



## **THE DISTELFINK – Do You Know About ICE and IKOR®?**

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I was recently chatting with a wonderful band of Brits, all of us enjoying large cups of coffee and a beautiful seaside view. During the course of the morning, our conversation traveled through various topics and eventually landed on exchanging stories about caring for our older parents and worrying about our teens. One woman mentioned how some of her concerns have been alleviated by information kept on her children's mobile phones. Apparently in the U.K., mobile phone address books have a feature called ICE – In Case of Emergency - where one can enter the contact information for the person or people you want making medical decisions on your behalf, in case you are unconscious or unresponsive. Apparently EMT's and paramedics now go straight to cellular phones after searching wallets for emergency contacts or medical histories, because barely 20% of us actually carry a medical card. When I recounted this conversation to my husband, it turns out his phone (purchased in April) has ICE in its directory, as do Apple iPhones. Naturally the iPhones also have a downloadable ap that stores contacts, special concerns and the names of any drugs one might be taking. How simple, and how great, right?

Earlier this summer, I was working with a client who needed to update her Power of Attorney and Living Will documents. As pleased as we were when they were finally completed, signed, stored in her safe deposit box and delivered to her designated appointees, we were obviously still missing an important piece of the process. Conveniently, she has an iPhone, and so I look forward to encouraging her to fill out the ICE program as a final step in ensuring she is cared for as she envisions, in a case of emergency.

But what if a family has more complicated needs that require patient advocacy to help manage short-term health crises and long-term care issues for seniors and disabled adults and children? Then they need to know about Patricia Maisano and her team at IKOR® USA, located in Kennett Square, PA. Patricia founded IKOR® over a decade ago because she had witnessed the many frustrations in providing integrated health management services, and dealing with the aforementioned issues. It became clear to her that there really wasn't any one organization dedicated to ensuring that the client's wishes and needs weighed most heavily in important healthcare decisions. Thus, the idea behind IKOR® evolved as a needed solution to the issues she observed.

In addition to the advocacy services IKOR® provides, the company is also about to launch a secure and fully portable medical records storage service. President Obama has been calling for such a resource, and other companies are talking about it, but IKOR® has it, and it's available now. This new program works in conjunction with IKOR®'s proprietary system Datikor®, and is made for anyone who wishes for their medical records to be available in a clear and concise order, for their own review, or for their medical professionals in the case of a medical emergency. Datikor® goes beyond just an individual's name, allergies and medical diagnosis. It includes one's medications in timed order, an electronic copy of all diagnostic testing reports clearly noted by type and date of testing, general medical records, a list of all

treating physicians in timed order, as well as copies of a client's Power of Attorney, HIPPA release and Advanced Directive. And this information can be accessed 24 hours a day, 7 days a week from anywhere in the world using an alpha/numeric username and password. Working in conjunction with the client, IKOR® can keep these records updated so that information is always current and complete. I have several clients, and know a variety of families, who travel extensively, and quite creatively, for their vacations. Wouldn't it be a huge advantage, and indeed a great peace of mind, to have such records amassed and available when one needs them most?

I hope you have found these tidbits of information about ICE and IKOR® to be personally helpful, and potentially valuable to the clients you might be advising. Following along the coat-tails of Jay Hughes, I believe advising families of wealth extends beyond just overseeing the financial capital, it means carefully considering the human capital as well.

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