



Product Overview

The Vitalz Healthcare Platform was designed to provide a patient-centric community for healthcare management while providing the tools and scalability to support all major participants in healthcare delivery. The system provides secure online messaging and health information exchange capabilities that streamline the continuity of care as patients go from one provider to another.

Vitalz benefits providers by enabling them to connect and collaborate online with patients, providers, pharmacies and other third parties while streamlining and reducing the costs associated with providing traditional services via fax, phone or unsecured emails. The system can integrate with your new or existing PM/EMR solution, making it a key component in developing a timely, smooth and cost-effective meaningful use strategy.

The Vitalz Healthcare Platform allows patients to collect, store and share personal health information online with their care team members that may include family, friends, physicians, coaches and other healthcare providers.

Additionally, it provides patients with a secure portable health record designed to complement existing health care provider workflows and office applications.

KEY SYSTEM COMPONENTS

The Vitalz Healthcare Platform is composed of the following sub-systems and components:

- **Network of interconnected portals**, each fully brandable with a dynamic website that acts as a front door to a secure online office workspace for each provider organization in the Vitalz Healthcare Network. Providers can create one or more organizations to be represented by the portal and each organization can have one or more providers assigned to it.
- **Secure messaging engine** allows provider-to-provider and patient-to-provider messaging. Each provider can be configured to allow patients and other providers to initiate online messages that support many front office workflows, including:
 - Patient requests for health information, including patient health, clinical and transfer summaries, as well as discharge instructions and diagnostic tests.
 - Scheduling, rescheduling and canceling appointments.
 - Requesting and sending lab results.
 - Requesting and paying bills online.
 - Requesting prescription refills and renewals.
 - Requesting estimates for procedures.
 - Completing pre-registration forms.
 - Handling general administrative questions.
 - Facilitating patient transfers and referrals.
 - Sending clinical messages to doctors or nurses.

All of these processes are supported through Vitalz' Personal Health Management console. Using this tool allows consumers to manage not only their health, but their dependents or other family members' health as well. As the network of patients and providers grows, the patient will be able to share relevant health history information at the point of care with providers who need it.



- **Patient health record (PHR)** provides secure, shared access to real-time PHR data and serves as the foundation of the system. The PHR was architected to meet the needs of patients and providers by offering a user-friendly interface on top of comprehensive data architecture. The platform provides the ability to deliver PHR data directly from the system in a format that integrates with existing provider workflows. Providers can access and view the PHR data on screen or via printed reports. A PHR can be updated manually or automatically utilizing secure open standards to transport data to and from an EMR system.
- **Data exchange engine** allows data to be received and transferred to and from various provider and patient data sources in multiple electronic formats including CCR, CCD, CDA and HL7, as well as patient and provider-friendly vocabulary in the future, including SNOMED-CT, RXNorm, CPT, ICD9, ICD10, etc.
- **HIE/NHIN search engine** allows providers to search the HIE/NHIN network to pull all available clinical documents about a patient from the provider's end point systems. The data is summarized and aggregated into an easily understandable format familiar to the provider. Clinical documents can be sent to patients upon request.
- **Enterprise master patient index (EMPI)** facilitates matching and routing of incoming and outgoing data. A provider directory allows patients to find doctors, as well as facilitates the movement of data throughout the system.
- **Provider directories** offer a master provider directory that allows patients to find doctors, view provider profiles, and initiate secure online communication for organizations and individual providers.
- **Website content management** functionality offers providers the ability to create branded and custom skinned portals. Page management functionality enables custom page and content creation for many purposes including marketing, education and support for providers, staff and patients. Providers can utilize different security roles in the system to allow precise management over who can view and edit the content. Providers can easily extend portal functionality by utilizing 30+ content and healthcare modules from the platform's expanding module library.
- **Social Networking** allows healthcare providers and patients to collaborate online. Providers and patients can create and participate in discussion groups, meet and make friends, and communicate online for academic and health-related matters. Providers can create private and public group discussion forums based on the different needs of their patients and peers. Providers can use this capability to market, teach, socialize and communicate with their various constituents. Privacy controls are in place to ensure providers only participate in functionality that will enhance office workflows.
- **Development platform** allows website developers and third party software companies to access the platform's functionality via web services that enable easy integration into other web sites and/or software applications. Module developers will soon be able to take advantage of module developer APIs to enhance and extend the platform's functionality. Web site developers can take advantage of the platform to offer website development services for providers using the Vitalz platform.



LOOKING TO THE FUTURE

Vitalz is leveraging its healthcare platform to deliver solutions to today's most pressing issues while designing functionality that will meet patients' demands in the rapidly changing healthcare industry. Future capabilities include the following:

- **Chronic Conditions Management** – More than 100 million Americans suffer from a chronic condition, representing roughly 75 percent of total healthcare spending in the U.S. Vitalz is designing condition specific, patient-focused workflows to help facilitate patient management of these conditions. This will give the patient access to the data they want when they need it, and the ability to integrate that information with the doctor they choose at the appropriate time.
- **Patient-Centered Medical Home** – This allows a single provider to coordinate care of a patient's medical needs, regardless of how many providers or clinicians are utilized by the patient. That doctor can then more efficiently oversee the patient's care without having to be present at each care delivery event.
- **Reducing Duplication** – The patient diagnosis and treatment process can result in multiple providers ordering multiple diagnostic tests, many of which are duplicates. Leveraging the Vitalz platform can give each of these providers the opportunity to review test results previously ordered and administered rather than driving additional costs by ordering duplicates.
- **Accountable Care Organizations (ACO)** – As more payers begin to explore the concept of ACO's and payment for outcomes, it will be critical for the systems they leverage to be capable of amassing and sharing information from multiple clinical systems for each patient. The Vitalz Healthcare Platform is specifically designed to enable this vendor-neutral support of record sharing, data access and secure communications.