officer, Better Chronic Disease Care Program
California HealthCare Foundation
- **Amy Tenderich, M.A.**
Blogger and patient
Diabetes Mine

1:30 p.m. – 2:15 p.m.

(ATTENDEES CHOOSE A BREAKOUT SESSION BASED ON THEIR INTERESTS)

BREAKOUT A:

PROJECT HEALTHDESIGN'S OPEN PLATFORM AND CORE COMPONENTS

A key aspect of Project HealthDesign has been ensuring that all PHR applications can operate on a common platform. Walter Sujansky explains how to achieve the goal.

- **Omid Moghadam, M.S., M.B.A. – MODERATOR**
Global Director of Business
Intel Genomics, Intel Corporation
Project HealthDesign National Advisory Committee Member
- **Walter Sujansky, M.D., Ph.D.**
President
Sujansky & Associates, LLC

BREAKOUT B:

POLICY IMPLICATIONS

For PHRs to be used widely, people need assurance that their information will remain private and secure. Learn how the work of many aims to accomplish this goal. The panel will apply various perspectives – ethics, professional practice and public policy – to discuss the technical approaches and human components of establishing policies to promote PHRs.

- **Karen Bell, M.D., M.M.S. - MODERATOR**
Director, Office of Health IT Adoption
The Office of the National Coordinator for Health Information Technology
- **Carol C. Diamond, M.D., M.P.H.**
Managing Director, Health Program
Markle Foundation
- **Kenneth W. Goodman, Ph.D.**
Co-director
University of Miami Ethics Programs;
Founder and Director
University of Miami Bioethics Program
- **James D. Ralston, M.D., M.P.H.**
Assistant Investigator,
The Center for Health Studies, Group Health Cooperative;
Affiliate Assistant Professor, Department of Health Services, School of Public Health
and Community Medicine
University of Washington

2:15 p.m. – 2:30 p.m.

BREAK AND EXPO

2:30 p.m. – 3:15 p.m.

WHERE IS THIS HEADED?

A HEALTH SYSTEMS PERSPECTIVE

PHR applications are gold mines for helping providers manage health in patient-centered ways, while also increasing efficiency and quality. Hear reactions from health system leaders, some of whom have already committed strongly to providing PHRs to their patients.

- **Carol C. Diamond, M.D., M.P.H. – MODERATOR**
Managing Director, Health Program
Markle Foundation
- **Holly Miller, M.D., M.B.A.**
Vice President and Chief Medical Information Officer
University Hospitals and Health Systems
- **Anna-Lisa Silvestre, M.P.H.**
Vice President, Online Services
Kaiser Permanente
- **Jonathan Wald, M.D., M.P.H.**
Associate Director, Clinical Informatics Research and Development
Partners HealthCare System

3:15 p.m. – 4:15 p.m.

WHERE IS THIS HEADED?

A TECHNOLOGY/INDUSTRY PERSPECTIVE

Some of America's most prominent technology innovators react to Project HealthDesign and provide a glimpse of where their own PHRs and related applications are headed. Data repositories will play a particularly important part in insuring secure data storage while enabling a broad range of applications that support health.

- **Vince Kuraitis, J.D., M.B.A. - MODERATOR**
Principal and Founder
Better Health Technologies, LLC
Author, *e-CareManagement* blog
- **Colin Evans**
President and CEO
Dossia Consortium
- **Neil Ramshaw**
Senior User Experience Designer
Google
- **Keith Toussaint**
Senior Program Manager, HealthVault
Microsoft Corporation

4:15 p.m. – 5:30 p.m.

REFRESHMENTS

Unwind after a day of thought-provoking discussions and catch up with peers from government, industry, academic and advocacy sectors.