

The consumer benefits of personal health records

Personal health records will be one of the first tangible results of HHS' health IT efforts—and there is substantial market interest in them, said Paul Feldman, deputy director of the Health Privacy Project, a consumer privacy group.

PHRs provide medical history and medications lists so consumers do not have to repeatedly fill in basic information at doctor visits. Consumers will have control over them, and they have the potential to reduce costs and absenteeism for employers.

"Tremendous benefits accrue by having longitudinal medical records that would be available for you to march in with to your doctor's office, and to have your lab results in place so you don't have to get that second MRI," he said.

If issues about who populates the PHR and who authenticates the information as belonging to the patient are resolved, the PHR becomes the only device available to collect a longitudinal health record.

But PHRs also present privacy issues.
HIPAA privacy and security provisions cover
PHRs that hospitals, physician practices and
health insurance plans provide, because they
are covered entities under that law. And if the
covered entities contract for PHRs, HIPAA
extends to the contractor through business
associate agreements with the provider.

But HIPAA does not govern commercial third parties that offer PHRs, and HIPAA will not cover how they use consumer health data, said Feldman, who also is co-chairman of the Confidentiality, Privacy and Security Work Group under the public-private American Health Information Community.

"I imagine that a reasonable deliverable for AHIC would be a recommendation, even leading to an executive order, that all PHR providers create notice documents and are bound by similar if not the same regulations as the privacy and security rule," Feldman said.

The president could require all PHR providers that do business with the federal government to abide by HIPAA privacy rules, he said. —Mary Mosquera