Health Information Exchange Coordinating Committee Meeting Summary

Date: September 17, 2017

Time: 9:30 a.m. – 1:00 p.m.

Location: Agency for Health Care Administration, Building 3, Conference Room A.

Members present: Molly McKinstry, acting Chair, Deputy Secretary for Health Quality Assurance; Cristal Stickle, Florida Hospital Association; William Hightower, Florida Association of Osteopathic Medical Association; Craig Dalton, Strategic Health Intelligence; Melanie Brown-Woofter, Florida Council for Community Mental Health; Tab Harris, Florida Blue; Tom Herring, Florida Department of Health; Jarrod Fowler, Florida Medical Association; Michael Jackson, Florida Pharmacy association, Rick Gomez (proxy for Alex Romillo), Health Choice Network; Susan Langston (proxy for Peter Kress), LeadingAge Florida; Terry Fuller (proxy for Gay Munyon), Agency for Health Care Administration; Dr. Saver, Florida Academy of Family Physicians; Wences Troncoso, Florida Association of Health Plans

Staff present: Dylan Dunlap; Hiedi Fox; Carrie Gaudio, Nikole Helvey; Pam King, Aaron Parsons; and Dana Watson. **Ai:** Scott Afzal; and Evan Carter. **North Highland:** Trent Sawyer, Leda Kelly, Katie Weissert, Courtney Sullivan and Tina Worley

Interested Parties present: Joanne Gallagher, KPMG; Scott Afzal, Audacious Inquiry; Melody Arnold, Florida Health Care Association; Dr. Ernest Bertha, Sunshine Health; Ben Browning, Florida Association of Community Health Centers; Michael Cragg, Florida Department of Health; Bruce Culpepper, Florida Department of Health; Angela Dempsey, Poole McKinley; Diane Godfrey, Florida Hospital; William Hightower, Florida Osteopathic Medical Association; Dr. Greg Hindahl, BayCare Health System; Toni Large, Florida College of Emergency Physicians; Jason Aspinwall, Adventist Health System; and Andrew Reeve, Collective Medical.

Ms. Helvey welcomed guests and the HIECC members and took roll call. She explained that the committee would be participating, along with the guests in attendance, an HIE visioning session with North Highland facilitating. Those in attendance were divided into five groups to discuss the different initiatives North Highland assigned them.

North Highland drafted the following Strategy Articulation Map to summarize the meeting. Please see below.

There being no further business to discuss, the committee adjourned at 1:00 p.m.

AGENCY FOR HEALTH CARE ADMINISTRATION

Health Information Exchange (HIE) Study

Draft Output from HIECC Meeting

November 17, 2017





STRATEGY ARTICULATION MAP – UPDATED 11/17/17



WORLDWIDE CONSULTING

Vision of HIE in Florida	Mission of HIE in Florida

Goal of HIE in Florida

Ensure the health and well-being of individuals and communities through the use of technology and relevant health information that is accessible when and where it matters most.

Better Health Care for All Floridians

For electronic personal health information to be available where and when it is needed across organizational, vendor, and geographical boundaries for patient care and public health.

Strategic Objectives

Increased Access

Improve access to the right information, by the right people, at the right time

Common Standards

Promote common standards which will help encourage seamless and secure exchanges of data

Interoperability

Employ the ability of various technology systems and software to communicate, exchange data, and use the information that has been exchanged

Change in Culture

Evaluate, understand, and engage shifts in stakeholders' attitude towards technology to embrace its capabilities, agility, and full span of benefits

Strategic Initiatives

Structure State-level Governance

A structured governance surrounding HIE in Florida will allow all stakeholders to understand where they fit into the picture and what expectations exist for them.

Things to consider:

- 1. Nat'l standards & best practices
- 2. Privacy & Security
- 3. Funding & Statutory Requirements
- 4. Global understanding of market
- 5. What is AHCA's role?
- 6. Management & Oversight (public/private)

Decrease Costs & Complexity

Cost and complexity are natural barriers to entry. By aiming for more standardized methodologies, more willing participants will surface and embrace HIE in Florida.

Things to consider:

- 1. Identify funding sources
- 2. Better utilization for sustainability
- 3. Open source HIE tools
- 4. Education surrounding adopting HIE into workflows
- 5. Diversity in types of services and cost package

Increase Awareness of Capabilities and Benefits

Combatting misinformation and creating awareness of actual system capabilities is a first step towards a truly interoperable model across Florida.

Things to consider:

- 1. Influence demand
- 2. Real patient stories
- 3. Speaking engagements, events, weekly webinars, workshops
- 4. Promotional items
- 5. Provider alerts
- 6. Public websites (AHCA, HIE, etc.)

Strategically Communicate and Engage Stakeholders

Strategically and proactively communicate and engage stakeholders to achieve understanding, buy-in, and enthusiasm.

Things to consider:

- 1. Advisory group HIECC
- 2. Educational workshops, webinars, surveys, focus groups
- 2. Funding opportunities?
- 3. EHR Incentive Program
- 4. Develop use cases and value proposition by user category

Build Trust

Establish stakeholders' confidence in the process and programs.

Things to consider:

- 1. Transparency and consistency in cost discussions
- 2. Well documented agreement/understanding
- 3. Active stakeholder engagement
- 4. Demonstrate the ROI
- 5. Peer-to-peer connection
- 6. Identify champions
- 7. Focus groups and interviews
- 8. Est. best practice in community

STRATEGIC INITIATIVE DRILL DOWNS



STRUCTURED STATE-LEVEL GOVERNANCE



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Initiative Goals

• Flexible and adaptable state-level governance to meet the needs of many different provider types at varied levels of capability.

Key Tasks

- Education and Communication
 - Communicate varied options for HIE
 - Develop easy to consume materials, targeted to varied provider populations
 - Engagement with varied technology products
- Identify current national standards and best practices for guidance
- Consider varied registries and the integration process (ex. PDMP, Med. Marijuana)
 - State agencies need to lead with a single sign on for varied feeds
 - Identify legal and policy barriers to change
- Clear permitted purposes in state level agreement
- Identify the current state of available technology and communicate next steps for actual exchange
- Consider Authorization Auditing
 - Capabilities vary based on provider/facility

Risks/Challenges

- Technology gap for "Whitespace" providers
- Costs
- Legal and policy barriers to change (especially in Mental Health)
- Payment vs. Treatment

Success Factors

- Good Education on benefits of HIE
 - How HIE helps patients, eases practice, saves money
- Flexibility based on provider type

Stakeholders

- Hospitals
- Vendors
- Individual Providers
- State Agency
- National Platforms

Financial Implication

- EHR Set up costs
- Varied costs for national exchanges
 - Some rolled into current prices

Milestones/Timeline MM/DD MM/DD MM/DD MM/DD MM/DD 0 **TBD** TBD TBD TBD TBD

DECREASE COST & COMPLEXITY



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Initiative Goals

 Develop pragmatic HIE Services that are rooted in validated user stories and specific value costs.

Key Tasks

- Define Existing User Stories
 - Is it real?
 - What is the basis?
 - What is the value?
 - What are specific commonalities?
- Process Mapping
- Collaboration
 - Identify Opportunities
 - Conduct face to face
- Working Incrementally
- Identify what is 'working' nationally and locally

Risks/Challenges

- Level of commitment and time
- Perception as a "Disruptor" vs.
 "Standard of Care"
- Can't be all things to all people
- Someone/somewhere to start

Success Factors

- Utilizations Rates
- Willingness to Pay
- Customer Satisfaction
 - Operate without it
 - Referral
- Ecosystem of solution providers
- User story specific outcomes
- Key Performance Indicators

Stakeholders

- Providers/ Payers/ Patients/ Government
- Hospitals
- Ambulatory Providers
- Doctors
- Federally Qualified Health Centers (FQHCs)
- Pharmacies
- Patients
- Health Plans
- Public Health Agencies/Government (Federal/State)
- Long-term care (LTC)/PA
- Diagnostic

Financial Implication

- Remember CMS funding
- Costs evenly/proportionately distributed among users/benefactors

Milestones/Timeline 11/2017 12/2017 01/2018 02/2018 03/2018 0 • 0 Address Key Address Key Address Key Key Tasks Completed **Current State** Tasks Tasks Tasks

INCREASE AWARENESS OF CAPABILITIES AND BENEFITS



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Initiative Goals

Avoid misinformation through education.

Key Tasks

- Analyze current state
- Determine Access
 - Why do we want a state wide HIE?
 - How will users benefit?
 - Who is accessing?
- Develop Communication Plan
 - Identify means for distributing info
 - Develop consumer advocate group (CAG)
- PR Campaign
 - For all types of users... Dr, Nurse, Patient
- Script (Prompts) Development

Risks/Challenges

- Breach of Protected Health Information (PHI)
- Patient matching
- Different platforms
- Established workflows
- Changing behavior
- Cost

Success Factors

- Make it simple, consistent, coordinated
- Less duplication
- Patient involvement in communication plan development
- Stakeholders engaged

Stakeholders

- Consumers
 - Patients
 - Providers
 - Payers
 - Medical School Students
- Legislature
 - State government
- Users
- HIE Vendors

Financial Implication

- High cost
- Grant money?
- Save money through fewer tasks
- Show Return on Investment (ROI)

Milestones/Timeline 01/2018 06/2018 07/2018-07/2019 08/2019 MM/DD Analyze Current Engage Develop Plan Address Funding Execute Plan State & Create CAG Stakeholders

STRATEGICALLY COMMUNICATE & ENGAGE STAKEHOLDER STAKEHO

Initiative Goals

• Achieve effective voice through communication established in stakeholders' values.

Key Tasks

- Value proposition
 - Use cases to create value across stakeholders
- Map capability needs by stakeholder groups
- Establish patient-centricity
- Build transparency → Build trust with agency facilitators
- Example:
 - TOC (3008)
 - Focus groups to HIECC or
 - External convener as needed

Risks/Challenges

- Avoiding the Win/Loss theme
- Privacy issues
- Lack of trust
- Interoperability
- Identifying what, with whom, and for what purpose

Success Factors

- Change Win/Loss theme to Win/Win
- External convener on advisory group
- Identify convergent value propositions

Stakeholders

- Hospitals
- Payers
- Vendors
- Physicians
- Facilities (e.g., Nursing Homes)
- Community Mental Health

Financial Implication

- Map fees to value creation
- Identify current cost of not sharing data
- Decreasing steps from service to correct payment streamlines patient care

Milestones/Timeline MM/DD MM/DD 02/2018 MM/DD MM/DD 0 Convener, Charter, Cross TBD TBD TBD TBD Cutting, Value Proposition

BUILD TRUST



Initiative Goals

• Establish, maintain, and enhance stakeholders' confidence.

Key Tasks

- Advisory Council/ HIECC/ Agency determine stakeholders to convene
- Convene Stakeholders to establish mutual understanding and consensus re: the whole HIF initiative
- Identify goals for exchange and stakeholder-driven approaches to achieve them
- Understand technical approach with applicable vendors
- Convey processes and limitations impacting function
- Establish processes to ensure and audit security and compliance
- Identify ROI/Sustainability
- Communication strategy

Risks/Challenges

- Appropriate/ Consistent engagement & representation
- Perception of competitive advantages
- Auditing & enforcement of policies in efficient fashion
 - Inappropriate use at small provider/practice level

Success Factors

- Consensus without mandates (Carrots)
- Agreeable proportionate representation
 - Ongoing collaboration
- Patient participation
- Leveraging existing communication and outreach mechanisms

Stakeholders

- In descending order of impact/success:
 - Providers
 - Vendors
 - Payers
 - Government Agencies (AHCA + DOH + Others)
 - Patients

Financial Implication

- Avoidance of fines (BAAs)
 - HIPAA BAA: Business associate agreement
- Investment needed from stakeholders
 - Time & Money

Milestones/Timeline 12/2017 01/2018 03/2018 05/2018 Convene Identified Identify goals & Understand approach; Convey processes Identify ROI and Stakeholders approach and limitations; Establish process for security communication strategy