

## **2015 Health Information Exchange Outreach Plan**

The Health Information Technology services provided under the guidance of the Agency for Health Care Administration (Agency) include two distinct programs, the Medicaid Electronic Health Record Incentive Program (EHR Incentive Program) and the Florida Health Information Exchange (Florida HIE) program. There have been numerous changes to both of these programs since their inception in 2011. These changes have modified both operational processes and outreach efforts.

The federal rules used to implement the EHR Incentive Program were modified in September 2014. The rule changes affect the implementation of requirements, for some participants, related to Stage 2 Meaningful Use (MU2). These changes had a significant effect on this program and thus required the dissemination of new information to eligible providers.

The Florida HIE, in part due to changes with the EHR Incentive Program and the need to become self-sustainable, re-vamped its services in the last half of 2014. The Florida HIE currently offers three specific services: Patient Look-Up (PLU), the Event Notification Service (ENS), and the Direct Messaging service. These offerings enable improved coordination of care through complementary approaches.

PLU and ENS fees support the operations of the Florida HIE. Direct Messaging is used in conjunction with the other HIE services, but does not contribute to fiscal sustainability. Direct Messaging was outsourced to Inpriva, a Direct Trust accredited vendor in 2014, which off-set costs to the Florida HIE. The outsourcing of the service reduced overall costs to the Florida HIE and increased connectivity through Direct Trust accreditation. The new outsourced Direct Messaging service can also assist providers in meeting MU2 transition of care requirements for the EHR Incentive Program.

Outreach for the two programs can and should be done in coordination to better utilize Agency resources. However, some communications may be more focused on one program or service. Efforts will include hosting webinars, attending a variety of professional association meetings, electronic mailings, teleconferences, and in-person meetings.

### **Medicaid EHR Incentive Program Outreach**

The EHR Incentive Program will continue to build on successfully established outreach tools such as webinars, provider meetings, work with provider associations, and dissemination of information through the EHR Incentive Program website. Webinars will be held at least monthly and will cover general program topics as well as information related to specialized areas. A series of provider workshops will be held throughout the State, utilizing the resources of the Medicaid field offices to allow providers an opportunity to interact face-to-face with EHR Incentive Program staff. The website will be continually monitored and updated to provide timely information. Lastly, opportunities to work with provider associations, county medical societies, and other local chapters of provider organizations will be continually explored. Outreach efforts will focus on the Certification Flexibility Rule, providers transitioning to MU 2, and specialty providers participating in the EHR Incentive Program.

**Target Audience:** Eligible Providers

## **Direct Messaging**

Direct Messaging continues to be a complementary service for the Florida HIE. The outreach for this service in 2015 will be implemented in conjunction with information about other Florida HIE services. Inpriva's ability to integrate with EHR systems will be highlighted, as this can be an avenue to assist eligible providers in meeting MU 2 requirements.

**Target Audience:** Eligible Providers, Eligible Hospitals, Long Term Care Facilities

## **Event Notification Service (ENS)**

Efforts in 2014 helped establish over 200 hospitals that will be participating in the ENS service as data sources in 2015. This narrows the target audience for ENS outreach in 2015 to health plans.

The first half of 2015 will be focused on providing information and outreach to health plans about the opportunities related to the ENS. The second half of the year will be a broader outreach to increase the number of data sources and expand health plan participation.

- Email health plans with updates on the hospitals systems that have gone into production
- Continue holding webinars focusing on benefits to health plans using ENS
- Attend health plan association meetings
- Continue sharing information with hospitals
- Attend hospital association meetings

**Target Audience:** Florida Licensed Hospitals and Health Plans

## **Patient Look-Up (PLU) Service**

Past outreach efforts for PLU focused on the connection of regional HIEs to each other. Although there is a need to continue these efforts, the current foundation allows for a focus on increased usage of the service. Outreach for PLU in 2015 will expand to include both solutions for smaller hospitals and individual providers.

Maintain engagement of current PLU nodes

- Direct communication
  - Technical – architectural survey
  - Administrative – PLU meetings, calls, etc.

Increase use of service by current PLU nodes

- Determine desired partners needed for HIE that are not yet connected
  - Larger Entities:
    - Outreach for direct connections to the HIE

**Target Audience:** Regional HIEs & Larger Hospitals with HIE connectivity

- Smaller Entities:
  - Outreach for connection through other nodes
  - Outreach for use of hybrid solutions

**Target Audience:** Small to Medium Hospital & Physician Groups

Month	Day	Partner Organizations	Event	Location
<b>January</b>	8		EHR MU Stage 2 Webinar	Webinar
	12		PLU CHD On-Boarding	Orlando
	14		ENS Webinar	Webinar
	15		EHR for Dentists Webinar	Webinar
	29		EHR for Mental Health Providers Webinar	Webinar
	29	Central North Florida HIMSS	Regional HIMSS	Orlando
<b>February</b>	10	Florida Osteopathic Medical Association	Deadline for Florida Osteopathic Medical Association Journal	N/A
	10		Medical Update	Jacksonville
	18-22	Florida Osteopathic Medical Association	Florida Osteopathic Medical Association (FOMA)	Westin
	24	Florida Medicaid External Quality Review Organization	Annual Meeting	Tallahassee
	TBD		Hospital Meetings South Florida	Ft. Lauderdale/Miami Area
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>March</b>	28		Suncoast Health Information Association- local FHIMA chapter, invited speaker	Palm Beach State College
	TBD		Provider Workshops	Statewide
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
	TBD		Medicaid Provider Bulletin Article	N/A
<b>April</b>	22-25	MGMA	MGMA	Orlando
	24-26	Florida Academy of Family Physicians	Family Physicians	Orlando
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>May</b>	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar

	TBD		Medicaid Provider Bulletin Article	N/A
	TBD		Hospital Meetings Central Florida	TBD
<b>June</b>	11-14	Florida Academy of Pediatrics	Suncoast Pediatric	Sarasota
	15	Florida Osteopathic Medical Association	Deadline for FOMA Journal	N/A
	26	Pending	Florida HIT Symposium	TBD
	TBD		EHR Webinars	Webinar
	TBD		Medicaid Provider Bulletin Article	N/A
<b>July</b>	12-15	Florida Community Health Centers Association	Florida Community Health Centers Association Conference	St. Petersburg
	13-17		Florida Health Information Management Association: Kim & Pam	Orlando
	26-27	Florida Home Care Association	Florida Home Care Association Annual Conference	Orlando
	31-8/2	Florida Medical Association	Florida Medical Association Meeting	Orlando
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>August</b>	2-5	Florida Health Care Association	Florida Health Care Association (LTC) Conference	Orlando
	7-9	Florida Academy of Family Physicians	Family Physicians Association	Palm Beach
	9	Florida Association of Health Plans	Florida Association of Health Plans Conference	Orlando
	11-14	Florida Assisted Living Association	Florida Assisted Living Association	Orlando
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar

<b>September</b>	17-20	Florida Osteopath Medicine Association	Florida Osteopath Medicine Mid-Year Seminar	Tampa
	TBD		Medicaid Provider Bulletin Article	N/A
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>October</b>	7-9	Florida Hospital Association	Florida Hospital Association Annual Meeting	Orlando
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>November</b>	TBD	Florida Tele-health Initiative	Florida Tele-health Summit	TBD
	TBD	Florida Rural Health Association	Florida Rural Health Association Annual Meeting	TBD
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar
<b>December</b>	TBD		Medicaid Provider Bulletin Article	N/A
	TBD		EHR Webinars	Webinar
	TBD		ENS Webinars	Webinar
	TBD		PLU Webinars	Webinar