

# **Overview of the BSI Patient Centric Closed Social Network For Diabetes**

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## Overview

The enclosed document presents an overview of the social network by Button Systems. The network will be a “closed” network, meaning that only invited patients will be allowed to participate. The secure network is optionally integrated into the BSI Chronic Disease Registry. Data can flow between the two applications, allowing the coordinators to manage both applications from the same portal.

A series of text messaging procedures is built into the network application that will allow coordinators to broadcast motivational messages to the participants. These same procedures will also alert and remind the patient of upcoming or overdue lab tests and visits.

The patient will be allowed to invite outsiders to become a part of their “fan club.” These fan club members can issue challenges to the patient and even join them in doing the challenge. They can also optionally see the progress the patient is making in a variety of different statistical areas – all updated from data from the registry.

A reference library of current articles and blurbs will populate the networking site. This will attempt to further motivate the patient to take better care. The coordinator will have the ability to update these libraries with new information and articles.

The social network application will update the chronic disease registry with how frequent the patient uses the network and what they do within the site. These statistics will be available when the provider accesses the individual patient. Aggregate data will be accumulated over time to measure the effectiveness of the network application.

## How a Patient Joins the Social Network

- A provider will distribute brochures that describe the new network and what it can do for a patient.
- Provider will discuss the benefits of joining the network with the patient, and if they agree to try it, the provider will give a coded brochure to the patient.
- Each brochure will have a code within the text. The provider will log in the code on the encounter note under pilot program notes for that patient
- When the encounter note is entered into the registry, the code will be logged in for that patient.
- When the patient accesses the site for the first time, they will enter the code to receive an account on the site.
- This cross reference ties the patient login with the provider within the registry.



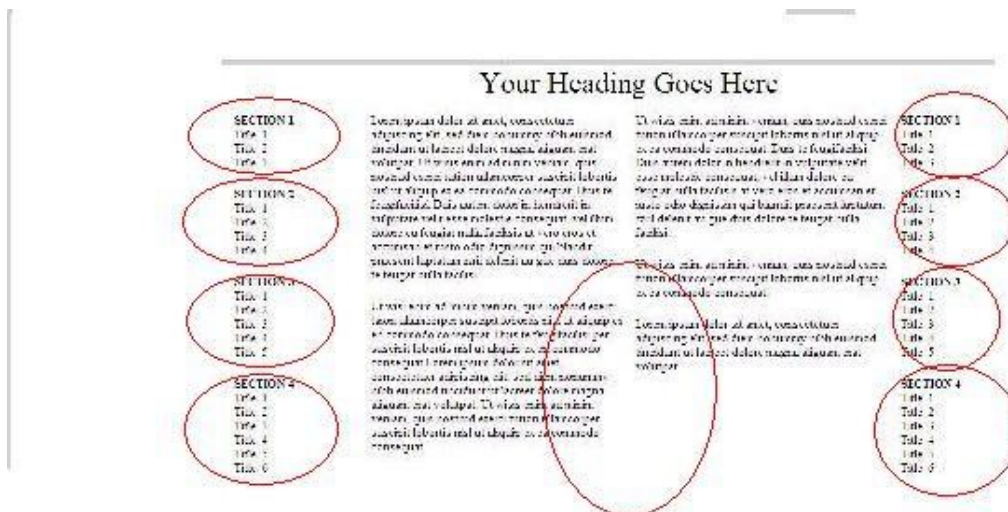
## Accessing the New Site

### Patient Login to the Social Network

When a provider recommends the network to a patient, they give them a brochure that has an embedded code within it. The patient, on their first visit to the network, will enter that code into the login along with an encrypted validation code. Once the patient fills out the brochure code and properly enters the validation code shown, they are routed to the social network and the main screen that is personalized for them. From that point on, they can fill in their pertinent information and select the various options they wish to implement. Once they are set up within the social network, whenever they log back in, they will enter their screen name and password (set by them after the first login) and proceed to their opening main screen.

### Patient Opening Main Screen

Once the patient has logged in properly, their main screen will display. The main screen is broken into three distinct sections – left margin, right margin, and main (center) screen. The left margin contains all the “MY Things” options for the patient, such as profile, settings, statistics, and more. The right margin contains a variety of articles and self-help options, along with reference information on earning and redeeming reward points. The center screen contains a selected number of blurbs and motivational articles (determined by the coordinator). The following sample shows the basics of the main screen.



The “MY” left margin sections are as follows:

- MY Profile - Settings
- MY Special Data
- MY Activities
- MY Fan Club

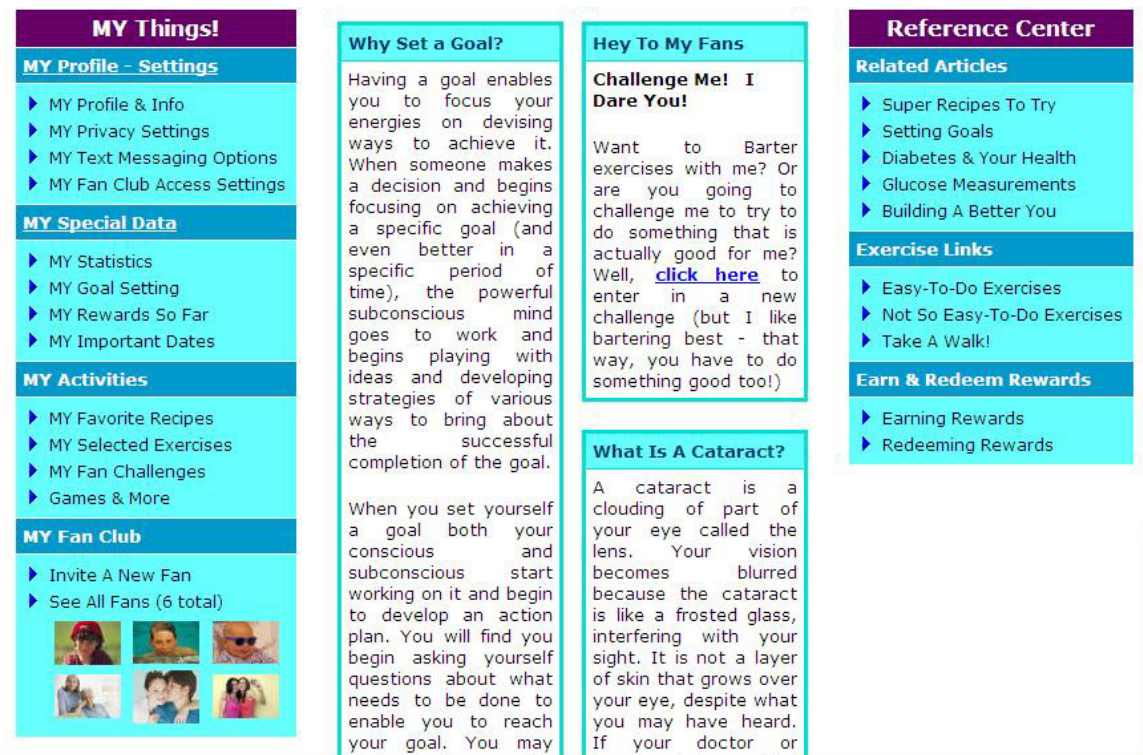
The right margin contains items such as:

- Related Articles
- Exercise Links
- Earn & Redeem Rewards

The center section contains:

- Motivational short articles
- Blurbs and announcements
- Important date reminders
- Open challenges
- Statistics

A sample of the constructed main page might look something like this:



## “MY Things” Options

The following sections describe in more detail each of the MY options that are available to the patient, depending upon the settings they select.

## **MY Profile and Settings Options**

This section allows the patient to set their individual preferences for their sharing of information, the sharing of displays or statistics, and their base information and screen name.



### **My Profile and Info**

This option allows the patient to set and maintain their personal information, including:

- Name
- Password
- DOB
- Gender
- Screen Name
- Email Address

They can also customize the types of information that are displayed on their center screen section when they log into the social network. This includes open challenges, points earned, and vital statistics.

### **MY Privacy Settings Options**

This option contains the settings for sharing information with the patient's doctor (who referred them to the site via the distributed brochure). The patient can choose what types of information are shared, including:

- Statistics
- Goal Setting
- Rewards Info
- Important Dates
- Challenges and Results
- Fan Club Info

### **MY Text Messaging Options**

This option allows patients to decide whether or not they would like to receive text messages on their cell phones. If they opt to receive messages, they will then enter the following information:

- Cell Phone Number and Carrier
- Message Options and Frequency (Visit Reminders, Lab Tests Overdue, and Motivational Messages)

### **MY Fan Club Access Settings**

This option allows the patient to optionally select someone from their fans list to be an “exercise buddy,” as someone who will exercise or perform activities with the patient. Furthermore, they can determine what information to share with their fans. This includes

- Statistics
- Rewards Info
- Challenges and Results

### **MY Special Data**

Here, the patient will be able to check things like their latest statistics, set goals, track rewards they have earned so far, and view important dates and reminders.



### **MY Statistics**

This option allows the patient to view summary vitals readings and lab test results, as stored within the Chronic Disease Registry. This includes:

Vitals History (line graphs displayed for the last 5 provider visits)

- Blood Pressure
- Weight
- Body Mass Index (BMI)

Labs History (line graphs displayed for all lab test results on file)

- Blood Glucose (HbA1c)
- Cholesterol
- HDL
- LDL
- Triglycerides

## **MY Goal Setting**

Setting goals is important when the patient is trying to improve their health situation, especially if the patient has diabetes. Performing activities and exercises, along with proper nutrition, can help them deal with diabetes better. This section will permit the patient to select a goal type and set a time period to attain that goal. They can review information about how and why they should set goals, and how the goals are tracked. This includes:

- Goal Category
- Goal Quantity and Units
- Goal Timeframe and Units
- Selected Activity

## **MY Rewards So Far**

This section will detail the points that the patient has earned through exercise and activities, and participation in features within the social networking site. They will also see the points they have redeemed and the remaining points left to spend. Features include:

- How many rewards points has the patient earned?
- How many have they redeemed? What did they get with those points?
- How many points remain? What can they get with those points?

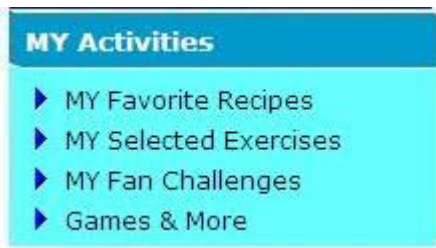
## **MY Important Dates**

This section displays important dates for the patient, including visits that are upcoming or overdue, as stored for the patient within the Chronic Disease Registry. These dates would be used as the basis for reminders being sent by text message, including.

- Next Visit
- Next HbA1c Test
- Next Cholesterol Test
- Next HDL Test
- Next LDL Test
- Next Triglycerides Test
- Influenza Vaccination
- Pneumonia Vaccination

## **MY Activities**

This section allows the patient to access and store a variety of information that they have selected from the reference data within the right margin of their main page.



### **MY Favorite Recipes**

This option displays recipes that the patient has added to their favorites list, based on recipes added by the coordinator within the social networking site.

### **MY Selected Exercises**

This option allows the patient to store exercises that they like best or perform most often. This includes information about the proper methods for performing the exercise, and instructional video where available.

### **MY Fan Challenges**

This option allows the patient to challenge their fan club to activities. They will also be able to see the status of any challenges that are open or are completed. This includes the following:

- Challenge Activity
- Challenged Fan(s)
- Challenge Date
- Challenge Status

### **Games & More**

This option allows the patient to play games and perform activities within the social networking site. These games are meant to educate the patient about ways they can improve their health in a fun-filled environment.

### **MY Fan Club**

The final section on the left margin pertains to the patient's fan club. Miniature pictures will be displayed for each "fan" that has signed up for the patient. If a fan does not supply a picture, then a blank square will be displayed.



### **Invite A New Fan**

The patient can invite new people to become fans. This is done via email. The email will contain predetermined text that will be sent to the prospective fan. If the fan agrees, they will click a link within that email that will allow them to sign up as a fan within the social networking site.

### **See All Fans**

The patient can display all of their fans; this link will launch a list of all their fans in a separate popup window. A counter with the total number of fans will be displayed next to this link.

## **Reference Center**

The right margin of the patient screen will contain a variety of reference information and articles, with links to other sites pertaining to that article's subject. There are three main sections within this margin – related articles, exercise links, and earn and redeem rewards.

### ***Related Articles***

This section will contain links to resource articles that are related to the chronic diseases being tracked. The diabetes coordinator will have the ability to modify these listings as needed.



### **Super Recipes To Try**

This resource contains suggested recipes that are healthy and delicious. It also includes links to various recipe sites. These will help patients make better decisions with their nutrition.

If a patient likes a certain recipe, they can add it as a favorite. This recipe will then be stored in their “MY Favorite Recipes” option.

## Setting Goals

This resource contains articles and other resources about why and how a patient should set goals. Again, setting goals is important when the patient is trying to improve their health situation.

## Diabetes & Your Health

This resource contains articles that focus on the areas of the body that are affected most by diabetes, such as the eyes and feet.

## Glucose Measurements

This resource gives the patient proper procedures and processes for how to monitor their glucose readings.

## Building A Better You

This theme-based resource gives the patient motivation on how they can succeed in dealing with their chronic disease.

## Exercise Links

Since exercise is a primary motivation point within this network, this section will be used to provide a series of important links to exercises, on video and on text.



Each option describes various exercises that are based on level, age, and weight. These may utilize stick figures and videos to show proper exercise methods.

## Easy-To-Do Exercises

This resource provides the fundamentals of exercise that just about anyone can do, regardless of age or ability.

## Not So Easy-To-Do Exercises

This resource provides a more advanced level of exercise. These are meant to enhance the patient's exercise routine once they have the basic exercise fundamentals set.

## Take A Walk

This resource stresses the importance of walking – whether it's around the home, around the block, or around the town.

## ***Earn and Redeem Rewards***

This final section of the right margin will be used to instruct the patient on the processing of their “rewards.” This resource contains articles for how the patient can earn rewards within the social networking site, as well as how they can redeem them.



### **Earning Rewards**

Reward points will be awarded for reading articles, playing instructional games, performing challenges, and generally using the site to improve their wellbeing. Points can also be awarded for reducing weight, or improving their BMI or HbA1c values within the Chronic Disease Registry.

### **Redeeming Rewards**

The patient will be able to redeem the rewards they have earned on products and items catered to their chronic condition.

## **Center Section – Main Patient Page**

This portion of the screen will be used to provide messages and immediate information to a patient by displaying short articles, challenge information, and other quick reminders and blurbs. Examples of messages covered might include foot exams, getting eyes checked, the importance of timely sugar measurements, etc.

Some of the options that are displayed here can be customized by the patient using the MY Profile & Info option within the MY Profile – Settings section.

Blurbs and other informative messages that are displayed will be created by the coordinator.