

## The SmartPHR®

You are alone, unconscious and far from home. Where is your complete health record?

The SmartPHR is a holistic, interoperable personal electronic health record that can automatically extract and consolidate your information from many doctors' unconnected electronic health records (EHRs) and from data you and your authorized users enter.

Doctors can trust information in your SmartPHR because automatic and manual entries are structured in industry-standard HL7 continuity of care format, cannot be altered or deleted, and identify the source of entry. Doctors can access your SmartPHR data from their EHRs or directly via web-connected devices so they don't waste time and neither do you.

With SmartPHRs emergency responders and health care providers can access a complete record of your health anytime, anywhere, from your USB key fob, iPhone, or over the Internet.

- **The Bronze SmartPHR** suits you if you have a healthy lifestyle, no chronic conditions, like to monitor your fitness, and want an easily managed health record available in a crisis to family, friends, emergency responders and health care professionals.
- **The Silver SmartPHR** suits you if you are at high risk for chronic conditions such as heart disease or depression and want to lower your risk by modifying your lifestyle in collaboration with friends, family, and trusted health care providers.
- **The Gold SmartPHR** suits you if you are a survivor of a chronic conditions such as cancer, depend on many isolated health care providers, and are determined to get the most evidence-based, well-coordinated and carefully monitored care you can.

Americans with chronic conditions are at high risk for treatment-related safety errors and preventable deaths. The U.S. spends more than other economically developed countries on chronic care. Yet, U.S. patients less often receive evidence-based care than patients in other developed countries. Fragmented care delivery and health records create safety errors that endanger both healthy individuals and the chronically ill who depend on as many as 13 uncoordinated health care providers a year.

Experts agree that patients with chronic conditions, and all their health care providers, need comprehensive, up to date, easily accessed electronic health records. However, patient portals or PHRs tethered to isolated EHRs don't do the job. SmartPHRs fill the gaps in patchwork health care delivery, bolstering your determination and your providers' knowledge and skills.

The Smart PHR			
Capabilities	Bronze	Silver	Gold V1.0
Anytime, anywhere access from web-connected devices	✓	✓	✓
Auditing of record access and usage, continuous	✓	✓	✓
Autopopulation from Health Information Exchange records	✓	✓	✓
Data entry by patients and patient-authorized users, source identified, consistent with user privileges	✓	✓	✓
Data storage and transmission, encrypted, without personal identifiers	✓	✓	✓
Interoperability	✓	✓	✓
Scheduling between patients and authorized users	✓	✓	✓
User authorization, patient- and role-base	✓	✓	✓
Views of multi-source, consolidated Continuity of Care data (CCD) consistent with user privileges	✓	✓	✓
Messaging between patients and authorized users		✓	✓
Observations (track, graph, display and share meds compliance, symptoms, side effects data per provider recommendations)		✓	✓
Provider locator & referrals			✓
Decision supports for patients (quality indicators)			✓
Automated exchange of CCDs with authorized providers' EHRs			✓
Care plan design, coordination and reconciliation tools for health care providers and patients			✓
Data entry by health care providers, source-identified, automated & manual			✓
Decision supports for health care providers (quality indicators)			✓
Users/Space	3/10MB	7/50MB	21/100MB
\$ SmartPHR annual retail subscription from smartphr.com shopping cart	9.95	49.95	99.95
\$ Option to add iPhone access to SmartPHR retail subscription	19.95	19.95	19.95
Note: These SmartPHR capabilities and prices are in effect as of 1-1-11 and are subject to change without prior notice to new customers.			

### Do the Math

- An annual subscription to the Bronze SmartPHR is priced at \$9.95, with access for up to 3 patient-authorized users. Bronze SmartPHR capabilities, shown in the table above, include an observations module available from web-connected devices including iPhones. No other PHR, at any price, has comparable integrated capabilities for tracking, graphically displaying, and sharing behavioral and medical self-monitoring data.
- An annual subscription to the Silver SmartPHR is priced at \$49.95, with access for up to 7 patient- and role-authorized providers. Silver SmartPHR capabilities, shown in the table above, include a care plan module that enables all your doctors to collaborate in planning, coordinating and monitoring your care. In contrast, a comparable personal health record that allows patients to merely reach their doctors via email is priced at \$8.95 per care provider per month, or \$751.80 per year. No other PHR, at any price, has comparable integrated capabilities for cross-provider care coordination.
- An annual subscription to the Gold SmartPHR is priced at \$99.95, with access for up to 21 patient- and role-authorized providers. Gold SmartPHR capabilities, shown in the table above, include a provider interoperability module enabling automated data exchange with all your doctor's electronic health record systems and alerts to you and your doctors about evidence-based recommendations and potential safety hazards specific to your health history. No other PHR, at any price, has comparable automated capabilities for patient-centered record consolidation and individualized safety oversight.

Sign up for individual subscriptions at [www.smarthealthrecords.com](http://www.smarthealthrecords.com). For more information, including pricing of bundles of SmartPHR subscriptions for health care enterprises and patient-advocacy organizations, send an email to [info@smarthealthrecords.com](mailto:info@smarthealthrecords.com) or call 720-201-9705.