

GUEST EDITORIAL PREFACE

Special Issue of Cases on Health Care Information Technology

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In the ever-changing environment, the Information Technology in health care organization needs to integrate with other functions to create a solution that not only addresses the immediate concerns but also lay a strategic foundation. As can be seen from the articles in this special issue this is not easy. The health care providers and payers have to depend on outside discipline for guidance. In the opening article, Understanding Health Insurance Needs for Small Businesses in U.S. the authors explore the differences in the perception of employers and employees using conjoint analysis and how a company is using the insights from the analysis to determine its strategy. The health insurance company plans to anticipate the needs of the market and determine its influence on the strategy including Information Technology using conjoint analysis.

In the opening article, Understanding Health Insurance Needs for Small Businesses in U.S., the authors explore the difference in the perception of the employers and employees using conjoint analysis and how a company is visualizing using the insights for determining the information technology strategy. By using conjoint analysis as a basis, the health insurance company plans to modify anticipate the needs

of the market and determine its influence on the strategy including Information Technology.

The second article, Privacy and Security Concerns in Adopting Social Media for Personal Health Management—A Health Plan Case Study, takes into consideration the social media tools such as Twitter and Facebook and how the privacy and security of the users is affected. The authors surveyed a Pennsylvania-based health care institution in an effort to determine the effect of social media on the privacy of the health care information. The case explores the concerns of the users and provides an insight on how health care institution can implement an effective and secure social media marketing.

In the next article, Integration of Just In Time (JIT) Inventory in Outpatient Pharmacy Information Systems, Dr. Kapoor and Mr. Mullen present a case study of Information Technology and its impact on the inventory management of a pharmacy. This interdisciplinary article ties Health Care Information Systems with Supply Chain Management. The case shows how Just-in-time (JIT) Inventory management is expected to enable a health care payer to eliminate waste, improve efficiency, and cut costs. JIT inventory management also helps the company to comply

with the changing laws.

In India, the health care quality has become an important topic. By integrating Six Sigma, a manufacturing methodology, into Simplified Healthcare information systems and business processes, Simplified was able to transform itself into one of the leading health care provider in North India. The Six Sigma implementation succeeded in every aspect. As the case, Pioneering the Health Care Quality Improvement in India Using Six Sigma: A Case Study of a Northern India Hospital, illustrates, Six Sigma is not a one-time-fix. Simplified needed a dedicated team and a complete revamp of the processes in conjunction to the implementation of the Six Sigma philosophy. Simplified is one of the pioneers in India to implement such a large-scale project.

The last case presents for us the important of marketing and data analysis to health care information technology. In the era of health care reforms, analyzing a large amount of data, specifically in real time, is requiring each department, each company to change. Even though there is one common health care reform legislation, there are any different challenges inherently in different organization. These changes across the industry were presenting new and unique challenges to the executive team.

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