

# Medical Banking Road Trip

WITH HIS SIGNATURE SAFARI HAT firmly in place, John Casillas, founder and executive director of the Medical Banking Project, has embarked on a cross-country, 3,600-mile expedition that has caused some to liken him to Indiana Jones. But instead of searching for lost arks and crystal skulls, Casillas is on the hunt for perhaps an even more elusive prize: a completely electronic healthcare system.

The Medical Banking Project is a policy research and advisory firm that is working to link banking infrastructure and technology with healthcare payment and services.

In August Casillas started a six-month, 65-stop cross-country tour called “The Point and Click Expedition.” Casillas will meet with project members, healthcare consumers, physicians, and policy makers to discuss bringing healthcare online through the banking system.

After each stop, Casillas will blog about his experience, which will be summarized in a medical banking action plan released in April at his organization’s 8th National Medical Banking Institute in Nashville, TN.

The Medical Banking Project believes that banks and their interconnected infrastructure could change healthcare payment and records access. The creation of “health/wealth portals,” where online banking consumers could manage their health records and payments, could create the first “point and click generation” of healthcare providers and patients, Casillas says.

“If you are going to move to health 2.0, it goes right through the banking system,” Casillas says. “If banks integrate their payment processing mechanism with healthcare’s administrative layer, which is what happened in the airline industry, it could revolutionize the way we interact with our physicians, move payment processing to real-time, and revolutionize how we interact with our healthcare record.” ○



To follow Casillas on his expedition visit [www.mbproject.org/blog](http://www.mbproject.org/blog)

“Sometimes when you are trying to say something, you have to say it a little bit differently in order for it to be recognized.”

—John Casillas