



SPINN
Your personal health network



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Personal Health Records In Pediatric and Family Medicine

Sponsored by

Pediatric Web

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Welcome



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Jonathan Smolowe

Executive Vice President, White Pine Systems, LLC

(SPINNphr)



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Agenda



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- 1. Objectives and Requirements for a Personal Health Record**
Dr. Dan Feiten
- 2. Introducing SPINNphr**
Doug Dormer
- 3. SPINNphr Demo**
Brad Chick
- 4. The opportunity for Pediatric Web practices**
Jonathan Smolowe
- 5. Questions & Answer**
All



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Dr. Daniel J. Feiten

Pediatrician and CEO, Pediatric Web



- 1. Engage families by giving new value**
- 2. Improve operational efficiency for physicians and staff**
- 3. Include highest levels of customer support—for providers and patients**
- 4. Improve patient and family satisfaction**
- 5. Give a competitive advantage to physicians**
- 6. Compliment existing EMR and HIT investments**
- 7. Must be open and portable**
- 8. Must meet the highest levels of security, privacy and control**
- 9. Create new a new source of revenue**
- 10. Responsive to the evolving needs of providers and patients**



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Specific Requirements



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- 1. Privately labeled**
- 2. Configurable (particularly with respect to Pediatric Web)**
- 3. A la carte**
- 4. Meaningful Use & Certification**
- 5. Programs for outreach**



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Doug Dormer

Founder and CEO, White Pine Systems, LLC

(SPINNphr)

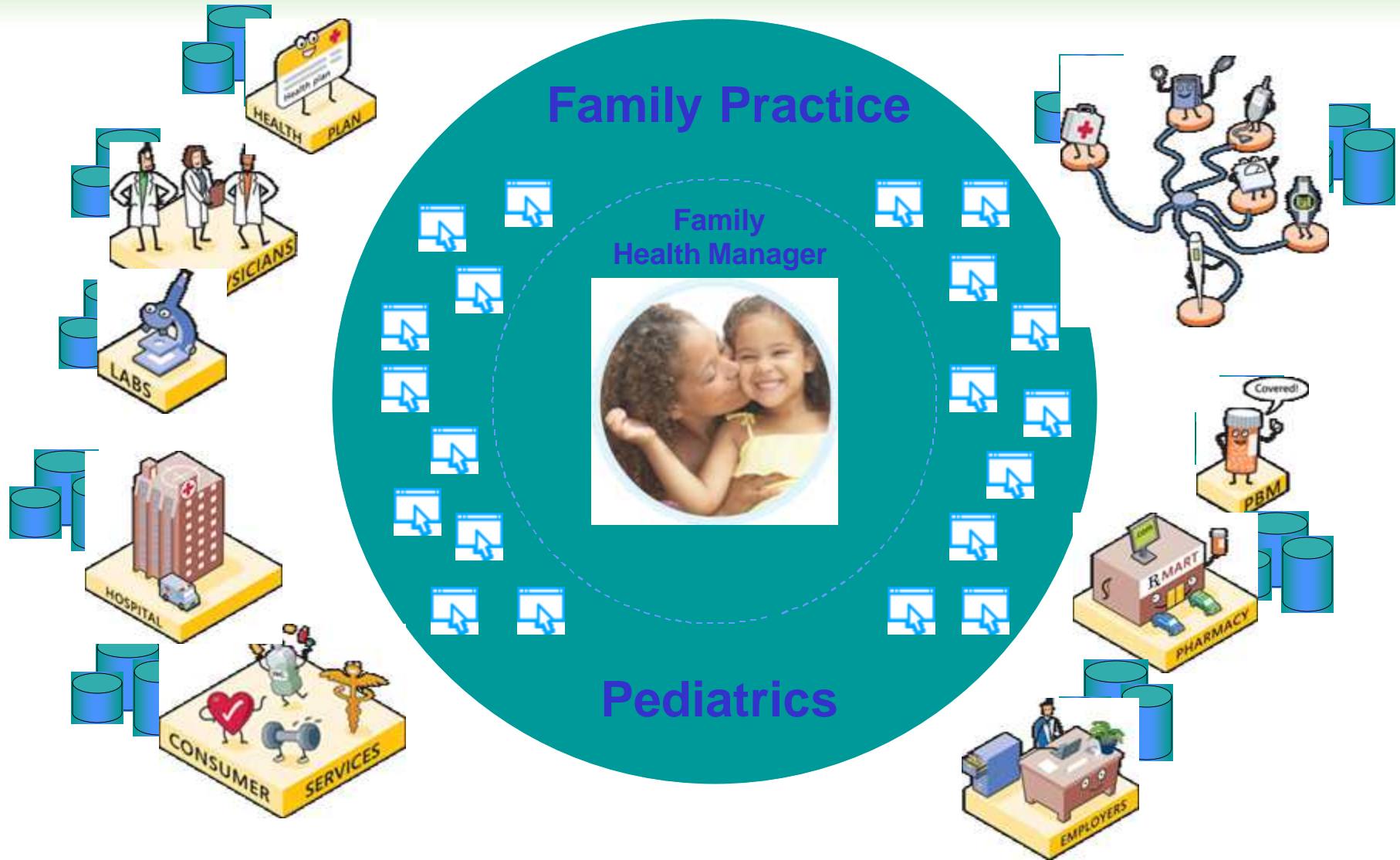


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Health Information Aggregators



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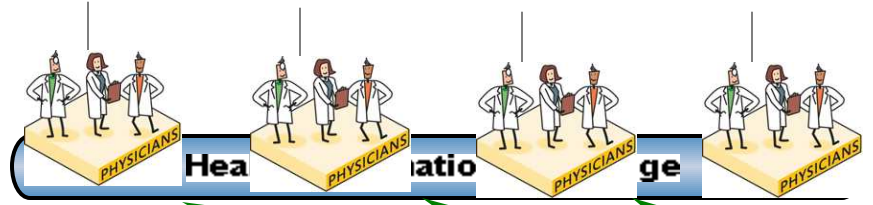
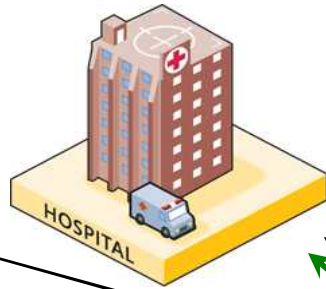
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The Big Picture



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Electronic Medical Records



Personal Health Applications



The "Family Health Manager"

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Personal Health Record Platforms





A brief history of Personal Health Records & SPINNphr

- ✓ **Formed in 2006 & built prototypes in 2006/2007**
- ✓ **Microsoft & Google enter the market with PHR platforms in late 2007**
- ✓ **SPINNphr v 1.0 (MDE) live August 2008**
- ✓ **SPINNphr v 2.0 (w/ EMR interoperability) live June, 2009**
- ✓ **Alliance with Pediatric Web, December, 2009**

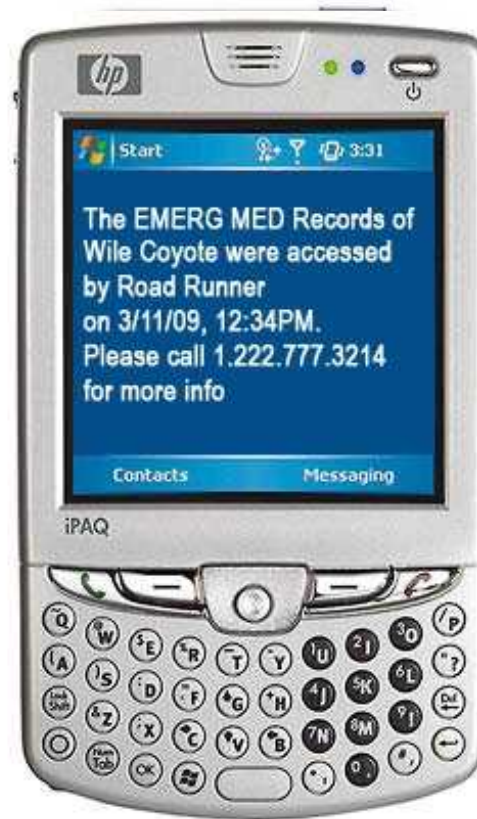


Regulatory environment:

- 1. HIPAA**
- 2. Federal Trade Commission**
- 3. Meaningful Use**
- 4. Certification**
- 5. State regulation**
- 6. Reducing avoidable hospitalizations**



✓ **Emergency information and notification**





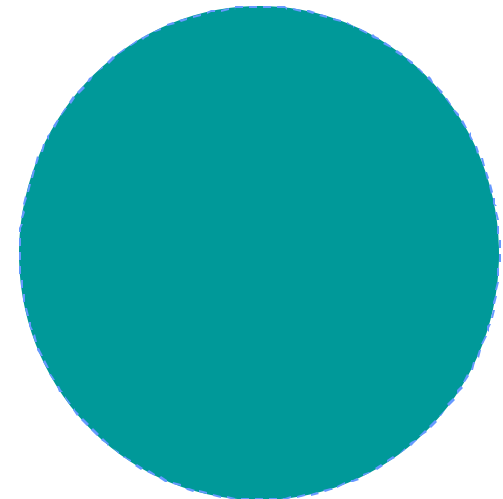
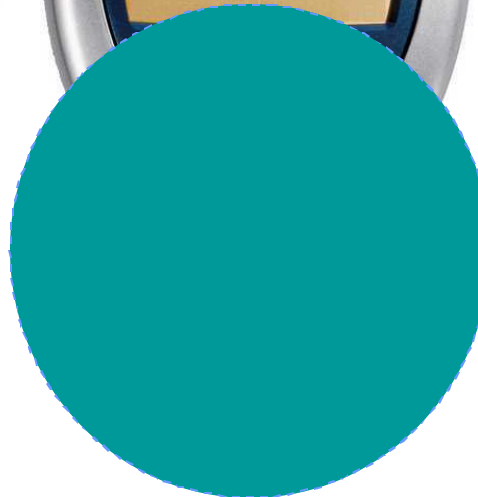
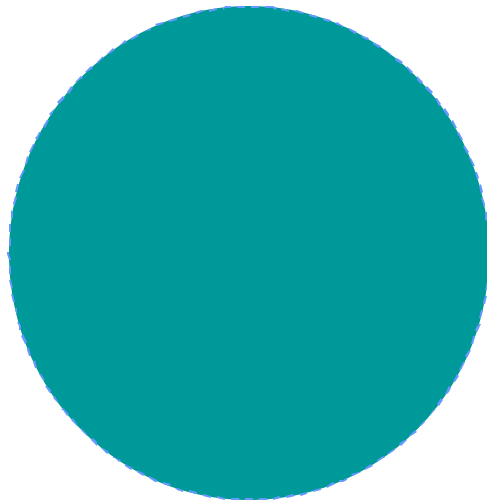
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Creating new value



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- ✓ **Emergency information and notification**
- ✓ **Simplifying recording and communication of daily activities**





- ✓ **Emergency information and notification**
- ✓ **Simplifying recording and communication of daily activities**
- ✓ **Outreach—school, sports and beyond**



City/State/Zip: _____
Phone: _____ Hospital: _____
Known Allergies: _____
Known Disabilities: _____
Other Important Medical Information: _____
Signature of Parent/Guardian & Date: _____ day of _____
Subscribed and sworn to before me this _____ day of _____
NOTARY PUBLIC: _____ My commission expires: _____



Unique benefits for consumers and providers:

- ✓ **Focus on Care Units**
 - Well child visits
 - Asthma
 - Fitness
 - You tell us
- ✓ **Personalized dashboards**
- ✓ **Automated reminders for immunizations and well child visits**
- ✓ **Allowing family health managers to keep track remotely**



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DEMONSTRATION



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SPINNphr Basic for Pediatric Web



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Announcing...

SPINNphr Basic for Pediatric Web Clients

A low cost way to offer your own branded PHR

Integrated with leading EMR systems (1):

- ✓ **Allscripts**
- ✓ **Medent**
- ✓ **Amazing Charts**
- ✓ **eClinicalWorks**
- ✓ **NextGen**
- ✓ **Eclipsys**
- ✓ **(with others to follow)**

Quick implementation and training

(1) EMR solutions already integrated or planned for 1H, 2010.



SPINNpwr Basic	1 Physician	3 Physicians	10 Physicians	20 Physicians
Cost to Practice:				
One time implementation and configuration	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Integration fee for practice's EMR system (1)	500	500	500	500
Annual fee per physician (\$500 per physician)	500	1,500	5,000	10,000
Total first year cost for basic configuration	<u>\$ 2,000</u>	<u>\$ 3,000</u>	<u>\$ 6,500</u>	<u>\$ 11,500</u>
Total cost in subsequent years	<u>\$ 500</u>	<u>\$ 1,500</u>	<u>\$ 5,000</u>	<u>\$ 10,000</u>

(1) Assumes practice uses an EMR system for which integration is already supported.



SPINNphr Basic --assuming three physicians	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue:					
Total number of patients (assuming 3 physicians with 1,700 patients per physician)	5,100	5,100	5,100	5,100	5,100
Percentage of patients subscribing to the PHR	5%	15%	25%	35%	50%
Estimated number of patients per year	255	765	1,275	1,785	2,550
Revenue to practice per year assuming \$40.00 per patient per year (1)	<u>\$ 5,100</u>	<u>\$ 15,300</u>	<u>\$ 25,500</u>	<u>\$ 35,700</u>	<u>\$ 51,000</u>
Less cost to practice	<u>\$ (3,000)</u>	<u>\$ (1,500)</u>	<u>\$ (1,500)</u>	<u>\$ (1,500)</u>	<u>\$ (1,500)</u>
Net revenue per practice in first five years	<u><u>\$ 2,100</u></u>	<u><u>\$ 13,800</u></u>	<u><u>\$ 24,000</u></u>	<u><u>\$ 34,200</u></u>	<u><u>\$ 49,500</u></u>

(1) Assumes an average of \$40 per Member, with \$20 commission paid to the practice.



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Questions and Answers



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Thank you

Copies of these slides and this presentation will be available through Pediatric Web at www.pediatricweb.com.

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