



January 13, 2011

Congratulations !

And welcome to the Emergi-Tube pilot kick-off !

You have been selected to be included in the Senior Helpers Emergi-Tube pilot project. This presentation is to formally introduce you to Emergi-Tube and to answer your questions about the pilot project.

Emergi-Tube is a **lifesaving** product designed to keep important personal health information readily available in the event of a medical emergency.

**Health Record Resources**

“increasing the awareness and utilization of personal health records”





**Dave Walker, R. Ph** is the founder and CEO of **Health Record Resources**. Dave has over twenty years of pharmacy management experience in retail, hospital and long term care consulting settings. His interest in **personal health records** began several years ago and he has focused on patient education as well as products and services that will assist patients to start and maintain personal health records. He has a Wordpress blog titled “Pharmacy 2.0 and ½” and you can find him on Twitter @ drwalker\_rph , on Facebook at Emergi-Tube fan page and on LinkedIn.

He developed **Emergi-Tube** and **QuickStart ePHR** **personal health record** products to help protect lives during a medical emergency by providing critical lifesaving personal health information.

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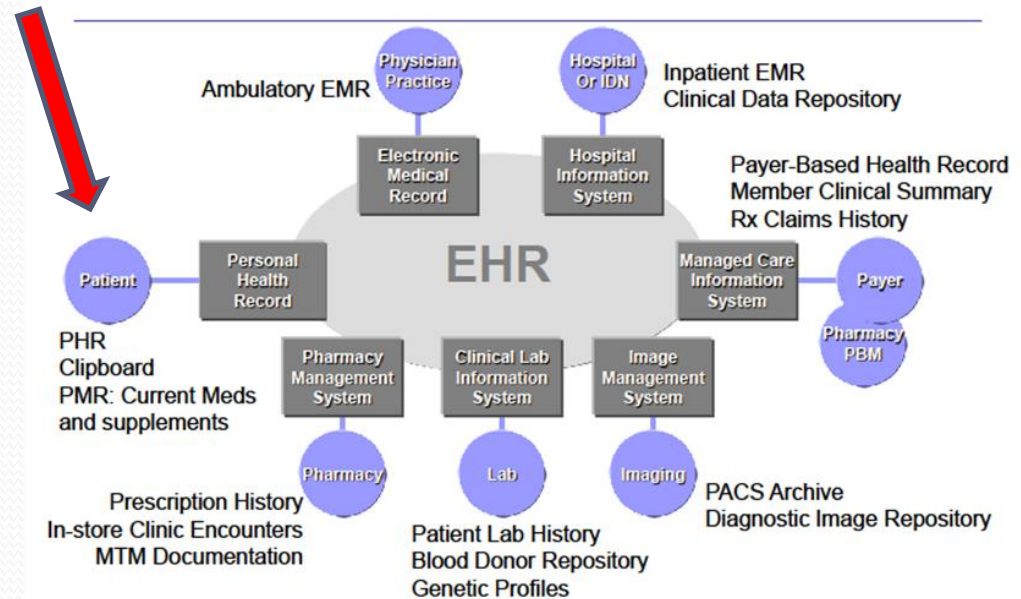


# What is a personal health record (PHR) ?

A **personal health record** or PHR is typically a health record that is initiated and maintained by an individual. An ideal PHR would provide a complete and accurate summary of the health and medical history of an individual and be accessible by authorized health care providers.

The PHR in **Emergi-Tube** is an **abbreviated** PHR providing critical health information for use in medical emergency situations.

There is still confusion about the terms “Electronic Medical Record” and “Electronic Health Record” ... They are often used interchangeably



Circle Square for NACDS

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# Emergencies happen.

When responding to a call EMTs, paramedics and other EMS personnel are trained to look for:



- Personal information and emergency contacts
- Medical conditions and allergies
- Prescription medications that you take
- Advanced directives, DNRs or POLST information

**Emergi-Tube** makes it possible for them to provide the best possible care using the important health information provided.

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# In an Emergency!

Does your family have all  
the information that can

## SAVE YOU?



Your life or the life of a loved one you care  
for may be at risk in an emergency..

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# Peace of Mind...

*now available in a tube.*

*You can provide* important protection for those you care for by making sure their important personal health information is readily available in an emergency.



**Emergi-Tube** emergency personal health record system gives you the tools you need ---- simple, safe, easy to use.

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Personal Health Records benefit patients in a number of ways including:

- **Increased patient safety.** PHRs provide drug alerts reducing adverse drug reactions and allergic reactions to medications.
- **Improved quality of care.** PHRs enable continuous, comprehensive care with better coordination between patients, physicians and other healthcare providers.
- **More efficient delivery of care.** PHRs help avoid duplication of testing and unnecessary medical services.
- **Greater cost savings.** Reducing adverse drug reactions, medical errors and unnecessary medical procedures will save U.S. consumer healthcare dollars.

How much can be saved by the use of health records?

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# What are the costs of adverse drug reactions or medical events?

- Adverse drug events lead to 117,000 hospitalizations and more than 4 million medical visits per year.
- One ADE adds more than \$2,000 on average to the costs of hospitalization. This translates to \$2 billion per year nationwide in hospital costs alone.
- Patients who experienced adverse drug events (ADEs) were hospitalized an average of 8 to 12 days longer than patients who did not suffer ADEs, and their hospitalization cost \$16,000 to \$24,000 more.
- Studies indicate that 400,000 preventable drug-related injuries occur each year in hospitals. Another 800,000 occur in long-term care settings, and roughly 530,000 occur just among Medicare recipients in outpatient clinics.
- The conservative estimate of 400,000 preventable drug-related injuries in hospitals will result in at least \$3.5 billion in extra medical costs this year.
- The U.S. spends \$700 billion annually on unnecessary medical tests.



# How does your Senior Helpers franchise use Emergi-tube personal health record products?

- offer Emergi-Tube personal health record services to all new and existing home care clients.
- enter client information into PDF health record form, print copy and save PDF file for future use.
- place printed paper health record form in Emergi-Tube and attach to client refrigerator.
- provide client with an updated/edited health record form when new medications or other data changes by editing saved PDF form.



**Health Record Resources**  
**Emergency Medical Information (pHR)**  
www.healthrecordresources.com © 2010

Please fill out the form below. Print a copy and insert it in your Health Record Resources tube. Filing out this sheet will automatically complete your emergency card on Page 2.

Date: \_\_\_\_\_ Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
 Name: \_\_\_\_\_ Physician: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_ Pharmacy: \_\_\_\_\_  
 Blood Type: \_\_\_\_\_ Emergency Contacts:  
 Address: \_\_\_\_\_ Name: \_\_\_\_\_ Home #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Relationship: \_\_\_\_\_

Prescriptions			Allergies
Medication	Dose	Frequency	
_____	_____	_____	<input type="checkbox"/> None <input type="checkbox"/> Other: _____
_____	_____	_____	<input type="checkbox"/> Penicillin _____
_____	_____	_____	<input type="checkbox"/> Sulfa _____
_____	_____	_____	<input type="checkbox"/> Codeine _____
_____	_____	_____	<input type="checkbox"/> Aspirin _____
_____	_____	_____	<input type="checkbox"/> Latex _____
_____	_____	_____	<b>Medical Conditions</b>
_____	_____	_____	<input type="checkbox"/> No Medical Conditions
_____	_____	_____	<input type="checkbox"/> Heart Disease <input type="checkbox"/> Asthma
_____	_____	_____	<input type="checkbox"/> Hypertension <input type="checkbox"/> Bleeding Disorder
_____	_____	_____	<input type="checkbox"/> Seizure Disorder <input type="checkbox"/> Stroke
_____	_____	_____	<input type="checkbox"/> Diabetes/Insulin Dependent
_____	_____	_____	<input type="checkbox"/> _____
_____	_____	_____	<input type="checkbox"/> _____
_____	_____	_____	<b>Location of Advanced Directives (POLST, DNR, etc.):</b>
_____	_____	_____	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Patient's Signature \_\_\_\_\_  
Healthcare Provider's Signature \_\_\_\_\_  
www.healthrecordresources.com © 2010

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## How do Emergi-Tube PHRs benefit you as Senior Helpers home care providers?



- Offering Emergi-Tube PHRs services to your clients provides opportunity for engagement and added value.
- Emergi-Tube is a great service to your clients and their families providing *peace of mind* to both clients and family members.
- Providing Emergi-Tube service to your clients *differentiates* Senior Helpers from other home care agencies giving you a *marketing advantage*.
- Emergi-Tube labels and medical forms are *branded with your logo* making it a great *marketing tool* for *referrals and new clients*.
- Emergi-Tube is *displayed prominently* in the homes of your clients—The *Senior Helpers logo visible to all* who see the Emergi-Tube.
- No other home care agency is using Emergi-Tube on a national level giving Senior Helpers a *distinct advantage* in the home care markets.

# How it works

Emergi-Tube is a highly visible 6" x 2" tube which easily attaches to the side of your refrigerator with a velcro strip.

A screenshot of a web browser displaying the "Emergency Medical Information" form. The form is titled "Emergency Personal Health Record" and includes fields for Name, Date of Birth, Blood Type, Address, Physician, Pharmacy, and Emergency Contacts. It also has sections for Prescriptions and Allergies. The form is designed to be filled out and then inserted into the Emergi-Tube. The browser window shows the URL "www.HealthRecordResources.com" and the "Senior Helpers" logo.

QuickStart ePHR is an editable PDF file. Simply download the file to your desktop, enter the information and save the file. Print out the form, fold in half, top to bottom, roll up and insert into the Emergi-Tube.

At the bottom of page 2 of the form is an emergency I.D. card... the fields of the card are populated when filling out the form. Cut out I.D. card and place in purse or wallet.

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# Need help?

Feel free to contact me directly for quickest response during the Emergi-Tube pilot project: (images are linked)



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- or -

Follow me on Twitter @drwalker\_rph and send a direct message.



[info@healthrecordresources.com](mailto:info@healthrecordresources.com)

[www.HealthRecordResources.com](http://www.HealthRecordResources.com)

You can also follow Dave Walker and Emergi-Tube fan page on Facebook



Linked ®



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# Thank you...

Thanks for your interest in the Senior Helpers / Emergi-Tube Pilot Project. We look forward to working with each of you to help build your business using Emergi-Tube personal health record products. We also look forward to your input and ideas and hope to incorporate them into a tool that is easy for you to use with all Senior Helper clients.

Let me know how I can assist you in making your Senior Helpers franchise more visible and to help you increase referrals and new clients. Feel free to call or e-mail me directly at anytime during the pilot project.

Dave Walker

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