

BUSINESS OF MEDICAL PRACTICE

[Transformational Health 2.0 Skills for Doctors]

3rd Edition

HEALTH 2.0 EXAMPLE

On Medical Website Login Authentication Technology

www.PhoneFactor.com

Medical records are important documents to protect from identity thieves. If a hacker gets a patient's medical records, they get the key to that person's personal kingdom—insurance information, financial information, and access to very private matters that can affect job status, eligibility for mortgages—the implications are enormous.

Login authentication technology is emerging as regulatory agencies push for additional security measures to ensure that only authorized individuals have access to medical practices, clinics, hospital systems and patient data. HIPAA and many state pharmacy boards are calling for strong authentication when accessing patient records or prescribing medicine through online systems. To comply, doctors, clinics, and medical practices must require more than a user name and password before allowing access to their systems. Often, these additional forms of authentication are not user-friendly. Many require users to carry a security token or other device, or restrict them to logging in from a particular computer.

The firm offers a two-factor authentication service that provides far greater security than usernames and passwords. The service can use any phone (mobile or landline) as a second form of authentication. It can be setup in minutes and eliminates the need for tokens, smart cards or certificates. The basic service is free with advanced modules available for enterprise-wide deployments. PhoneFactor solves the identity theft problem, protects patient privacy in real-time, and is so easy to use that doctors take to it instantly.

For example, suppose a physician needs to remotely access a patient's hospital files from his/her private practice office. The doctor keys his user ID and password into the hospital network. His/her cell phone rings instantly, prompting him/her to confirm the login. If the doctor keys in a PIN on his phone, s/he is given access. But, if not, the IT department back at the hospital is alerted immediately, access to the network is denied, and the attack is thwarted. The patient file is not compromised.

HEALTH 2.0 EXAMPLE

On Medical Image Search Engines

www.OmniMedicalSearch.com

The firm is a medical image search engine designed for patients, students, caregivers, nurses, physicians and other medical professionals. Developed by long-time support ally Alloyfish, it delivers relevant results with an index of 150,000 medical images from 125 different sources that were hand selected. A wide range of images from authoritative medical websites are used in the index. There are no fees, registration or requirements of any kind to use OmniMedicalSearch.com. The company was founded on the premise of providing authoritative search results from reliable health and medical resources. It has grown from a medical metasearch engine into a full search engine made possible through partnerships with Healthline.com, Google Custom Search and proprietary search technology. OmniMedicalSearch offers six major search options which include: Medical Web, Health News, Forums, MedPro (medical professional level resources), health and medical Shopping Search, and now, a search engine for medical images. OmniMedicalSearch also offers a local directory for clinics and doctors, a reference desk of hard to find resource links, and a growing medical encyclopedia.

HEALTH 2.0 EXAMPLE

On Patient Driven Referral Sites [PDRSs]

www.DR-Oogle.com

It is clear to some practitioners that Internet-based consumerism is the future of medicine; as well as dentistry, podiatry and osteopathy, etc. Regardless of the increasing number of complaints about managed care's malevolent business model, managed care medical and dental plans are already wilting under the heat of transparency as well as the stifling economy. Market share continues to fall because of Adam Smith-like competition. These days, consumers are talking like a small town. Dentistry is no exception in the healthcare space.

Enter Doctor Oogle

Doctor Oogle is a health 2.0 platform, built on a social architecture of national participation where patients post comments and opine about participating providers; nice or nasty. It also offers a public database of dentists with patient feedback about dental practitioners. One can also read reviews, ratings, and recommendations; select a practitioner or schedule an appointment.

Ad-Driven Contrast of PDRSs

In contrast to WebMD, Servicegrades.com or other Patient-Driven Referral Sites (PDRSs), which sell dentists ad space, DR. Oogle is completely uninfluenced by paid advertisements because there are none. Participating dentists pay a flat monthly fee.

Defining Dental Quality

If one agrees that in dentistry [perhaps more than whole-body medicine] patient satisfaction is an important measurement of quality care, DR. Oogle is a natural measuring tool just begging to be used by patients holding preferred provider lists. In addition, DR. Oogle has the largest database of patient ratings of any other PDRSs.

Dollar-Based Dental Benefits

As businesses pull-back from expensive dental and medical insurance, some providers encourage owners to replace it with a fair and simple dollar-based benefit system; like Direct Reimbursement [DR] instead of intentionally confusing procedure-based benefits. This is akin to a concierge medical practice. And, dentistry may be more susceptible to consumer influences for a variety of reasons:

- * Costs of dental treatment are a small fraction of hospitalization.
- * Dental emergencies are not usually life threatening, even if painful.
- * Patients readily recognize bad dentistry, sometimes even as it is being performed.

Welcomed Transparency

Some dentists, and physicians opine that managed care dentistry [medicine] is simply dentistry [medicine] provided by the lowest bidder - with little to no quality control - an unethical/specious business foundation that ultimately leads to the abandonment of patients' interests. Of course, this is not a new hue and cry against managed care precepts.

DIY Studies

And so, in a recently received and anonymous, do-it-yourself DR. Oogle study; one researcher was shocked at how much the listed dentists were disliked by their patients. Of course, there are statistical wrinkles:

- * Maybe these lower rated dentists are not as bad as the reviews describe.
- * Is it possible that a few vocal people who expect discounts are impossible to satisfy?
- * How fair is that to a young dentist - just trying to scrape by anyway possible?
- * What dentist can maintain professionalism indefinitely in the financially thank-less environment of managed care?
- * What about the future?

Participatory health 2.0 is the philosophy where patients, providers, and payers interact collaboratively and competitively in order to enhance quality medical services at value-driven prices in the most appropriate venue and time. Dr. Oogle, and other PDRS sites are imperfect tools that in many respects seeks to further this goal. Nevertheless, although metering tools will undoubtedly improve going forward, caring and competent medical and dental professionals need not fear them

HEALTH 2.0 EXAMPLE

On the 3-D Imaging Experience

www.QWAQ.com

QWAQ is a [Software-as-a-Service [SaaS] provider that combines enterprise-wide collaboration with a three-dimensional interface environment, akin to *Second Life*, etc. It provides virtual business workspaces for program management, virtual offices and virtual operations centers. Most interestingly, its users create virtual *avatars*, and meet with co-workers in a 3-D environment to share and edit documents and use other business applications. For example, QWAQ users upload, share and edits documents like MSFT® WORD files, MSFT-PowerPoint® slides, Open Office® and MSFT-Office® documents. Users can launch FireFox® in a forum to browse the web. There are also VOIP and text chat capabilities.

Most interestingly, QWAQ is already popular with some doctors like radiologists, orthopedists and invasive cardiologists, in different locations who use medical imaging applications inside its forums. And, applications can be co-located and employed behind hospital or health enterprise firewalls, for added security protection. This new-wave application currently lacks granular permissions, as all documents can be copied by anyone in the Forums; which are self-invited and self-hosted. Yet, it does seem to possess, next-generational medical “*fly*.” Current cloud computing competitors include Central Desktop, Basecamp and PBwiki; while MSFT-SharePoint dominates the collaboration space. But, no one else to-date, offers the 3-D experience of QWAQ

HEALTH 2.0 EXAMPLE

On a Professional Medical Wiki

www.Medpedia.com

A *wiki* is an electronic collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified internet markup language. It is named after the Hawaiian term for “quick.” And so, this online medical encyclopedia seeks to have the open-source, evolving, and comprehensive nature of Wikipedia. According to its’ website:

“The Medpedia Project is an extraordinary global effort to collect, organize and make understandable, the world’s best information about health, medicine and the body and make it freely available on the website .Physicians, health organizations, medical schools, hospitals, health professionals, and dedicated individuals are coming together to build the most comprehensive medical resource in the world that will benefit millions of people every year.”

The Wikipedia Difference

In a key departure from the more widely know Wikipedia’s all-comers sensibility however, the new medical encyclopedia will be edited only by those with advanced degrees in medicine and biomedical science, and the site is taking online applications from would-be volunteer editors - MDs, biomedical research PhDs, and clinicians who will be screened in a rigorous internal review process

Incubator Backing

The site is backed by an incubator, called *Ooga Labs*. It also runs text ads, while Harvard Medical School is giving the site some seed content. Medpedia’s advisers include current and former deans from the medical schools at Harvard, Stanford and Michigan and the school of public health at UC Berkeley, while the site will pull in public domain content from the likes of the Center for Disease Control and Prevention [CDC], the National Institute of Health [NIH] and the Food and Drug Administration [FDA].

Other health and medical organizations that are supporting Medpedia include the American College of Physicians [ACP], the [Oxford Health Alliance (OxHA.org)], the Federation of Clinical Immunology Societies, [FOCIS], and the European Federation of Neurological Associations [EFNA]. These groups are contributing content and promoting participation in Medpedia to their members.