



Personal Health Records (PHRs) and Information Therapy: Transforming Health Care

PHRs are increasingly viewed as powerful tools to transform health care by activating consumers, supporting physician-patient communications, and even improving quality and continuity of care. Health plans, hospitals, physician groups, policy makers and regulators are all exploring the role they can play in the emerging health information technology (HIT) marketplace.

Information therapy (Ix) involves the prescription or use of targeted information to improve people's health. Correctly prescribed, information becomes medicine—powerful medicine. It can be as critical to good health as any test, medication, or surgery. Health care providers and organizations that implement information therapy programs will transform the health care system by engaging the consumer in the process of care.

Meanwhile, consumers are now being offered a variety of new ways of connecting with each other and their caregivers online, in a movement some are calling Health2.0. How are these new developments going to interact in the coming years?

Matthew Holt of The Health Care Blog and Joshua Seidman of the Center for Information Therapy will share insights and observations about the role of PHRs, information therapy and new online tools in transforming health care. Their presentations will be about 15-20 minutes each with ample time for discussion and Q&A.

Who: Matthew Holt, Health Care Strategist, Editor of The Health Care Blog

Joshua Seidman, PhD, President, The Center for Information Therapy

When: Tuesday, January 23 from 2:00 pm – 3:00 pm ET, 1- 2:00 pm CT, 12-1:00 pm MT, 11 am -12:00 pm PT

We are inviting a select group of leading organizations that are Ix Implementers (i.e. health plans, hospitals, providers, etc), Ix Solutions Partners (i.e. Ix software and education content developers, etc.), and Ix Supporters (frequently non-profit research or academic organizations) to attend.

This is a free webinar sponsored by the Center for Information Therapy. Similar webinars are offered on a monthly basis to the Center's IxAction Alliance members.

Please note: This session has reached its maximum capacity of attendees. A copy of the Web cast, with audio recordings, will be published on this website in the near future. Please check back frequently for more information.

