



What is PHR...?

Janne Aaltonen, Medical Director (Logica)



What PHR stands for?



PHR = Personal Health Record

Not personal sickness record!

PHR = "Person Has control"

What does PHR contain?

- Blood pressure...?
- Glucose level...?
- Peak expiratory flow...?

-> Sickness record!

While these can (should) be recorded into PHR the **emphasis** on *either sickness or health* is important

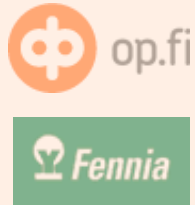
Some other measures are more important to health

- Nutrition (weight)
- Sleep
- Social network, etc

Every category has its own logic, they are supplements not substitutes

eServices on customer perspective

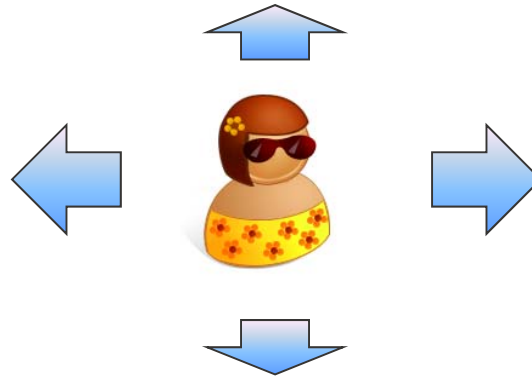
Provider oriented eServices (open sector) which require customership (banks, insurance companies, hospital, etc – you first choose a provider and after that use eServices it provides)



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Customer oriented eServices (open sector) that don't require (traditional) customership – you just choose an eService and start using (naturally there is some provider behind a service)



Municipality oriented eServices where there is no competition inside a provider (municipality) but there is kind of competition across municipalities (however, user cannot choose provider)



Gov's eService account

- VERO SKATT
- Väestörekisterikeskus
Befolkningsregistercentralen
- EDUSKUNTA
- eArkisto

State oriented eServices, where there is no competition (user cannot choose a provider, it's always state)

What is PHR in other industries?

eBank account?

- No
- Customer does not choose eBank account operator but she/he chooses bank, and the **bank** provides eBank service
- eBank environment is not open, customer cannot add an applet she/he wants to use, the bank chooses for a customer
- Customer cannot add data from other sources into an account

eBank account is a provider oriented eService, which is urgently needed in healthcare too (**in addition** to the PHR)

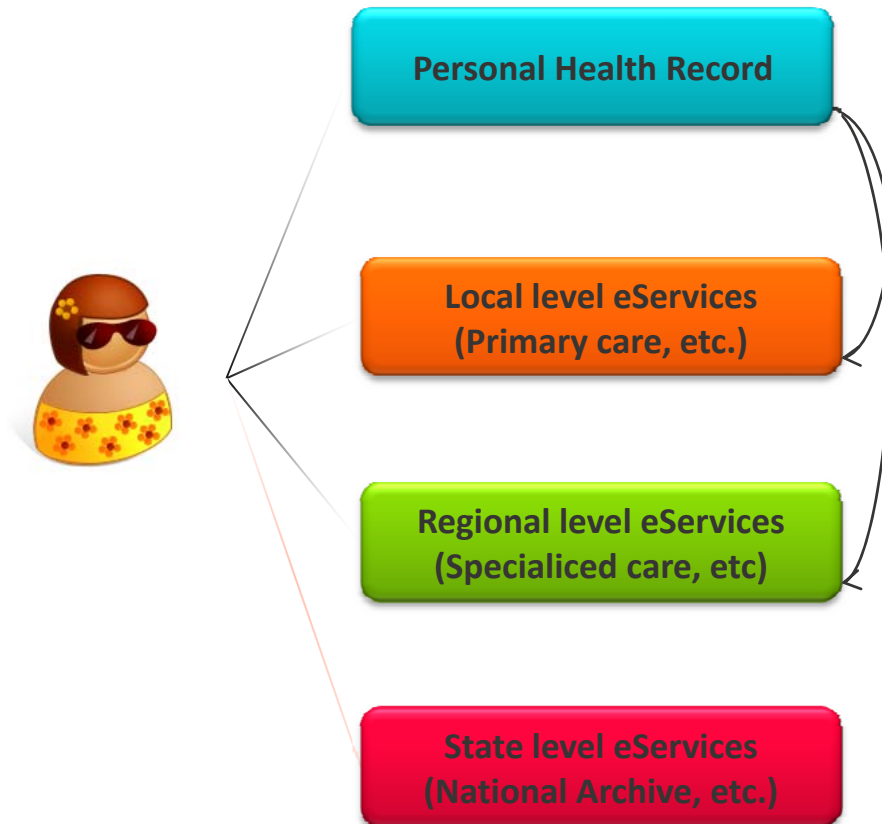


PHR is a “health Facebook”

Every category has its own logic, they are supplements not substitutes

eServices on a perspective of 'ecological fit'

Validated measures from the certified PHR may be transferred from PHR to the eServices



Personal Health Record; patient is free to choose what PHR she/he uses and if she/he uses it or not; patients owns the information, and free to choose, who can access which information (social media is one important role of PHR)

eServices at a local level, each provider have an individual way of defining and providing services; each one decides which services to provide, by whom and how – provider owns the information

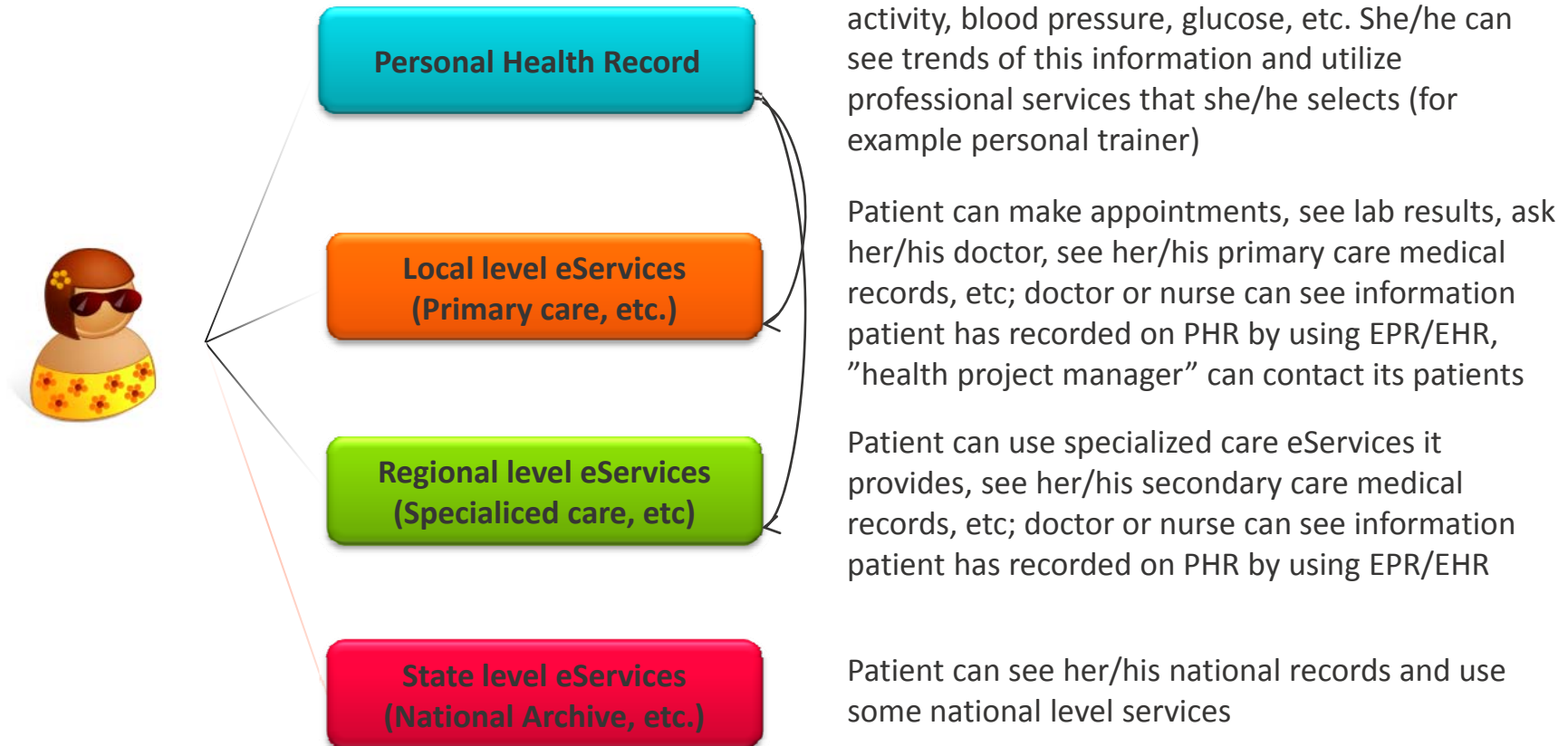
eServices at a regional level, regions differ from each other but there are some services that are jointly used in a region in a mutually defined way by local providers – regional provider owns the information

eServices at the national level – state owns the information

Every category has its own logic, they are supplements not substitutes

Examples of eServices at each Category

Validated measures from the certified PHR may be transferred from PHR to the eServices



Provider vs. Customer Oriented eServices

Provider Oriented eServices

- Two-way communication between customer and provider (ref. eBanking)
- Organization decides what services it provides, to which customers and how (platinum vs. plus customers, one service available in one region but not in the other, etc.)
- Provider can use 3rd party components in its services (for example Amadeus booking system by eTravel Agents)
- Can happen inside or outside provider's premises (for example self check-in)
- ***Focus/Objective: Process guidance -> Provider's efficiency gain***

Customer Oriented PHR

- Customer decides which service to use, on what and how
- Mainly data that customer collects by herself/himself (transfer from device may be automated)
- Mainly other than sickness-related (or directly even health-related) information
- Exports information ***that provider has certified*** to provider eServices solutions
- ***Focus/objective: Information input/view -> Patient's self-care (individual health quality)***

PHR – eServices – “legacy systems” (EPR)



PHR
(Customer oriented eServices)

- Does not contain data
- Directs health not direct health organization’s service process between defined customer and provider
- Bi-directional communication tool between provider and customer
- UI for patient (www) but not for professionals (which use EPR)

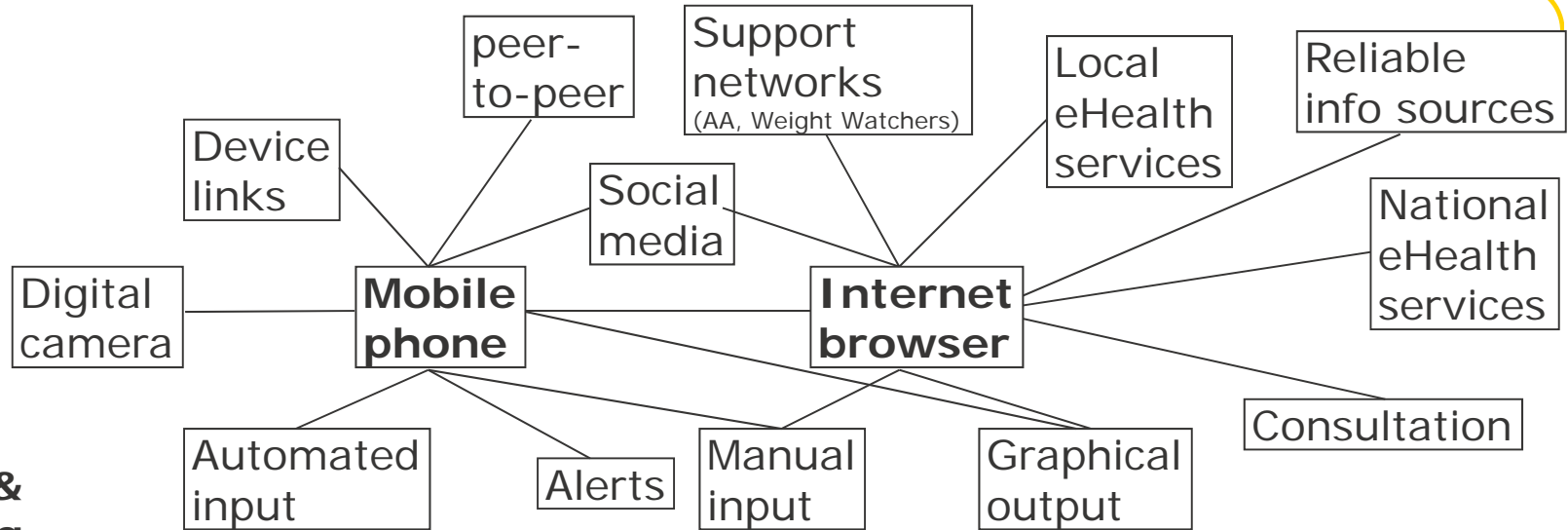
**Provider oriented
eServices**

EPR system

- Data warehouse
 - May direct patient self-care but does not direct health organization’s service process
 - User: customer (patient)
 - Includes information across organization boundaries
 - Customer owns the information
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- Operative system (contains data and directs service processes)
 - Organization owns the information



PHR content (example)



Using & Sharing

Functions

Weight/Nutrition
 Fitness/Sports
 Sleep
 Working/Stress
 Smoking
 Menstrual/Pregnancy
 Health data archive

Games (psycho-social tests)
 Medication
 Health status

- RR
- Blood glucose
- Heart rate/rhythm
- PEF
- etc.



Thank you!

Logica Finland
Janne Aaltonen

Karvaamokuja 2 (PL 38), 00381 Helsinki
Medical Director

www.logica.fi
T: +358(0)50 410 8237

E: janne.aaltonen@logica.com

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