DEPARTMENT OF HEALTH POLICY FORUM

Revolution Health Group Clinical Strategies

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June 13, 2007

Nowhere is the movement of consumerism in health care more obvious than the myriad of medical websites offering a broad range of information and services. Revolution Health Group is a relatively new consumer-centric health company whose primary service is a free online medical resource center designed to help consumers manage their health needs. Grounded in evidence-based medicine, Revolution Health emphasizes consumer empowerment, informed decision-making and personalized care. The board and staff of Revolution Health represent an impressive cross-disciplinary team whose expertise includes consumer marketing, healthcare, and information technology.

Jeff Gruen, MD, MBA, Chief Medical Officer of Revolution Health Group, explained how the notion of consumerism was the driving force behind the development of this innovative company. Consumerism, in general, fits within the trend of the current world economy and the changing nature of work. Healthcare mimics other industries, and change can occur if tools and strategies are changed, and consumers are galvanized. Gruen described how consumers are not engaged and may even be actively disengaged in their care. Often, consumers feel what Gruen identifies as "superficial attention." Gruen asks that we think about the connectedness that an individual needs to feel this need, which is essential in any healthcare encounter. Related to this, providers have the opportunity to look at consumer dissatisfaction and create opportunities to become re-enfranchised.

Revolution Health identifies women between the ages of 30-55 as the critical consumer audience to reach in accessing services and implementing change. Recently, Revolution Health teamed with Columbia University Medical Center to launch a new internet destination for maternal fetal health. Faculty of the Columbia OB/GYN department function as an expert resource in providing content and identifying ongoing information related to maternal health. Additionally, the faculty will participate in weekly blogs to assist women in understanding information and new choices affected by the advances in maternal fetal health technology.

To learn more about the Revolution Health Group visit:
http://www.revolutionhealth.com/.

To access a podcast of the Revolution Health Group meeting visit:
http://www.jefferson.edu/dhp/education_pp.cfm.

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