Non-Stupid Health Care Enterprises
Health care = transactions
- Information transmissions
- Decisions

On every transaction there is a dual tax

Retrieving health care information costs:
- Money
- Time
U.S. health care system has 300M agents
  – Accessing information
  – Making decisions
  – Supplying information

Agents are connected by “information bridges”

Under every bridge is a troll
  – Trolls require payment in time
  – Trolls require payment in money
POSIWID

• Intended purpose: maintain/improve the health of 300M consumers

• POSIWID purpose:
  – Feed the trolls
  – Annoy the 300M
Impact

- Billions of transactions annually
- Financial cost in dollars per transaction
- Time cost in minutes -- or much worse
Examples

- Retrieving a medical record
- Moving a medical record
- Getting a physical measurement from a patient
- Measuring the performance of a physician
- Moving an innovation into clinical practice
• Context: National Health IT Effort

• Goal: introduce information technology and information sharing into the healthcare industry

• HIT vs. HIE

• Process
  – Clinical
  – Technical
  – Legal
  – Financial
  – Governance
Imagine

- 100x improvement in transaction costs
- Transaction costs from dollars to cents
- Transaction times from minutes to seconds
  - Or years to ???