



Building a “Meaningful Community” in Texas

Doswell Conference on Connected Communities:

The Role of Health Informatics

Texas Woman's University - Dallas Center

Nora Belcher, Executive Director

Texas e-Health Alliance

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Conflicts of Interest Disclosure

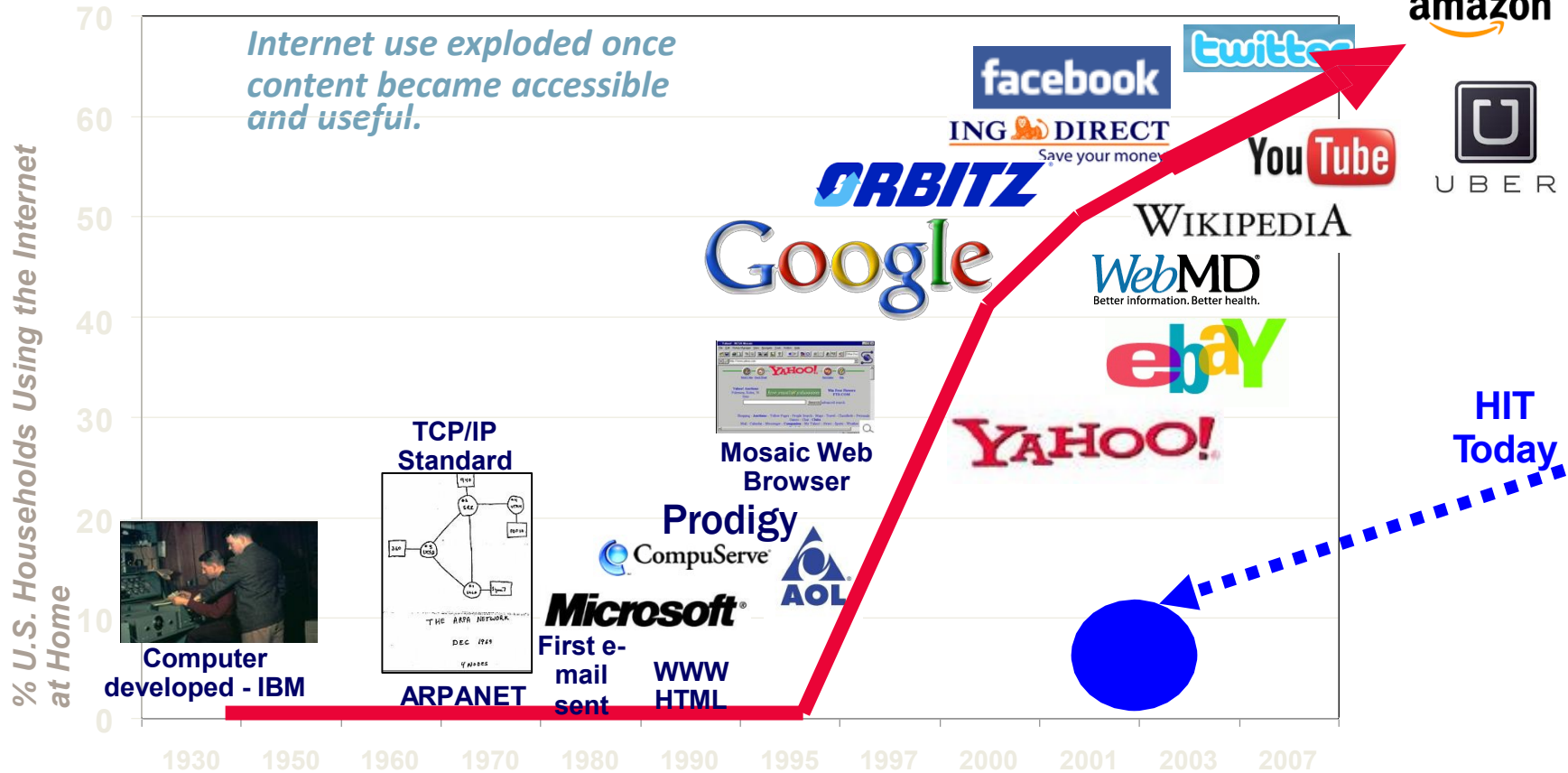
Nora Belcher has no real or apparent conflicts of interest to report.

Learning Objectives

This session will provide attendees with:

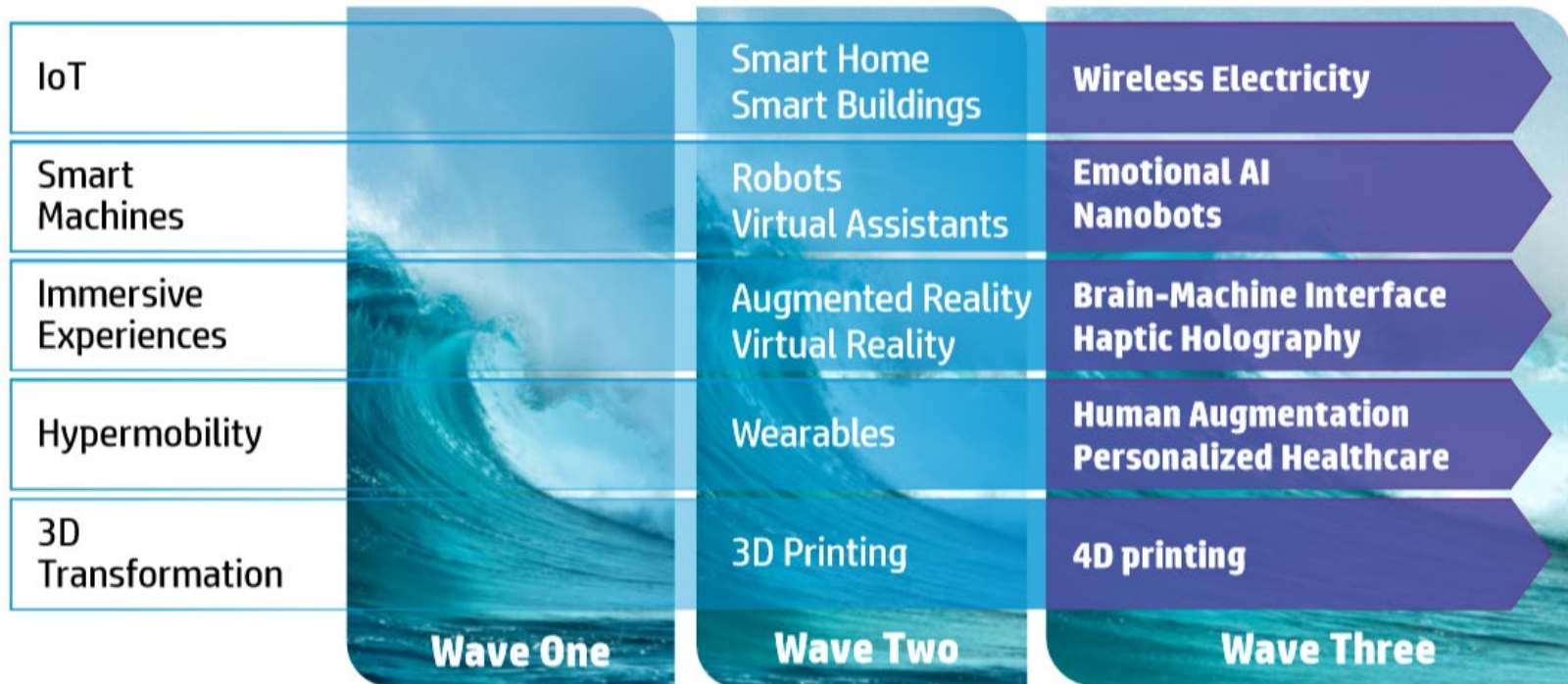
- an overview of the way the technology is changing healthcare,
- the challenges faced by stakeholders and advocates, and
- the opportunity that health information technology presents to create a more meaningful healthcare community for the citizens of Texas.

Internet Revolution: Value to Us



Today, health care information technology (HIT) is at the “2002” of the Internet age

Transformational technologies will create new markets



So...how do we make a “Meaningful Community”?

- We can't be the Wizard behind the curtain
- We have to win the loyalty of patients and their families
- We must stay connected to each other
- We have to be willing to throw a bucket of water on someone from time to time

If I Only Had a Brain...



Scarecrow: I haven't got a brain... only straw.

Dorothy: How can you talk if you haven't got a brain?

Scarecrow: I don't know... But some people without brains do an awful lot of talking... don't they?

Dorothy: Yes, I guess you're right.

If We Have a Brain...

We use technology in a meaningful way:

- Substantive outcomes
- Reliable systems
- Virtual medicine

If We Have a Brain...

Technology will line up with consumer expectations:

- On-demand
- Personalized
- Portable

To be a Meaningful Community: We can't be the Wizard behind the curtain



If I Only Had a Heart...



Wizard of Oz: A heart is not judged by how much you love; but by how much you are loved by others.

If We Have a Heart...

We use technology in a meaningful way:

- It's about empowering the community
- Technology can become invisible
- We don't sell widgets just to sell them

If We Have a Heart...

Technology will inspire consumer confidence by:

- Respecting individual rights
- Protecting privacy and provide security
- Enabling and empowering health care consumers

**To be a Meaningful Community:
We have to win the loyalty of
patients and their families**



If I Only Had a Home...



Dorothy: Oh, but anyway, Toto, we're home.
Home! And this is my room, and you're all here.
And I'm not gonna leave here ever, ever again,
because I love you all, and - oh, Auntie Em -
there's no place like home!

If We Have a Home...

We take advantage of the new delivery systems that are emerging:

- Patient centered medical homes
- Accountable Care Organizations
- Home telemonitoring

If We Have a Home...

We use health IT to strengthen existing relationships and produce new ones:

- Between providers
- Between academic institutions
- Let's not forget long-term care

**To be a Meaningful Community:
We must stay connected to each other**



If I Only Had the Nerve...



Cowardly Lion: Courage! What makes a king out of a slave? Courage! What makes the flag on the mast to wave? Courage! What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage! What makes the sphinx the seventh wonder? Courage! What makes the dawn come up like thunder? Courage! What makes the Hottentot so hot? What puts the "ape" in apricot? What have they got that I ain't got?

If We Have the Nerve...

We acknowledge that we're facing a perfect storm:

- Demographic changes among patients and providers
- Shifting policy and regulatory environment
- Competition for resources

If We Have the Nerve...

We look for the opportunities in the chaos by:

- Challenging the status quo
- Being a champion for change
- Changing the game

**To be a Meaningful Community:
We must not be afraid to throw a bucket of
water on someone from time to time**



Questions?

Nora Belcher
Executive Director
Texas e-Health Alliance
nora@txeha.org
(512) 536-1340

