



*Better care coordination
should be this simple.*

Barriers and Drivers of Health Information Technology Use for the Elderly, Chronically Ill and Underserved

The Agency for Healthcare Research and Quality's (AHRQ) Technology Assessment reports on successful elements of health information technology

by Dr. Randall Williams, Founder and CEO, Pharos Innovations

The AHRQ recently released a technology assessment focused on studies of interactive consumer health IT. The assessment described factors influencing the use, usefulness and usability for the elderly, chronically ill and underserved populations.

The review concluded that it is clear that consumers' perception of benefit, convenience and integration into daily activities facilitates the successful use of interactive technologies for these populations. Specific findings include:

- 🔥 Engagement is directly linked to the amount of value consumers perceive the intervention/site to have.
- 🔥 Health information technology has a positive effect when a complete feedback loop is provided. This loop includes monitoring of current health status; interpretation of this data in light of established, often individualized, treatment goals; adjustment of the care management plan as needed; communication back to the patient/member with tailored recommendations or advice and repetition of this cycle at appropriate intervals.
- 🔥 Convenience is critical; engagement is higher when the intervention is delivered via technology consumers use every day for other purposes.

The Significance

This technology assessment is in direct alignment with the new paradigm of care coordination that Pharos is creating. Our Tel-Assurance[®] device-free remote patient monitoring platform is a cost-effective, technology-based solution that does not require special equipment. Participants use the equipment they already use everyday - any available telephone (land line, cell phone or payphone) or internet connection - and basic health measurement tools, such as a generic bathroom scale or glucometer, to gather and report basic symptom information. Our elegantly simple solution also provides the feedback loop described above as care managers monitor and interpret health status, adjust care plans as needed and communicate back to their patients. Our system is designed for high access, low cost and ease of use by participants and care managers.

You can read the assessment abstract and download the report at <http://www.ahrq.gov/clinic/tp/hitbartp.htm>.

For more information about Pharos' new paradigm of chronic care management, contact us at pharos@pharosinnovations.com or call (800) 997-3367.

Two Northfield Plaza
Suite 201
Northfield, IL 60093

847-881-8705

Fax: 847-881-8706

800-997-3367

www.pharosinnovations.com