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Analyst Communiqué



Executive Q&A: Peter Neupert Why is Microsoft Focused on Health?

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To learn more about Microsoft's healthcare efforts, we spoke with Peter Neupert, corporate vice president of Health Solutions Group to discuss Microsoft's healthcare technology, supporting both the provider and the consumer.

Why is Microsoft focused on healthcare?

Health is a tremendously diverse and complicated industry that impacts everyone in very real and critical ways. Few industries are as information-dependent and data-rich as the health industry, and yet, people's health information is decentralized and isolated, existing only in filing cabinets and a multitude of disconnected servers. It is difficult for physicians or individuals to access and manage health information productively, in a way that leads to better outcomes. We believe that technology can play a key role in helping solve healthcare fragmentation. With our extended reach across consumer and enterprise touch points and our vast network of health partners, Microsoft Corp. can play a major role in breaking down the information silos to enable improved cost, quality and delivery of care.

Over the past twelve years Microsoft has steadily increased its investments in health – with a focus on addressing the challenges of health providers, health and social services organizations, payers, consumers and life sciences companies, worldwide. Working closely with stakeholders across the health industry, we are identifying the gaps in the health ecosystem and working to deliver software solutions that can create sustainable transformation.

Microsoft is committed to improving health around the world through software innovation. We closely collaborate with a broad ecosystem of partners and develop our own powerful health solutions, such as Microsoft Amalga and Microsoft HealthVault. Together, we are working to advance a vision of unifying health information and making it more readily available, ensuring the best quality of life and affordable care for everyone. Technology solutions will enable critical data to flow freely between stakeholders, driving breakthroughs in healthcare and empowering consumers to become active participants in their own health and wellness.

What are the industry-specific solutions that you are developing?

Over the past several years, Microsoft has worked to develop software solutions that support both the health enterprise and the consumer. These efforts have taken shape in the form of two key solutions: Microsoft Amalga and Microsoft HealthVault.

Amalga offers the healthcare enterprise new ways to capture, store and present information without replacing current IT systems. It enables healthcare providers to share data across clinical, financial and administrative silos throughout organizations. Most current systems capture data but fail to bring it together so that healthcare providers can easily access it and use it effectively. Amalga answers the question, "Now that I have all this data, what do I do with it?" In its simplest explanation, Amalga puts data to work, allowing the enterprise to tie together separate elements into a single view, so clinicians and administrators can get a complete picture of all the data in a hospital's system. It aggregates and unlocks data in real time, allowing complete, informed, clinical decisions to be made at the point of care.

For consumers, HealthVault, a private, security-enhanced platform helps people collect, store and share health information, and ultimately will provide people with a choice of thousands of third-party applications and devices to help them manage their health.

The industry has changed its mindset regarding personally controlled health records. It's no longer a question of "if," but "when". The idea that people's health records should be untethered is slowly beginning to change the way health organizations are interacting with individual health consumers. The organizations that lead the innovation curve will successfully compete for and retain health customers, similar to what we saw happen in the online banking, online travel and online retail industries. To be sure, we're still in early stages and we face a long road ahead, but we believe we are on a path toward empowering consumers to have more control over their health information.

How do you think these products will impact the health industry?

We believe that integral to what's holding healthcare back from achieving necessary levels of reform, is that none of the existing technology systems and health applications can "talk" to each other. We're trying to solve that problem with solutions that unlock all the data and make it accessible – whether it is within the healthcare enterprise, or whether it's a consumer's personal data populating multiple applications across the system. By freeing the data, we are providing new, integrated views that have the potential to unleash innovation. We believe that Amalga and HealthVault, as both independent and complementary technology solutions, will drive greater innovation, connectivity and accessibility of patient information across the continuum of care, resulting in better health decisions.

Currently, Microsoft is the only organization actively providing solutions that bridge the health information needs of both the enterprise and the individual consumer. It is a bold and integrated approach. Connecting the wealth of health information across all entities and individuals is a complex problem to solve. It will take time, patience and collaboration. Most of all, it will take leadership. As consumers gain access to the necessary tools to privately store and control their own health data and share it with individuals of their choice in a more secure and innovative way, they will become more engaged in their health and begin to serve as a positive force, driving industry transformation.

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Customer Showcase: Washington Hospital Center

Hospital Improves Financial Operations with Data-Aggregation Platform

"With Amalga, we have an ideal platform for 'super users,' who can manage their own data to help the departments they oversee." Bradley Kappalman, Assistant Vice President of Medicine, Washington Hospital Center

November 2008

Customer Profile

Washington Hospital Center, a member of MedStar Health, is renowned for its work in cardiac care, cancer, neurosciences, gastrointestinal disorders, endocrinology, women's services, transplantation, and burn care.

Business Situation

Financial managers and staff worked hard to maintain effective revenue-cycle practices in light of the migration of many services to outpatient settings, constantly changing payment rules, and the increasing frequency of claims denials.

Solution Description

The hospital deployed a solution based on Microsoft® Amalga™, the Unified Intelligence System, that integrates data from multiple systems and delivers through a highly customizable role-based user interface.

Benefits Overview

- Reduction of claims denials
- Improved accountability and collaboration
- Ability to pinpoint strategic trends
- Easier approach to operational and budgetary planning

For more information see:

<http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=4000001091>