

**MEDICINE**

**IN**

**CYBERSPACE**

# Bill Crouse, MD

Vice President, Overlake Venture Center  
Senior Vice President / Founder  
DrGoodwell.com

## Background:

Board Certified Family Physician

20 years clinical practice experience

25 years television broadcasting experience

KOMO-TV, KIRO-TV, KING-TV  
ABC Network News, *The Health Show*  
Lifetime Medical Television, *PJU*  
Medical News Network

VP / CIO Overlake Hospital Medical Center

Newspaper Columnist, *Healthscape*



[billc@overlakeventurecenter.com](mailto:billc@overlakeventurecenter.com)

# Our Environment

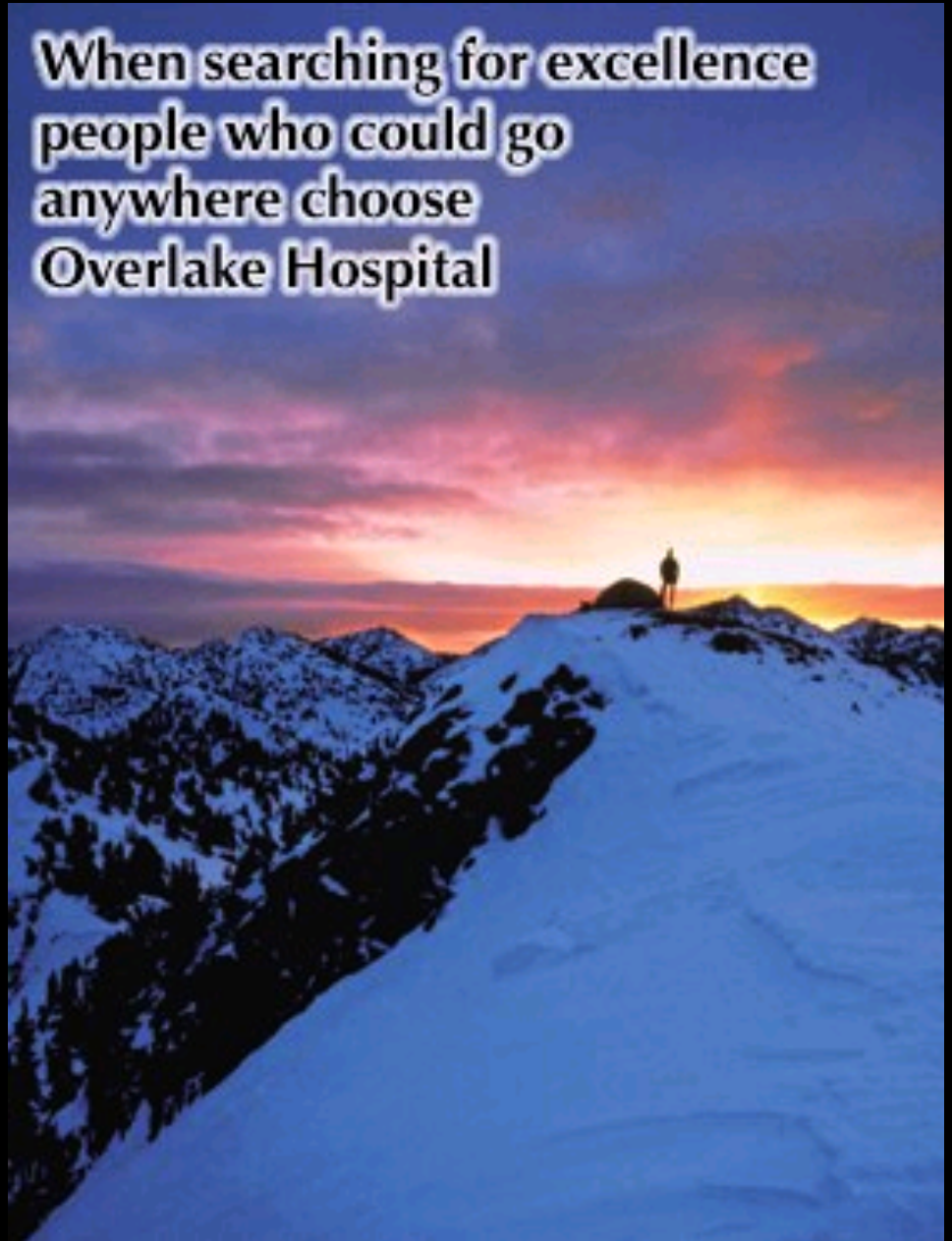
- Growing Communities
- Strong Economy
- High Technology
- High Expectations



# Our Environment

- **Growing Communities**
- **Strong Economy**
- **High Technology**
- **High Expectations**

When searching for excellence  
people who could go  
anywhere choose  
Overlake Hospital



# Our Environment

## Silicon Forest

Microsoft

Amazon.com

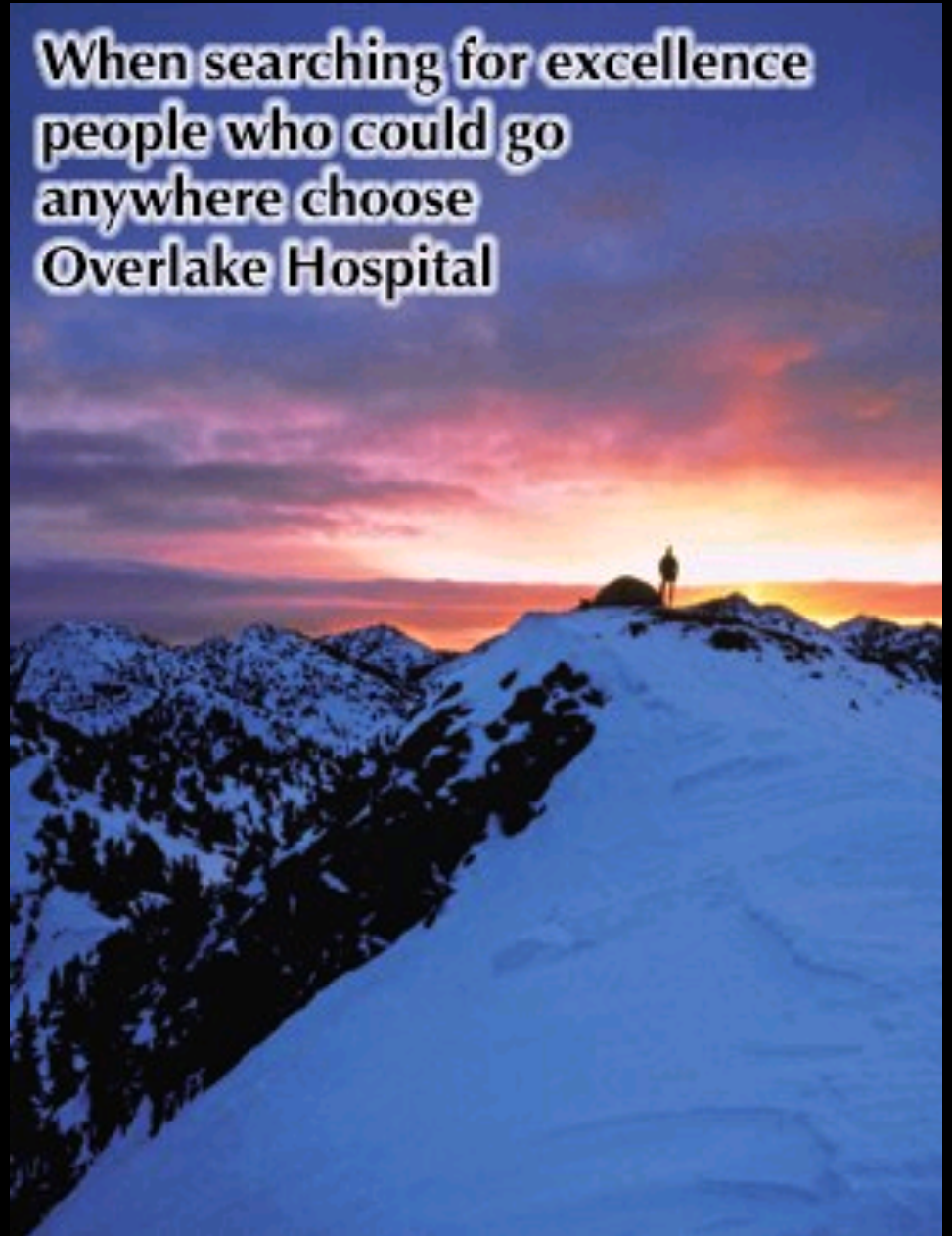
Homegrocer.com

Drugstore.com

Infoseek

Go2Net

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Overlake Hospital



# Web Power



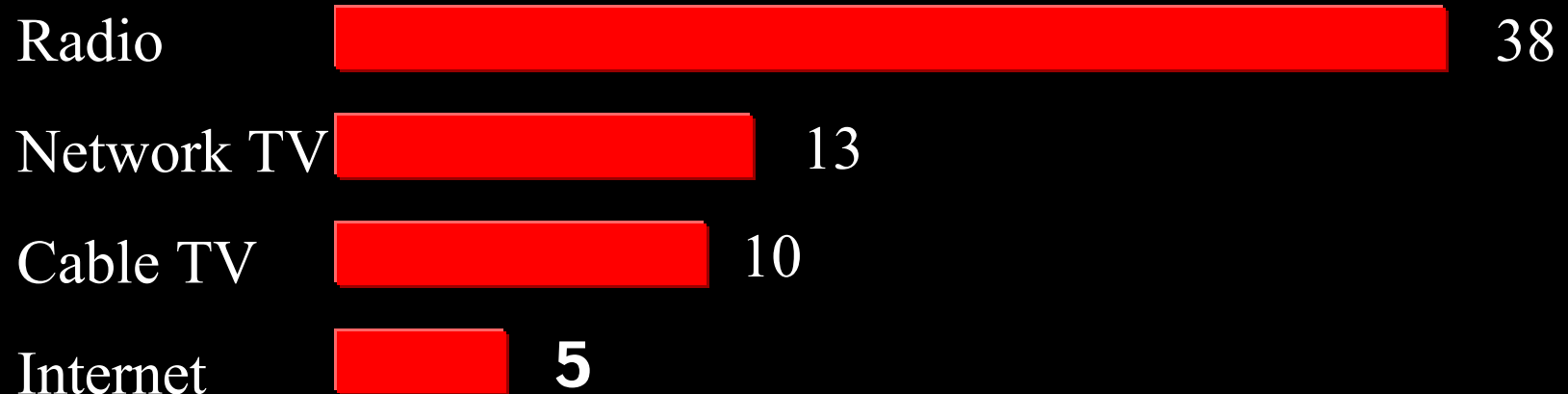
“The Internet is causing a dramatic shift in the balance of power between the doctor and patient, changing how medicine is practiced more profoundly than anything since managed care.”



Dr. George Lundberg  
Medscape / Medicalogic

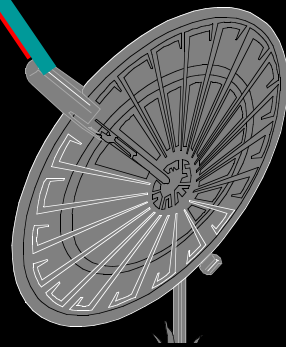
# Communications Media

Years to capture 50 million users

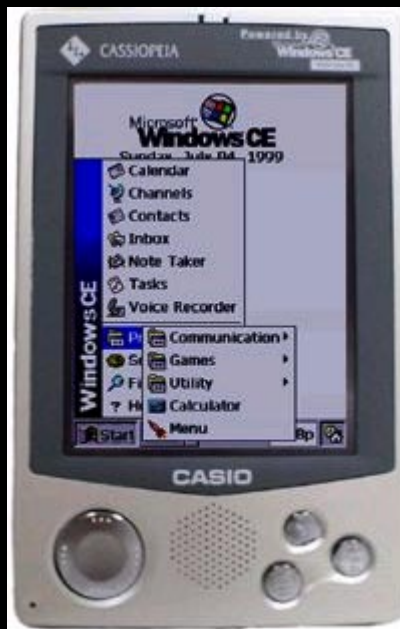
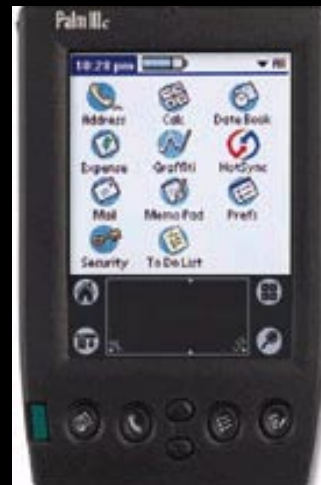




# The Future



# The Future



# What Has Been

- People will always get sick
- So they will always need physicians and hospitals
- So they will always come to us

Patients are asking docs about alternative therapies, clinical research trials, anecdotes from patients and other doctors--questions today's physicians are not well-equipped to answer.

# How Healthcare Consumers use the Web

- disease specific health information
- directories of providers
- health plan eligibility
- report card ratings of plans and providers
- online health advice and counseling
- patient support groups and chat rooms
- ordering books, drugs, medical supplies
- searching medical literature
- participating in clinical studies
- developing personal electronic medical record
- personal health improvement / fitness programs

# What Will Be

- People will still get sick
- And they will still need physicians and hospitals
- But they may not come to you

A motivated patient who wants to learn about just one condition can easily surpass a doctor's knowledge of its latest developments after just a few days on line.

# What Will Be

- People will still get sick
- But they may not go to physicians
- And, more and more, they will coordinate their own care



# What Will Be

Those who control the information  
will control the market.

# E-health consumers want their information from:

Cybercitizen Health 1999

Own doctor	62%
National expert	61%
Hospitals	58%
Insurers	45%
Drug companies	42%
Internet companies	33%
Media companies	33%



- News
- Find a Doctor
- Services
- About Us
- Email Patients
- Search
- Contact Us

Located in Bellevue, Washington, Overlake Hospital Medical Center is a nonprofit, nontax supported community hospital working in close association with our medical staff.



The caring professionals at Overlake Hospital Medical Center provide **Medical excellence every day™** by delivering quality inpatient and outpatient health care services that are affordable and accessible and by optimizing the health and quality of life of our patients and the Greater Eastside community.

- Staff Only
- Physicians Only

### Hot Topics!

#### Patient Registration



Overlake patients can now save time and send in their Pre-admission Registration online!

#### Ask Dr. Bill

Pose questions to Dr. Crouse and our medical editorial board.

#### Newborn Gallery

Congratulations to patients and their families from all of us at Overlake!

#### Overlake Healthscape

Browse and search articles on a wide range of health subjects.

#### Community Events

Make a note of these upcoming community events at Overlake!

#### Flowers and Balloons

Send flowers and balloons to Overlake patients.

# Microsoft Benefits

site guide

## Benefits Guide



## What To Do When



## Tools and Forms



## Resources



## hot topics

### Informed Health Line

Speak with a professionally trained nurse about you health concerns.

### PRO Club Begins Expansion

Check out important parking and shuttle information.

### InteliHealth

Your resource for credible health information on the Web.

## health care update

### Provider Recruitment Update

Aetna Provider Information

## news you

August 9, 1999



### Cervical Cancer

Dr. Bill Crouse

Health news, resources, and much more!

### Got Water?

### Back in Business

### Don't Forget to Walk

### Ergo Tip: Ergonomics 101

More ergo info...

# Microsoft Benefits

[site guide](#)

- Benefits Guide**
- What To Do When**
- Tools and Forms**
- Resources**

## Cervical Cancer

## About Your Health



Dr. Bill Crouse



Email [Dr. Bill Crouse](#) with your questions.

*Because of the large volume of email I receive, I may not be able to answer each email personally.*

[Disclaimer](#)

Over the past twenty years, doctors have seen a dramatic drop in the number of women who develop cancer of the cervix. According to the American Cancer Society, 13,700 cases of cervical cancer were reported in 1997. This compares to numbers almost twice that high during the middle 1970s.

The progress is no doubt due to a focused national education program on cervical cancer, and the widespread application of a screening tool known as the Pap test. Although significant progress has been made in the fight against cervical cancer, medical epidemiologists say there is plenty of room for improvement.

# Physician Internet Use

Healthcon Corporation, 1999

- 85% of physicians are using the Net
- 63% are using e-mail daily
- 33% have used (or are willing to use) e-mail to correspond with patients
- 64% of consumers would like to correspond with docs via e-mail

# Why Physicians Turn to the Net

CyberAtlas 1999

- Information on diseases 95%
- Reading medical journals 86%
- Visit medical association sites 80%
- Consult with colleagues 70%
- Consult with colleagues in other countries 45%
- Office uses to file billing claims 25%

# Benefits of an Internet-Enabled Medical Practice

- 24 hour electronic medical record available anywhere
- Continuous clinical data
- Disease and care management protocols
- Patient monitoring
- Access to latest medical literature
- E-mail communication with patients and colleagues
- Quality assurance and clinical benchmarking
- Consumer eligibility, claims processing, electronic payment
- Informed patients / shared decision making
- E-mail, chat and telemedicine enabled consultations





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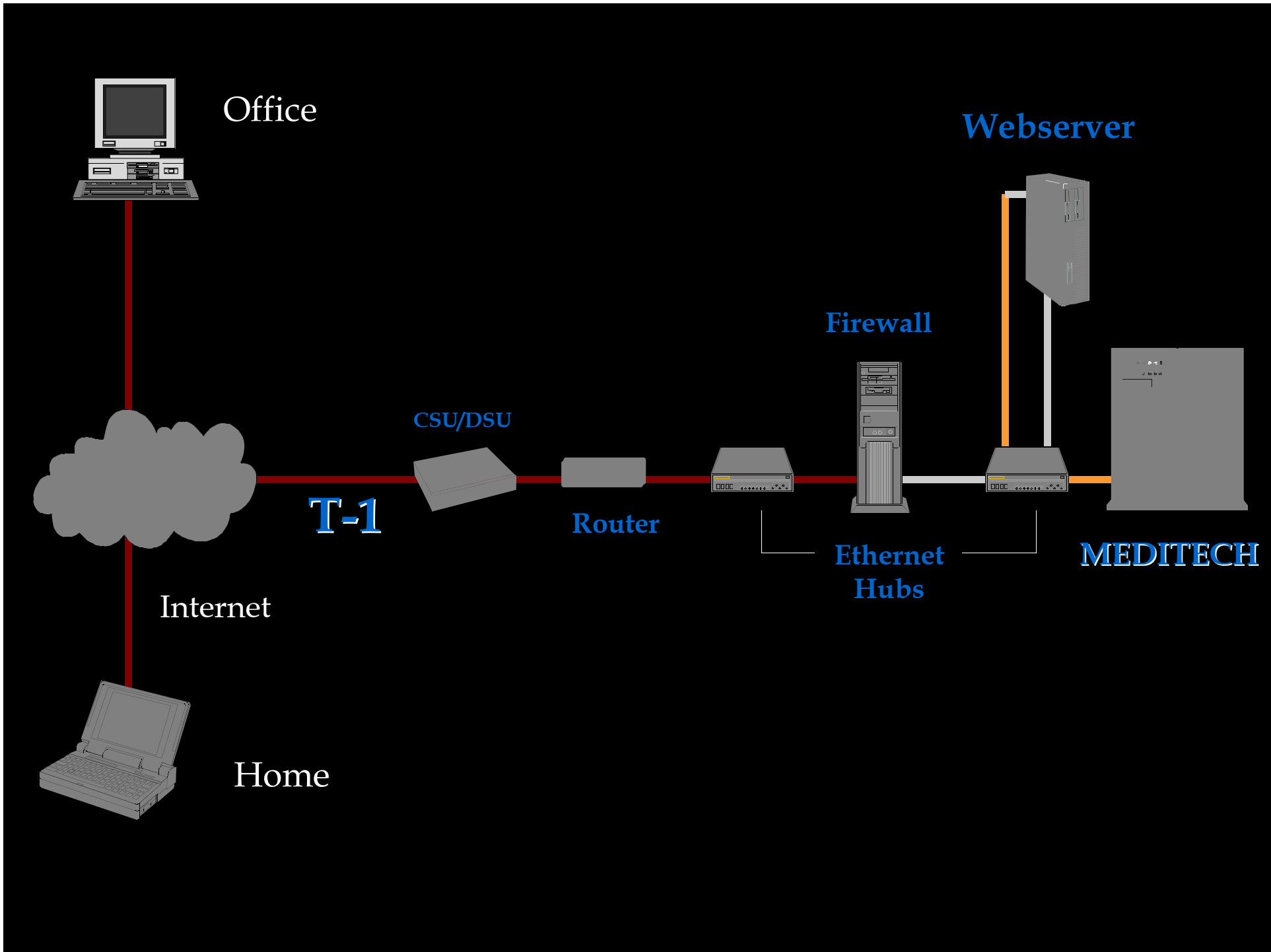
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# VPN Key Fob



File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit RealGuide

Links Best of the Web Channel Guide Customize Links Internet Explorer News Internet Start Windows RealPlayer

Address <https://webchart.overlakehospital.org/Home.asp> Go

**MEDITECH Remote Workstation** Options Edit Help

Pt **NEWTON, ISAAC** Unit # **000352** Age/Sex **87 M** User **IS.KLP**  
 Room **E2 E211 A** (Admitted **May 27, 97**)

Laboratory Data Summary Wed - Jun 18 (07:41)

Highlights Print Time Biscreeen Messages(1) Jump

Test	Result	Flag	Date	Time	8 Days								
					11	12	13	14	15	16	17	18	
<b>ACT</b>													
GLUCOSE	120		Jun 11	UNK	120								
[[CAR]	Complete		(May 27, 97)										
LDH	180		(May 27, 97)										
LD1 UNITS	75		(May 27, 97)										
LD1 %	30		(May 27, 97)										
CK/CPK	189		(May 27, 97)										
CKMB SCREEN	NEG		(May 27, 97)										
CHOLESTEROL	188		(May 27, 97)										
DIGOXIN	1.4		Jun 11	UNK	1.4								
[[CBG]	Complete		(May 27, 97)										
PH	7.28	L	(May 27, 97)										
PCO2	60	L	(May 27, 97)										
PO2	60	L	(May 27, 97)										
HCO3	22		(May 27, 97)										
SO2	89	L	(May 27, 97)										
BASE EXCESS	-3		(May 27, 97)										
[[CBC]	Complete		Jun 11	UNK	+								
WBC	6		Jun 11	UNK	6								
Test	Result	Flag	Date	Time	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	



**Welcome  
Overlake User**

Select New Patient

MicroMedix

WebMD

Karly

Logout

Copyright

# 100 Most Wired Hospitals



**OVERLAKE**  
Hospital  
Medical  
Center  
Medical excellence every day™

# **E-Health**



**The Brave New World in Clinical Medicine**

**What's Next ?**



“When patients need information, they need information, not appointments. When they need medication, they need medication, not visits.”

Donald Berwick, MD

Institute for Healthcare Improvement

# The Virtual Clinic

Demo

“Wisdom is the one thing that can’t be bought and sold over the Internet. You want a wise physician, not a smart one.”



C. Everett Koop, MD