# INTERNETHEALTH
## MANAGEMENT
### Digital Healthcare in the Age of Consumerism

# 2017 Executive Report Series

Exclusive data and analysis in a downloadable PDF report format from the Internet Health Management editorial team, published 4x a year.   2017 research report topics:


## The State of Digital Healthcare                               March 2017

Among the many changes transformation taking place in U.S. healthcare are the initiatives under way aimed at doing away with silos of unconnected data, old computer systems and paper and manual business processes.

Replacing the old ways of doing business will open up the possibility of consumers using the web and universally shared (but secure) personal financial and medical data to manage their health, wellness and health business affairs online. Even if Obamacare is replaced or heavily modified, web-enabled and consumer-driven healthcare is here to stay.

But how fast is change coming and what will it look like?  Which healthcare providers and insurers are embracing digital healthcare and giving patients and plan members the web tools that enable them to perform such tasks as comparison shop and buy insurance online, schedule and see a doctor online, securely access and share their medical records and order or refill a prescription? And which healthcare organizations aren't? If Obamacare—a big catalyst for the push to more digital healthcare—is repealed and replaced, what will be the effect on web-driven healthcare and consumerism?

For some answers, Internet Health Management is publishing ***The State of Digital Healthcare*** which will provides data and analysis on the current state and next round of evolution for web-driven consumer healthcare, including:

- The outlook for Healthcare.gov and public health insurance exchanges
- Why and how leading healthcare organizations such as Cleveland Clinic, Mayo Clinic, Kaiser, Aetna and the Blues are rolling out more advanced digital healthcare initiatives.
- The outlook for telehealth, universal electronic medical records and other key drivers of digital healthcare.
- The impact of digital healthcare on population health management and patient engagement.
- Why investors keep pouring big money into digital and mobile healthcare.
- A look ahead at mobile healthcare and apps.


## The Top 50 Digital Healthcare Leaders                           June 2017

Payers and providers are investing more in web-driven consumer healthcare. The change to a more web-driven future in the $3 trillion healthcare industry isn't easy or cheap, and it won't happen overnight. But there are executives that are leaders in the industry that are breaking ground in taking healthcare into a more digital and consumer-focused future.

This report is focused on the 50 most influential leaders in digital healthcare and the why, how and what they are doing to transform their companies, institutions and agencies into digital healthcare centers of excellence.

Internet Health Management presents the inaugural class of top 50 digital healthcare chiefs - 50 men and women who advance web-driven consumer healthcare in ways executives at other healthcare organizations can learn from.

Learn from the top minds in digital healthcare on innovative uses of Universal electronic health records, patient engagement, customer service, population health management, telehealth, cybersecurity, mobile healthcare and much more.

Top 50 Digital Healthcare Leaders include:

- Dr. Joseph C. Kvedar, vice president, Connected Health, Partners HealthCare
- Dr. Adrienne Boissy, chief experience officer, Cleveland Clinic Health System
- Dr. Steve Ommen, medical director, connected care, Mayo Clinic
- Craig Hankins, vice president digital products, Craig Hankins
- Dr. Leslie Saxon, founder and executive director, Center for Body Computing, University of Southern California, Keck School of Medicine

## The anywhere, anytime patient                                    October 2017

Consumers do their banking and shopping anywhere and anytime they want using their mobile devices. Now many are using the same tools to manage their health, wellness, research and buying health insurance. But some health systems, insurers and related healthcare organizations—such as Cleveland Clinic, Mayo Clinic, Intermountain Healthcare, UnitedHealthcare, Aetna, Cigna and Independence Blue Cross and Blue Shield—are more advanced.

This report analyzes how the leaders in mobile healthcare are building, their websites and digital portals that lets consumers use any desktop or wireless device to manage their healthcare affairs. The report also presents case studies on healthcare organizations such as Geisinger Health System that are constantly updating popular apps that enable patients to schedule digital doctor visits, read physician rankings, review clinicians, and access secure medical records.

Learn from the top minds in mobile healthcare on innovative uses of:

- Responsive design
- Consumer-focused telehealth
- Health and wellness app development
- Secure text messaging
- Clinical trials
- Patient engagement
- Population health management
- Patient self-service features and functions
- Engaging patients online

# Engaging patients online                     November 2017

Patient engagement encompasses how providers, insurers and patients themselves are taking steps to deliver and encourage personalized clinical care and better ways for patients to manage their individual healthcare.

And much of that patient engagement is taking place online as healthcare organizations of all sizes roll out more self-service web tools for patients and interact with them one on one online through social media and web-based customer service.

Patient engagement is all about giving patients the necessary resources for them to choose the treatment and health business management options that best aligns with their personal beliefs and lifestyle.

In this report—Engaging patients online—Internet Health Management analyzes why and how hospitals and health systems are offering patients access to updated digital tools and portals that enable them to find, rate and review physicians and specialists' schedule and see doctors online; see their secure medical records and test results; securely communicate with their doctor and order or refill prescriptions among other tasks. It will also examine how these organizations measure success and their results to date.

The report also analyzes how hospitals and health systems such as Wake Forest Baptist Health, New York-Presbyterian, Edward-Elmhurst Health, Rush University Medical Center, Seattle Children's Hospital and others are using web-driven patient engagement tools and strategies to attract and retain patients, control costs and achieve better outcomes.

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