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Timothy D. Ranney, M.D.

Senior Vice President and Medical Director
Health Service Programs

Dear Colleague:

As Medical Director for Blue Cross and Blue Shield of Nebraska, I served on a task force to evaluate the HDCard, a product of Health Data Card (HDC). We reviewed the software and patient smart card system and held meetings with representatives of Health Data Card. It was the consensus of the task force that the patient-friendly health information management capabilities of the HDCard are impressive.

From a physician's point of view, I believe the cards can provide an excellent way for each physician on a patient's healthcare team to stay up-to-date on what is happening with a patient's care. As you all know, the healthcare team for most of our patients is expanding, making it vitally important for each member to stay current with medications, treatments and diagnoses. With the HDCard, patients have the benefit of both secure information and a convenient way to communicate by carrying their personal health information from one care giver to another.

In the near future, several Omaha employers will offer HDCards to their employees. Blue Cross and Blue Shield of Nebraska, with its long and successful history of providing innovative healthcare leadership, will offer employees the HDCard as an initial pilot program to help direct future decisions. HDCards will be offered to employees as a health information management tool.

What this means for you is patients will be presenting these cards at your office. You will want to be able to read and update the cards as a service to your patients. To do this, you will need to install the proprietary HDC software and a card reader on one of your computers. The HDC software and card reader will be provided to you and installed free of charge. HDC will also provide 20 minute training sessions to your staff.

In addition, you can offer the cards through your office. The cards give you one more way to interact and build loyalty with your patients. Several Omaha physicians are already offering the HDCards to their patients as a service. The "Emergency 911" information on the cards can be read by every hospital emergency room in the Omaha metropolitan area; and portable card readers (PDAs) that read the emergency information are being deployed to Omaha metropolitan ambulances.

For more information about HDCards, please contact Keith Clark at HDC, 402-453-7000, ext. 102 or keith@healthdatacard.com.

Sincerely,

Timothy D. Ranney, M.D.
Senior Vice President and Medical Director