



MarketIntellNow's New Spotlight Report on PHR (Personal Health Records) Now Available for Sale

MarketIntellNow does deep research dives into nascent markets, and publishes comprehensive reports that sell for \$3,495. The latest Spotlight Report is on Personal Health Records, and excerpts ran in the MarketIntellNow blog from June 25-July 31, 2007.

Clarksville, MD, August 07, 2007 --(PR.com)-- PHR (Personal Health Records) to date has been a story of scads of press articles ... but just a scintilla of adoption.

A PHR is a portable health record provided by a Payer (insurer), healthcare Provider or Employer (as a Payer-proxy), but controlled by the consumer. Payers have given PHR the college try given their aggregated benefit, claim, clinical, pharmacy and financial data, and some 70 million consumers (out of 200 million insured consumers in the \$2 trillion healthcare system) have been exposed at some level—however shallowly-- to the concept. TriZetto itself has enabled PHRs for about 10 million health plan members via Personal CareAdvance™, the population and personal health management module of the company's CareAdvance Enterprise™ care management system.

But PHR adoption has been anemic, and worse, awareness remains surprisingly low. A shakeout has occurred, and the current vendor set is half what it was in quantity two short years ago. But at long last PHR will take off in 2008, due to the confluence of circumstances that they explicate in their full Spotlight Report™ (go to www.marketintellnow.com for purchase information), but not the least of which is a ready set of thirteen (13) quality vendors we've identified, notwithstanding the possible addition of Google.

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