

Healthcare and Technology

Bill Eager

Keynote Presentation

Health care in the United States is in a state of tremendous change. HMO's and PPOs are changing the way that physicians organize and operate their practices. New medical technology, procedures and pharmaceuticals are both improving and extending patients' lives. At the same time, medical expenses continue to skyrocket and



medical professionals, insurance companies and patients all recognize the need for cost containment. The latest twist – issues related to security and privacy of patient information as defined in HIPAA regulations.

A variety of communication technologies including the Internet, data warehouses, video conferencing and high-speed networks will help health care companies and providers enter new markets, improve internal and external communications, develop products and services, enhance education and reduce expenses. The \$1 trillion per-year health care industry has generally lagged other industries in embracing communication technology. The health care industry has been spending only 1% to 3% of revenue on information technologies.

This interactive presentation provides an update on the current state of the Internet and the ever-growing use of the Internet and communications technology by the health care industry. Participants learn how physicians, health care organizations and the insurance industry use the Internet and electronic communications for patient and physician education; remote diagnostics; universal patient records; supply and service pricing and organizational improvement. We dive into issues of security, record-keeping and other topics including:

- ✓ The role of online education for physicians and patients
- ✓ How hospitals and HMO's use the Internet
- ✓ How medical manufacturers, suppliers and pharmaceutical companies use the Internet
- ✓ Issues and benefits of patient records and information online

- ✓ Future trends: medical smart cards, remote monitoring of patient status, desktop telemedicine

Bill Eager has spent the past 15 years researching, writing, speaking about and implementing electronic communications. Bill has written ten books about the Internet and has contributed articles about the Internet to the Journal of the Healthcare Information and Management Systems Society (HIMSS) He has helped health care organizations, PPO's and pharmaceutical companies including Kaiser Permanente, Columbia Healthcare, Novartis and Precident Healthcare make better use of these technologies.