



Biomedical and Health Informatics Lecture Series

Course Website: [Link](#)

**Tuesday, April 24, 2012
12:00 - 12:50 p.m., Room T-663**

William Reid, FACHE

Vice President, Product Management
Numera Inc., Seattle

“Remote and Social: Managing chronic disease with patient self-monitoring and Facebook”

Caring for the growing epidemic of chronic illness requires new delivery models and approaches in self-care. With highly co-morbid patients, reduced reimbursement, and shortages in geriatric and family medicine providers, the concept of relying on the office visit to manage illness is no longer viable. Care management will have to move to the home and be focused on inexpensively equipping patients and their families with the ability to monitor and manage care. The role of a care coach, in the context of models like patient centered medical homes, will emerge to help in this self care. The role of community will be ever more important to motivate and support self-care.

New delivery models will require affordable telehealth solutions for care management, using a platform-independent approach to capture, analyze and transmit objective health measurement data and integrate it with virtually any electronic health record (EMR, PHR, EHR). To keep it affordable, the solutions will have to use consumer off-the-shelf devices to service diabetes, asthma/COPD, weight management, cardiac, post-discharge and wellness programs, and enabling connectivity through standard and digital phone lines, PCs and smartphones.

The session will also describe a program being run with the American Diabetes Association (ADA) of Washington State to reach the diabetes community with a new approach to wellness and chronic health management. Using Numera Social, a Facebook + Mobile application, the ADA of WA offers plans and challenges that guide an individual through the process of making important nutrition and exercise changes to slow the progression of diabetes.

As head of product management for Numera, Bill leads the teams responsible for development and delivery of the company's product portfolio and is responsible for both the short and long range product vision, strategy and roadmap. He joined Numera after having spent over a decade at Microsoft, where he last held the role of Director of Product Management within Microsoft's Health Solutions Group, responsible for planning and strategy for products including Microsoft HealthVault, Microsoft Amalga, and Mayo Clinic Health Manager (a PHR co-development effort with the Mayo Clinic). Prior to Microsoft, Bill has had extensive leadership roles in several healthcare and technology companies. He is a founding member and past president of the Washington State Healthcare Executive Forum, a chapter of the American College of Healthcare Executives, and is board certified in healthcare management as a Fellow of the American College of Healthcare Executives. Bill has his BA from the University of Pennsylvania and an MS from Tufts University.

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NOTE: Podcasts from MEBI 590 Lecture Series talks for this quarter are available at <http://courses.washington.edu/mebi590/schedule.htm>
Podcasts from previous quarters are available at <http://courses.washington.edu/mebi590/past.lecture.schedules.html>