



Welcome to Healthcare Customer Pathways Fall 2009

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- [Emerging Technologies to Support Patient Decision Making](#)

Patients are turning to online tools to help them make decisions about their health and wellness. These decision tools are designed to help consumers learn and evaluate their options. In the interview with Don Kemper, CEO of Healthwise, you can read about their innovative Decision Points and Ix Conversations tools.
- [Decision Points & Ix Conversations](#)

The Center for Connected Health Symposium is coming up on October 21st- 22nd. Throughout my panel on employee engagement, we will be highlighting new approaches and strategies to drive wellness at the workplace.
- [Engaging Employees on Health & Wellness](#)

During the World Healthcare Innovation & Technology Congress, I will be discussing best practices in Social Media and Online communities and sharing a look into the future.
- [Achieving Consumer Engagement through Social Networking & Online Communities](#)

Please forward this eNewsletter to interested colleagues.
- [Driving Patient Engagement & Empowerment](#)

Best,
Sherri Dorfman, MBA, Decision Support CEO
Stepping Stone Partners
508-655-6585
Helping companies design and develop patient - centric products with decision support and Health 2.0 tools.
>>> E-Health, E-Wellness, Eldercare Technologies

Emerging Technologies to Support Patient Decision Making Massachusetts Technology Leadership Council Event

As more healthcare decisions are being forced onto the consumer, they are being challenged to find, evaluate and interpret information to support their "decisions of daily living". These are decisions about health issues, treatment options and care delivery alternatives, for themselves, their families and loved ones.

Innovative healthcare organizations are beginning to realize the lack of resources available to help consumers move through their decision processes, which are complex, non-linear, dependent on many factors and vary from person to person.

Some organizations are bringing their online solutions directly out to the consumer. Others are working with intermediaries to reach the consumer including having the information "prescribed" by their provider or distributed through their health plan.

What does the consumer have to say about the value of these decision support tools and technologies? How are these tools evolving? Who will pay for them?

During this session, you will learn about:

- Emerging tools and technologies to empower

- the consumer for their health and wellness
- Lessons learned about consumers needs for these tools (from research and pilot programs)
- Various business models being tested
- Future opportunities

Moderator: Sherri Dorfman, CEO, Stepping Stone Partners

Panelists:

- Bob Tavares, Vice President, Care Management, Emmi Solutions
- Risa Shames, MS, Project Manager at Harvard Pilgrim Health Care (Healthwise tools)
- Brian Russin, Industry Strategist for the Health Solutions Group at Microsoft Corporation/ Bing

[Sign up for this event](#)

Decision Points & Ix Conversations

Interview with Don Kemper, Healthwise CEO

Q: Over the years, Healthwise has made enhancements to its Decision Point tool. Through patient research, what have you learned about consumers' evolving needs that guided these enhancements?

A: Extensive user testing played a key role in how we redesigned and enhanced our Decision Points. We tested not just for usability, comprehension, and retention, but for whether the user would seek out similar tools for different medical decisions. Healthwise helps people make better health decisions, and our Decision Points empower them to take an active role in their health care. We found that consumers need the basics carefully spelled out in the beginning. Key points help them understand medical information, risks and benefits, and possible outcomes. And because people learn in different ways, we know we need to present choices in different formats and in ways that let them interact with information. We found it was helpful for them to see a broad range of values and perspectives, so we highlighted personal stories. Consumers also let us know how important it is to help them define their next steps and to show them where to go for more information. And they told us they wanted to print their results at the end, to help engage their family members and doctors in their decisions.

Q: Your new, interactive Ix Conversations tool serves as a virtual health coach to guide patients as they explore their options. What does this new tool enable the patient to do that they weren't able to do before?

A: For most people, there is nothing better than one-to-one coaching with an expert they trust to have their best interests at heart. In such an interactive session, the coach can understand the problem, present alternative solutions, and ask the person their preferences and values. But that sort of coaching is expensive and hard to find. Our Ix Conversations create a similar experience, anytime the person wants it and at a far lower cost. The Conversations present a virtual coach to engage people and suggest action plans tailored to their values, preferences, and other input. Multimedia learning theory shows that people learn more effectively and retain more knowledge in multimedia environments, especially when the language is conversational. Our Conversations have that feel. With Conversations, consumers learn at their own pace, at their convenience, instead of being bound to set calls or appointments. Conversations teach skills through behavior modeling and by letting the user try a skill or develop a plan for action. And again, we applied user testing, which has shown that Conversations inspire and increase intention to act and the confidence to change. They're a real boon for people who may have trouble reading and are intimidated by printed products.

Q: How do these two patient decision aids from Healthwise drive behavior change?

[Finish interview and see these decision tools](#)

Engaging Employees on Health & Wellness Center for Connected Health Symposium

The Morphing of Approaches and the Shifting Character of Incentives

Moderator: Sherri Dorfman, CEO, Stepping Stone Partners

Panel members:

- Henry Albrecht, President and CEO, Limeade
- Lee Belniak, Vice President, Benefits Strategy, Fidelity Investments
- Kathy Reinhardt, Director of Corporate Benefits, Analog Devices
- Delia Vetter, Senior Director of Benefits and Programs, EMC

Note: Limeade iPhone Goal Tracker is pictured.

To all Stepping Stone Partners friends and colleagues, Partners extends a special opportunity to register for October's Symposium for \$795; \$100 off the regular rate. To obtain the discount, register as "general public" and type in "SteppingStone" in the invitation code box.

[Sign up for this Conference](#)

Achieving Consumer Engagement through Social Networking & Online Communities

5th Annual World Healthcare Innovation & Technology Congress

Presenter: Sherri Dorfman, CEO Stepping Stone Partners

During the presentation, Sherri will:

- Define drivers to sustain consumer engagement
- Determine community connections to share information and improve quality of life
- Discover new directions for customer engagement in the future

Note: This session will be held Monday, November 9th, 2- 2:45PM

World Congress is pleased to offer a 50% discount off the Congress and Workshop registration rate for a guest of Stepping Stone Partners to attend "The 5th Annual World Healthcare Innovation and Technology Congress (WHIT v.5.0)"

Congress and Workshop Standard Rate Code:
DYN457

[Learn more about this 5th Annual conference](#)

Driving Patient Engagement & Empowerment

Stepping Stone Partners helps companies develop patient-centric products with needed decision support incorporating mobile, Web 2.0 and social media tools. These technologies enable online community, collaboration and communication with other patients, caregivers and the care team.

We help define and design the online tools and technologies to align with the needs of the target patient audience and to deliver personalized capabilities to empower the patient.

Stepping Stone Partners has extensive expertise in

eHealth, eWellness and Elder Care technologies.

[Learn more about our Healthcare
experience](#)

Email: sdorfman@stepping-stone.net
Phone: 508-655-6585
Web: <http://www.stepping-stone.net/healthcareexpertise.html>

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