

TELEHEALTH PROJECT SUMMARY TEMPLATE

Please provide information on all major projects in the last ten years (1998-2008) and any planned future projects

SUMMARY WRITER: Linda Axtell-Thompson, HMSA

PROJECT NAME: HMSA's Online Care

ORGANIZATION/AGENCY (and primary contact): Hawaii Medical Service Association (HMSA), Michael J. Cheng, Senior Vice President

FUNDING (source and amount): na

START UP FUNDS: na

REIMBURSEMENT (submitted/not submitted): na

DURATION (start time and date): Scheduled to launch in early 2009.

PURPOSE/INTENT (100 words maximum):

HMSA's Online Care program will be available to all Hawaii residents, not just HMSA members. Consumers can talk to local credentialed physicians from HMSA's participating provider network, live on-demand, via a system available 24 hours a day. Sessions will be secure and private, using internet-based videoconferencing, secure chat, or telephone. Physicians can review claims and other health information the patient makes available, talk with patients, prescribe medications as physicians deem appropriate and consistent with standards of care, and recommend follow-up care. Session notes will be maintained electronically, and can be forwarded upon patient request to their primary care physician.

MAJOR CRITICAL ACCOMPLISHMENTS:

na

CRITICAL SUCCESS FACTORS:

Achieve and maintain balance on a meaningful level between supply (of physicians providing services) and demand (of patients requesting services). Physician support is critical to the success of this project.

CRITICAL BARRIERS (overcome or not):

It is critical to address knowledge and comfort barriers of physicians and consumers to provide and receive care through a new medium.

MAJOR LESSON LEARNED:

Beyond the known technical challenges, this technology also faces "frontier" policy issues concerning health plan functions and standards of care in the community.

CURRENT STATUS (active, planned, dormant, completed, other?):

Scheduled to launch in early 2009.

PARTNERING ORGANIZATIONS:

American Well's Online Healthcare Marketplace™ enables live communication between consumer and health care provider using internet-based videoconferencing, secure chat, and telephone. Microsoft's HealthVault™ is an online consumer health platform that allows consumers to collect, store and manage personal health information from multiple sources and share it with physicians, family members, and other trusted third parties.

IS THERE A CLINICAL CHAMPION OR A COMMITTEE OVERSEEING THE TELEMEDICINE PROGRAM?

HMSA's Online Care is overseen by an executive steering committee; clinical involvement is provided by an HMSA medical director dedicated to the program.

TECHNOLOGY USED: Internet-based videoconferencing, secure chat, and telephone; internet-based personal