



Founded in 2008, HealthPlace.net was conceived by Dr. Michael Davidson and Tracey Powell after working together for years on programs that build on their shared vision of how technology could be used to improve patient compliance and outcomes. Dr. Davidson is a renowned cardiologist with extensive experience in innovative medical programs and clinical trials, while Tracey Powell is renowned product and service innovator in the field of medical diagnostics.

Over the last ten years, these healthcare leaders brought together their respective backgrounds to work on multiple programs including clinical trials on medical devices and laboratory methodologies, Phase III clinical studies on new pharmaceuticals, and large scale field studies. These programs involved thousands of patients that provided clear outcomes and proof of health value. They are now building on those programs and learnings through HealthPlace.net, specifically integrating emerging diagnostics and communication technologies to address healthcare needs. HealthPlace.net has now completed its proof of concept to demonstrate its unique ability to bring together critical clinical and laboratory data on a remote basis, to create action and solutions for patients and clinical staff.



Find out more about the future of healthcare at www.healthplace.net

Clinical perspective on HealthPlace.net

The idea around HealthPlace.net is to create an extension of the physician office into the patient's home, achieved by using the internet and emerging technologies to connect disparate equipment and data sources into a single solution that works closely with and for patients and clinical staff. The approach combines convenient capture of health vitals data and lab data, and automated delivery of that data to a website to allow clinical professionals to evaluate patient status on a regular basis.



The patient experience with HealthPlace.net is highly positive. The patient starts by receiving an easy-to-install set of equipment at home (see picture below), the patient is able to locate important personal medical devices at the home setting in a way that fits his or her daily patterns.

From there, the wireless devices eliminate the need for the patient to write down frequent device readings, as the readings are delivered automatically including date and time stamp. Lab testing data is also delivered automatically (from a home test kit or lab service center convenient to the patient). To increase patient support and compliance, regular reminders are given to patients by telephone and other means to complete readings according to their care plan.

Patients report positive and regular feedback regarding the overall convenience of HealthPlace.net, and note that the reminders clearly improve care plan compliance and create a closer connection with physician and staff they know are “watching out for them.” HealthPlace.net creates an environment where it is easier for patients to take care of themselves.



Functional activities of HealthPlace.net

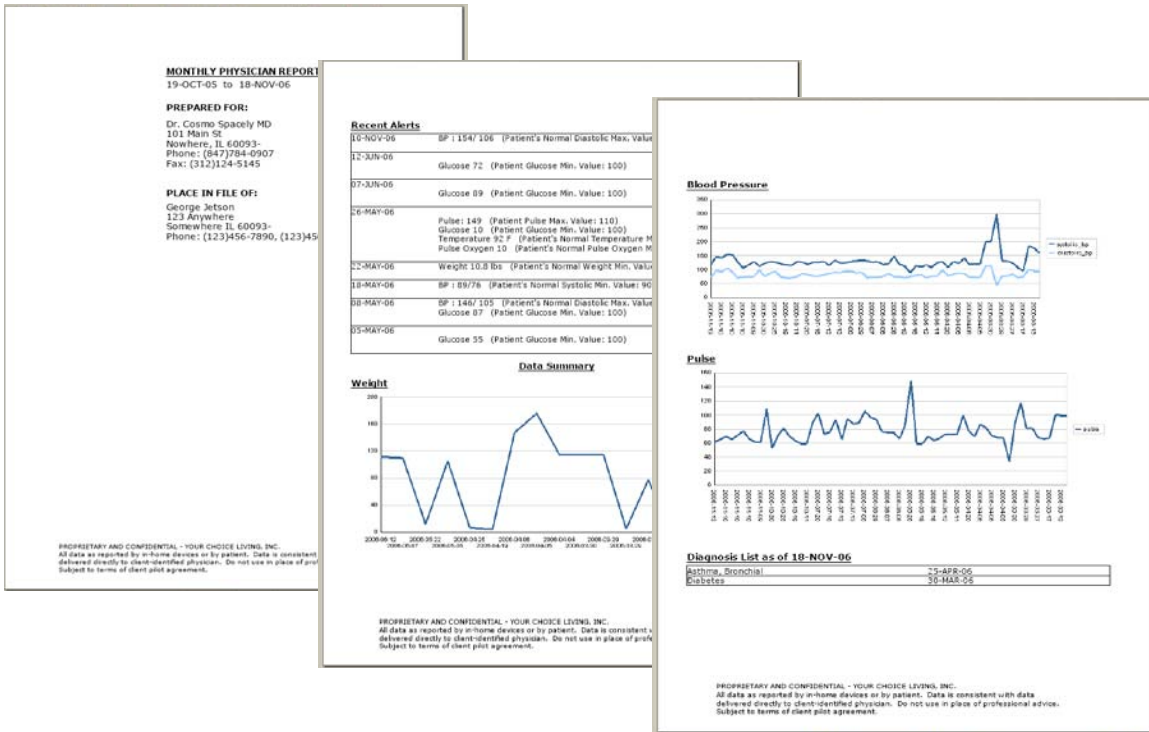
- Equip patient home for in-home monitoring: device delivery, connection, and testing
- Provide single website portal for clinical access to all patient data
- Manage data from in-home patient devices
- Integration of lab data from third-party sources (home kit or facility lab locations)
- Provide and manage alerts for patients and clinical staff
- Provide patient reminders for care plan adherence
- Provide clinical staff work task automation and reminders
- Reporting and trending of patient data
- Reporting and trending of population data
- Secure data repository, interfaced with other medical records as required
- Technical support to ensure portal and equipment functionality

HealthPlace.net Proof of Concept

During 2009, HealthPlace.net conducted a proof of concept study with a major university-based hospital system. This study focused on cardiometabolic disease, an epidemic affecting at least 7 million Americans, over half of which are considered “not controlled.” Patients with cardiometabolic disease may visit their physician regularly but commonly trend negatively vs. their health goals, so HealthPlace.net was used to show that patients benefit from regular, at-home vitals monitoring, at-home lab testing every 90 days, and frequent interaction with practice staff to augment physician office visits. The process goals of the program were to demonstrate the ability to bring in data from home setting and third-party lab sources into a single portal for use by physician and nurse professionals in active patient care management. The patient goals were to help reduce weight; beneficially modify cholesterol profile; lower blood pressure; and control blood sugar levels.

Within weeks of initiating the program, nurse and physician staff responded to two significant patient alert events that could have represented serious health consequences and hospitalizations. The study also allowed direct measurement of each patients improvement in care plan compliance and trend to specific health plan goals, providing clinical staff with its first valid and longitudinal data on care plans for these patients.

HealthPlace.net Sample Reports



Applications of the HealthPlace.net Platform

Solutions	Benefits
Practice Solutions	<ul style="list-style-type: none"> ● At-home vital signs monitoring and regular lab testing enables closer patient monitoring, reducing hospital admissions and ER visits for chronic patients ● Improve quality of care and increase practice capacity
Hospital Solutions	<ul style="list-style-type: none"> ● Directly support hospital staff who are increasingly involved in patient care activities that extend after patient discharge, often with sparse resources and incomplete data ● Reduce hospital readmissions that threaten reimbursement under recent CMS 30-day readmission rules
Clinical Trial Solutions	<ul style="list-style-type: none"> ● Lower costs of Phase III clinical trials by enabling electronic data capture of key vitals from home setting ● Increase patient participation in Phase III clinical trial requirements using home vitals measurement and home or local lab testing options ● Measure and improve Phase IV clinical trial compliance rates using Healthplace.net convenience and reminder mechanisms

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