

TEXT MESSAGING IN THE MANAGEMENT OF DIABETES AND OBESITY



Karl Kochendorfer, MD, FAAFP Chief Health Information Officer



OVERVIEW

- · Living Lab concept for building new innovations
- Healthe Reminders for text messaging



LIVING LAB CONCEPT

- User-centric development approach for designing, developing, validating and refining solutions in real life clinical environments (e.g. users designing)
- Unique team
 - · Practicing clinicians with engineering and design expertise
 - · University Health System
 - · Experienced engineers
 - · Information Experience (Usability) Lab
 - · EHR vendor presence and sale force
- Almost full control of the life cycle of HIT innovations from idea to global commercialization

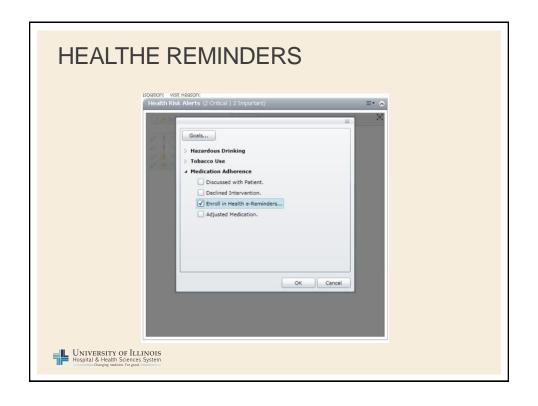


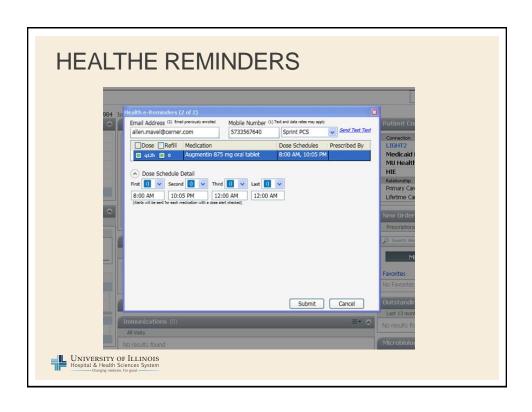
HEALTHE REMINDERS

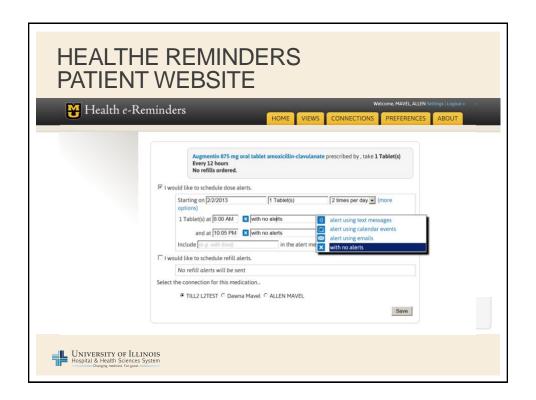
- Built because of Rx non-Adherence
- >3.5 billion prescriptions annually in the US
- 4 out of 5 patients leave doctors office with at least 1 Rx
- 45% of Americans are taking at least one medication
- · Of these, 50% are not taking medications as prescribed
- Healthcare system cost of an estimated \$300B/year
- · Hospitalizations related to non-adherence is \$47B/year
- In 2007, 32% of prescriptions were never filled!











OTHER LIVING LAB WORK

- Piloted patients uploading BP and blood glucose readings
- Plan to allow appointment reminders to be sent via text

Thank you

Questions?

