

IBM HEALTHCARE ROADSHOW 2009

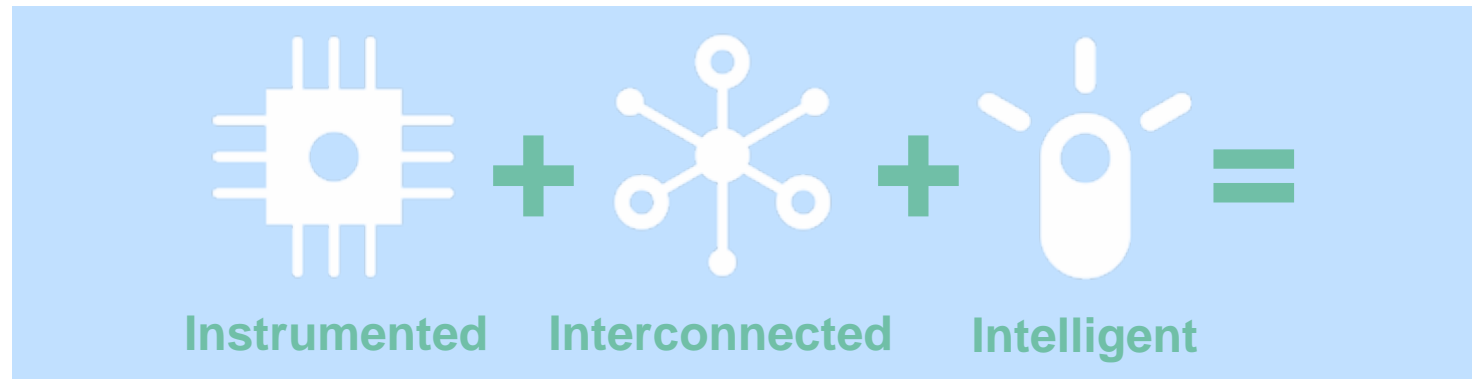
IBM Healthcare Innovation

John Crawford



Smarter Healthcare

A smarter health system forges partnerships in order to deliver better care, predict and prevent disease and empower individuals to make smarter choices.



Improve operational effectiveness

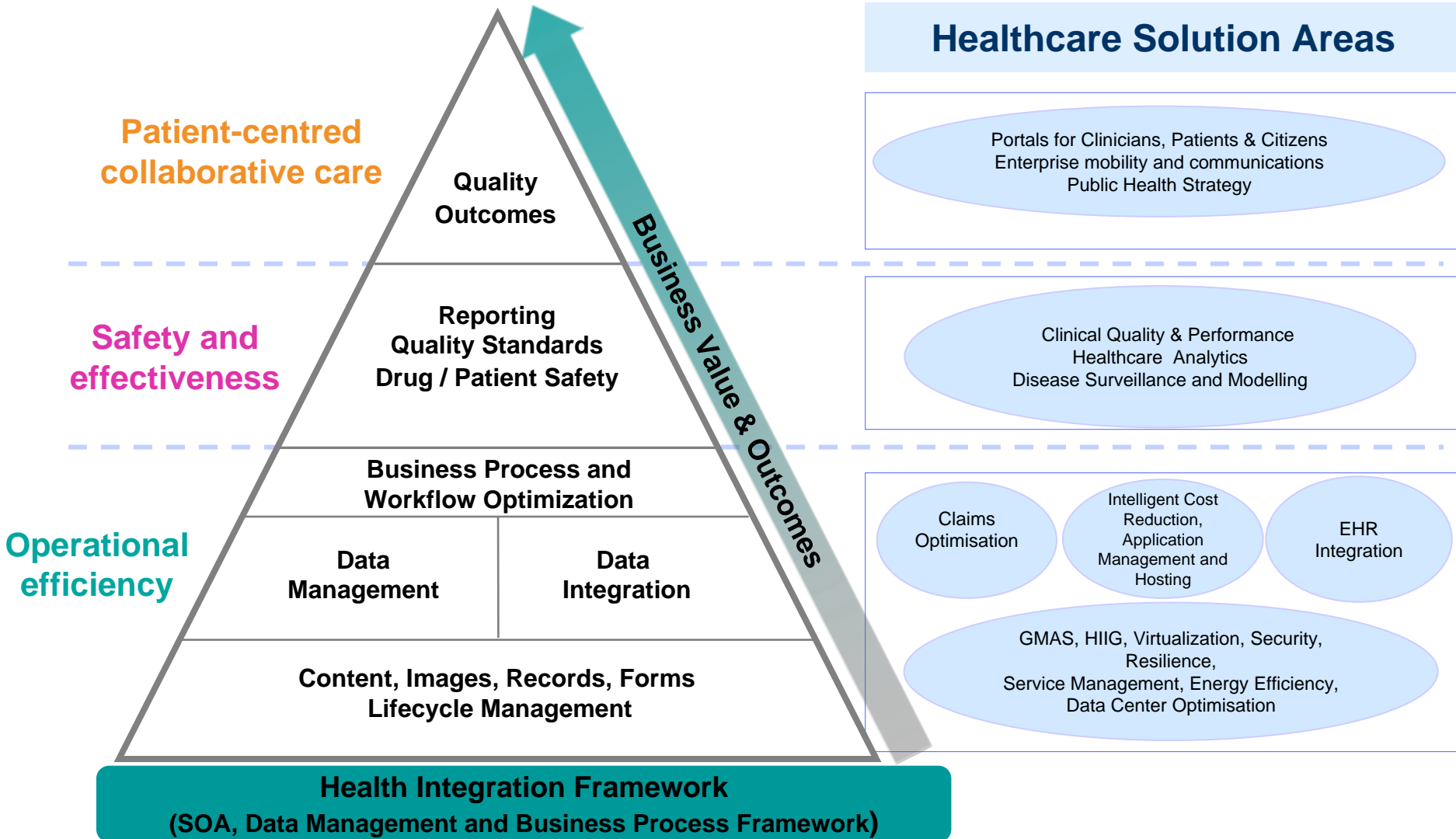
Deliver collaborative care for prevention and wellness

Achieve better quality and outcomes

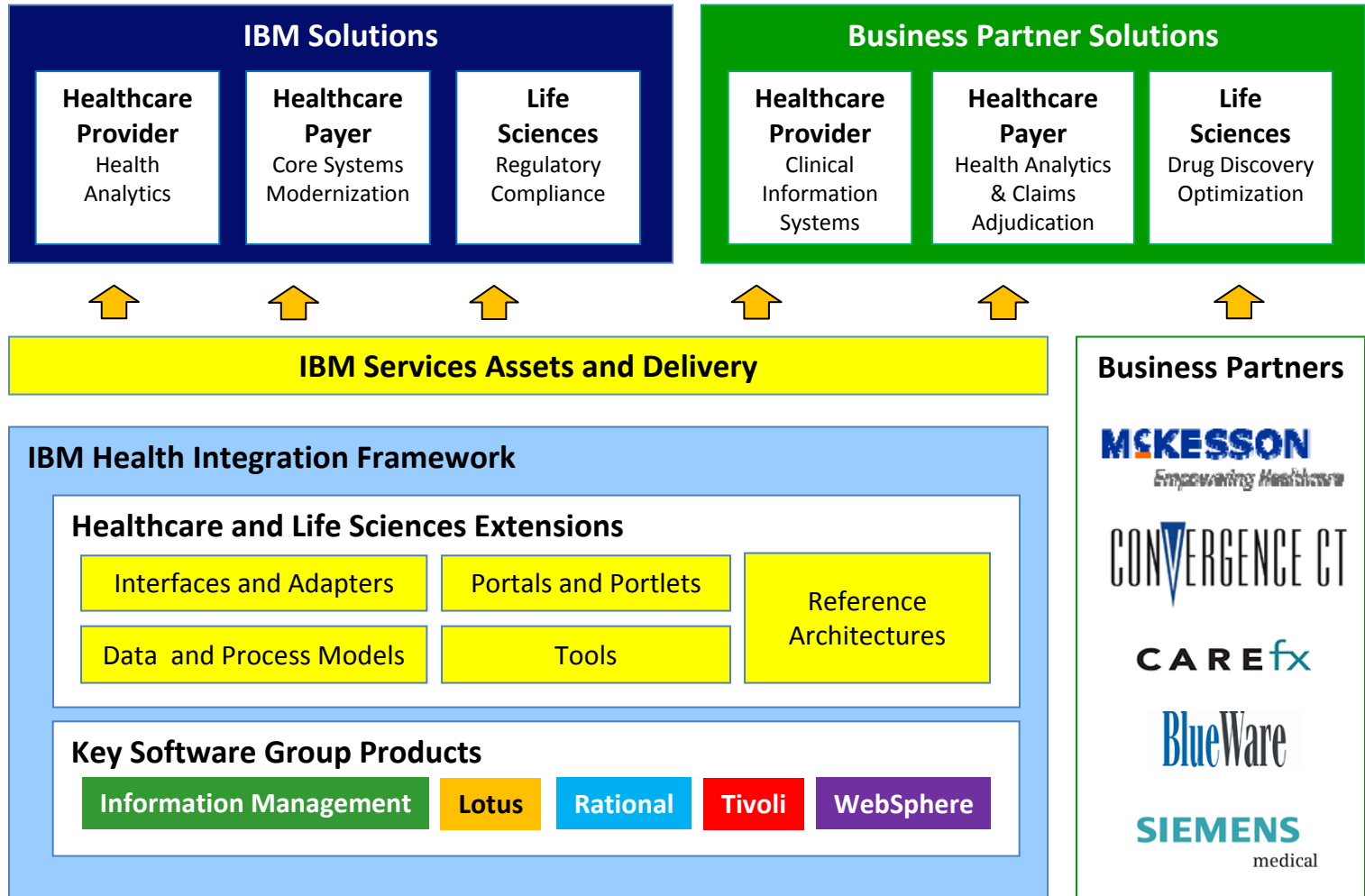
Healthcare as a global priority and IBM's role

Global Environment	Market Response	IBM's Role
<ul style="list-style-type: none"> • Economic and societal demands for improved value and outcomes • Healthcare costs outpacing GDP growth • Aging populations • Increasing rates of chronic conditions • Concerns for patient safety 	<ul style="list-style-type: none"> • National efforts to improve health system efficiency and effectiveness • Public health improvement programmes / legislation • Educating and activating the citizen • Improving access to services • Healthcare IT as a key enabler: <ul style="list-style-type: none"> – EHR / Interoperability – Business Intelligence – Telemedicine – Health 2.0 	<ul style="list-style-type: none"> • Deliver innovative solutions <ul style="list-style-type: none"> – Integrate information – Optimise workflows – Improve flexibility • Promote collaboration <ul style="list-style-type: none"> – Among stakeholders – Policies and standards – New care delivery models • Lead as a best practice employer <ul style="list-style-type: none"> – Promote patient-centric care – Reward healthy work-life balance

Healthcare solutions to deliver improved value and outcomes

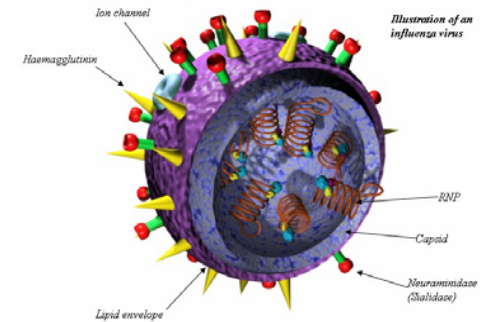
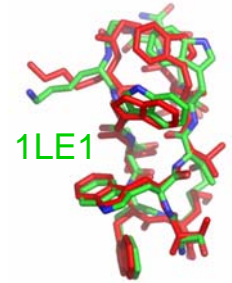


The IBM Health Integration Framework for Smarter Healthcare

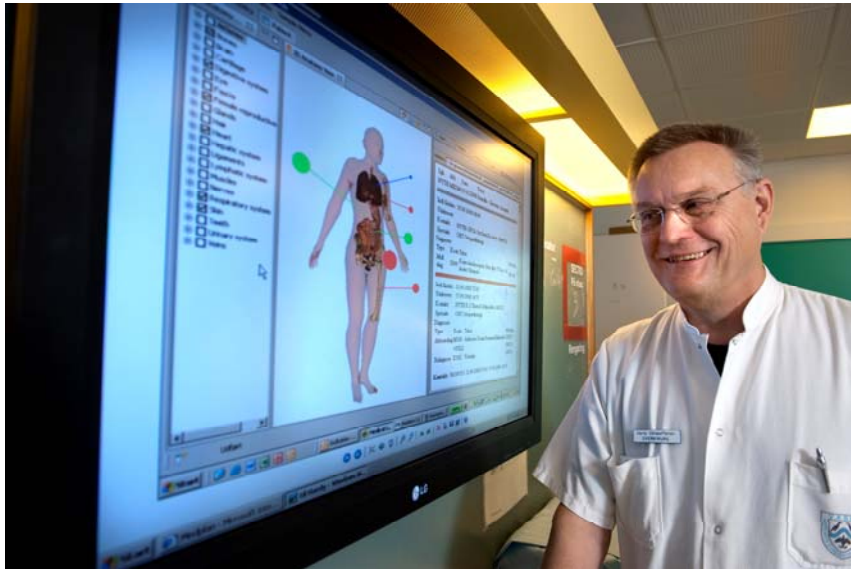


IBM Research is focused on five strategic challenges:

1. Improve the effectiveness, safety and cost of clinical care and public health through better diagnosis, treatment and operational efficiency
2. Improve the operational efficiency and customer relationship capabilities of healthcare payers and consumers
3. Translate molecular biology research into medical care
4. Understand biological systems with predictive models
5. Develop new, more effective, drugs faster and cheaper



Smart Healthcare Innovation - Thy-Mors Hospital (Denmark) uses visual patient records



Fact. Complete electronic patient records tend to be complex and time-consuming – a simpler approach is needed.

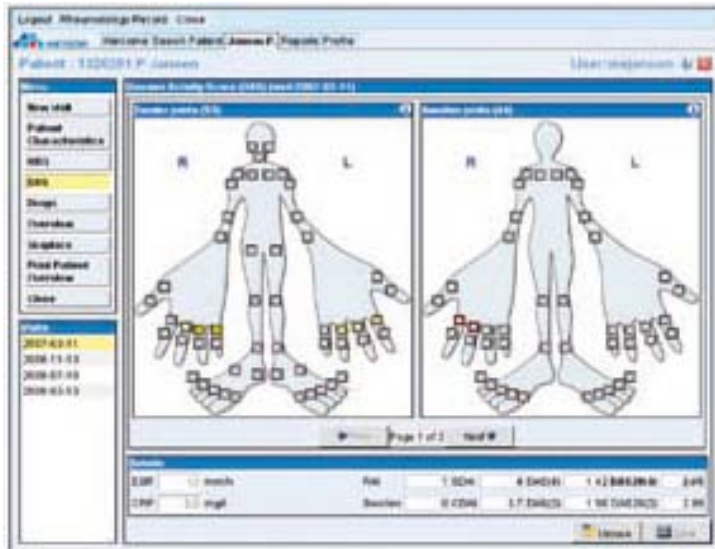
What's smart?

- Visual representation of the health status using a 3D avatar linked to SNOMED-CT clinical terms
- Combination of visualisation and medical record data

Smarter Business Outcomes

- Allows faster assimilation of relevant medical information by clinicians
- Improves doctor/patient dialogue
- Supports move to 'paperless hospitals'

Smart Healthcare Innovation - Merit Foundation and IBM improve rheumatology care across Europe



Fact. No consistent way to capture and share vital information on patient treatment

What's smart?

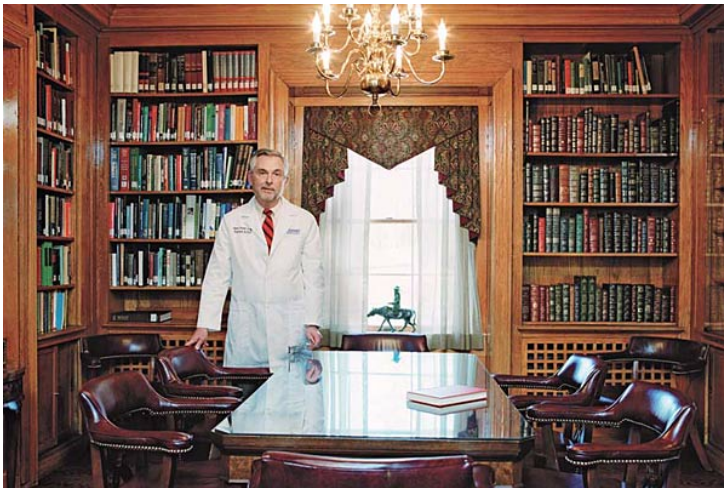
- First pan- European database of patient information on rheumatoid arthritis, enabling clinicians across Europe to share and access vital information quickly and easily
- A single view for clinicians to share with patients

Smarter Business Outcomes

- Monitor progress against thousands of anonymous patient records and benchmark treatment
- Better compliance with treatment

Smart Healthcare Innovation - Geisinger Health uses a Clinical Decision Intelligence System

Geisinger[®]



Fact. Geisinger Health System wanted to extract more value from its vast array of medical information

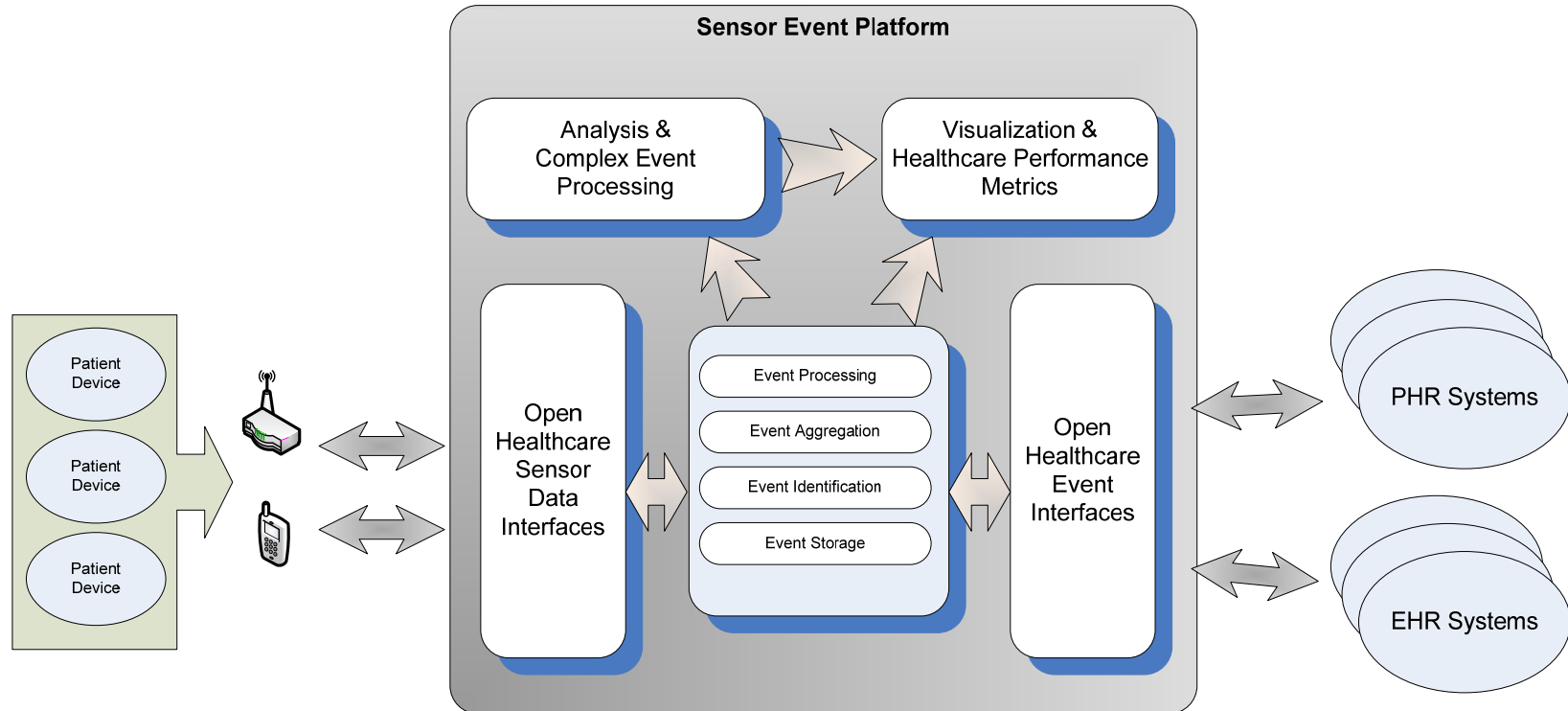
What's smart?

- Standards-based Clinical Decision Intelligence System (CDIS) enables analysis and reporting of vital insights from millions of patient encounters
- System incorporates Geisinger's clinical, financial, operational, claims, genomic and other medical data

Smarter Business Outcomes

- Provides a massive store of clinical information, procedure and research to help doctors provide the best care
- Medical information can be used for innovative medical research, treatments and life-saving breakthroughs

Smart Healthcare Innovation - IBM Sensor Event Platform for Healthcare



IBM Websphere Sensor Events

- Software to integrate events from all types of medical devices
- Provides a platform to aggregate, analyze and visualize events
- Collect and correlate data and events from sensors and repositories, both local and remote (PHRs, EHRs, etc.)
- Standards-based: Continua, IHE, HL7, SOA

Smart Healthcare Innovation - Connected Personal Health - Chronic Disease Management

