

# Health Information Exchange Coordinating Committee

- February 12, 2025
- This meeting is being recorded

Jason Weida, Secretary  
Agency for Health Care  
Administration

**Members**

**Craig Dalton - Chair**  
Strategic Health Intelligence

**Kayvan Amini - Vice  
Chair**  
Florida Osteopathic Medical  
Association

**Ankush Bansal**  
Florida Chapter of the  
American College of  
Physicians

**Melanie Brown-Woofter**  
Florida Council for  
Community Mental Health

**Andrew Chang**  
Florida Association of  
Accountable Care  
Organizations

**Jarrold Fowler**  
Florida Medical Association

**Stacy Hall**  
Florida Pharmacy  
Association

**Tab Harris**  
Blue Cross & Blue Shield of  
Florida

**Dennis Hollingsworth**  
Clinical Informatics  
Florida Department of  
Health

**Cindy Meredith**  
Florida Association of  
Health Plans

**Alejandro Romillo**  
Health Choice Network

**Marie Ruddy -**  
Nemours Hospital

**Kim Streit**  
Florida Hospital Association

**Kim Tendrich**  
Florida Department of  
Health

**Joe Velderman**  
Cypress Living  
Vice President of Innovation

**Melissa Vergeson**  
AHCA Medicaid



**AGENDA**

**Health Information Exchange Coordinating Committee (HIECC)**

**Meeting Date:** February 12, 2025

**Time:** 1:00 PM to 3:00 PM

**Location:** <https://attendee.gotowebinar.com/register/1535885147473257815>

Dial-in Information: Will be provided upon registration

TIME	ITEM
1:00 pm	Call to Order - Welcome
	Roll Call
1:05 pm	Review & Approve Meeting Minutes
	Previous Action Item Review and Status Updates
1:15 pm	Stacy Hall – New Member Introduction
1:20 pm	ePrescribing
1:35 pm	HIE Unit Updates
2:35 pm	Public Comments
2:40 pm	Meeting Summary
	Next Steps
3:00 pm	Adjournment

# Call to Order Welcome



**AIHICA**  
AGENCY FOR HEALTH CARE ADMINISTRATION

# Roll Call



# Review and Approve Previous Meeting Minutes



**Health Information Exchange Coordinating Committee (HIECC)  
Meeting Minutes**

**Date:** November 13, 2024  
**Time:** 1:00 p.m. to 3:00 p.m.  
**Location:** GoToWebinar

**Members Present:** Craig Dalton, Marie Ruddy, Kayvan Amini, Jarrod Fowler, Stacy Hall, Tab Harris, Dennis Hollingsworth, Kim Streit, Kimberly Tendrich, Joe Velderman, Melanie Brown-Woofter

**Agency Staff Present:** Pamela King, Milly Hardin, Crystal Ritter, Erika Pearce, Kim Davis-Allen, Dana Watson, Suzanne Kirayoglu, Sketch Piers

**Interested Parties Present:** Alecia Collins, Aleskia Fernandez, Anna Marie Sheffield, Brian Smart, Cinnocent Innocent, Christina Samper, Joyce Case, Mary Kay Owens, Michelle Beekman, Sherina Gonzalez, The Florida Channel, Ute Gazioch

**Call to Order and Welcome:** Craig Dalton called the meeting to order at 1:04 p.m. and requested staff to call the roll.

**Roll Call:** Milly Hardin read the Invitation to Negotiate (ITN) statement; on Monday, May 6, 2024, the Agency released AHCA ITN 012-23/24, Statewide Health Information Exchange Service, in the Vendor Information Portal. Therefore, we are now in the statutory blackout period for this ITN. Section 287.057(25), Florida Statutes, prohibits any person from contacting an employee of the executive or legislative branches until 72 hours after the posting of an award from the solicitation. Any communication by or on behalf of a potential respondent during this period is strictly limited to the Procurement Officer as provided in the ITN. The Procurement Officer for this ITN is Weston McKain.

After reading the ITN statement, staff took roll and noted that a quorum was present.

**Review and Approval of Minutes:** Mr. Dalton asked the Committee if they had a chance to review the minutes, the Committee agreed they had. After discussion, Tab Harris moved for approval of the minutes. Melaine Brown-Woofter seconded the motion, with no objections, the minutes were approved.

**Previous Action Items:** Ms. Hardin went over the previous action items and gave status updates. She noted that the actions items were complete with the exception of researching ways other states share health data for research purposes, this item is in progress.



**HIE Unit Updates:** Pamela King gave the health information exchange (HIE) unit updates, she covered the following topics: National Patient Record Exchange Connectivity, the Florida HIE's Encounter Notification Service (ENS), ePrescribing, and the Emergency Patient Look-Up System (E-PLUS).

There was some discussion regarding hospital connectivity to the national exchanges and to ENS. The Committee requested information about the types of hospitals that are not connected. Ms. King noted that there were a variety of hospitals not connected for a variety of reasons, including funding and/or lack of resources. The Committee requested exploration of avenues to provide support to these hospitals in connecting to the national exchanges and ENS.

The ePrescribing overview raised some questions relating to the overall drop in the number of pharmacies with ePrescribing capabilities. The consolidation of pharmacies is thought to be the main reason behind this decrease, but the Committee asked Stacy Hall, with the Florida Pharmacy Association, if she could obtain more information on the numbers. The Committee also expressed interest in determining the number of compounding pharmacies accepting ePrescriptions and general information on how compounding pharmacies participate in ePrescribing.

The Committee also spoke about further exploring ways to increase patient matching for E-PLUS. It was suggested that the after-action report could be used as a tool to conduct targeted outreach around use and the continued development of best practices for querying, including drilling down to see if facilities in certain areas had better match rates than other areas.

**Election of Chair and Vice Chair:** Ms. Hardin let the committee know that Craig Dalton was the only one who accepted the nomination for Chair, with no other nominations from the floor. A roll call vote was taken, and Mr. Dalton was unanimously re-elected as Chair for the HIECC. Ms. Hardin noted that there were four nominations that had been accepted for the Vice Chair position. Those nominees were Marie Ruddy, Dr. Ankush Bansal, Tab Harris, and Kim Streit. Ms. Hardin asked if there were any additional nominations from the floor, Kim Streit, Tab Harris, and Marie Ruddy removed themselves from the nominations. Dr. Kayvan Amini then nominated himself from the floor. A roll call vote was taken and Dr. Amini, was elected Vice Chair with Marie Ruddy and Stacy Hall abstaining. Dr. Amini thanked the Committee for their support.

**Public Comments:** No public comments.

**Meeting Summary:** Ms. Hardin, Mr. Dalton, and Ms. King provided a meeting summary and displayed the proposed dates for next year's meetings. There were no objections.



**Next steps**

The HIECC will meet again on February 12, 2025.

<b>New Action Items</b>	<b>Owner</b>
Send Members a breakout of Hospitals that are connected/not connected	Crystal Ritter
Look into how compound pharmacy data is included in ePrescribing reports and why it appears there is a decrease in the number of participating pharmacies.	Stacy Hall
Review the E-PLUS data to determine if the match rate for patients is better in some areas than others, based on provider participation in national exchanges and which exchanges they are participating with at a national level.	Pamela King /Suzanne Kirayoglu

With no further business to discuss, the meeting was adjourned at 2:05 p.m. with no objections.



# Previous Action Items Status Updates

New Action Items	Owner
Send Members a breakout of Hospitals that are connected/not connected	Crystal Ritter
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Review the E-PLUS data to determine if the match rate for patients is better in some areas than others, based on provider participation in national exchanges and which exchanges they are participating with at a national level.	Pamela King /Suzanne Kirayoglu

# New Member Introduction

## Stacy Hall





Stacy Hall, MBA  
Executive Vice President | CEO



*Statement of Value: "I create member centered cultures that focus on relationships, loyalty, and integrity. My team engagement, development, and retention are impeccable. I optimize the "Total Value" with my business, marketing, and international business cultures expertise. I am a change agent with strategies to grow membership and engagement with an organization who is in a state of building. I deliver processes and build external relationships that position organizations as a leader in the marketplace".*

**NOTABLE ACHIEVEMENTS:**

- ✦ **25+ years** of experience in the healthcare and pharmaceutical industry with 12 years as a senior executive team member working in close partnership with the CEO and board of directors.
- ✦ Managed departments with expenses of **\$3.5M and 17 professionals** to achieve annual corporate performance and financial goals.
- ✦ Successfully oversaw **\$5+B in direct member purchase, \$25M Generic sales revenue, and \$300M Brand sales revenue.**
- ✦ Deep understanding of the complexities of pharmacy as well as risk and threats with laser focus on exploring new opportunities while staying true to the industry.
- ✦ Led complex strategies, initiatives and programs that propelled an organization **from \$722M to \$1.578B in revenues** and over 2K members.
- ✦ Executed in-person and virtual conferences with over **300 members, 70 vendors, and 75 pharmacy students.**
- ✦ Partnered with over **75 pharmacy schools and 300 graduates** creating pathways for business acquisition and ownership.
- ✦ **Developed and executed IPC's new value proposition** and go-to-market strategy to over 6000+ member/customers and 60+ vendors.
- ✦ **Executed and hosted three national trade conferences** virtually and in-person with an increase of 75%-member, student, and vendor participation.
- ✦ Certified Association Executive (CAE), currently obtaining credits.

## STACY HALL

shall@pharmview.com  
(850) 544-0218

### ***Visionary Leader   Charismatic Executive   Fiscal & Organizational Manager   Marketing Strategist***

Authentic purposeful and passionate executive leader who enables massive growth in highly regulated landscapes. A polished communicator, articulate speaker, and presenter to a wide range of audiences with executive presence. Heads the build of sustainable strategies in programs, and solutions that capture critical partnerships, propel maximum profits, overcome economic landscape and industry changes, safeguard brand and reputation, and build long-term value and longevity. Surfaces barriers, takes strategies from concept to execution, drives organizational transformations, and continually advances processes to optimize and modernize. Expertly guides strategic planning cycles, focusing on key business drivers while challenging the status quo to advance growth-centric initiatives. Develops passionate teams in full alignment with organizational goals and forward maneuvers. A true champion and advocate for creating experiences that reflect pharmacist centered communities and people they serve. More than 10 years of executive leadership experience establishing and maintaining relationships with business executives, community leaders, and government officials and leading teams of up to eleven direct reports. Significant experience in:

- Strategic Partnership Development
- Fundraising / Public Speaking
- CRM, Google Analytics, Social Marketing
- Revenue & Profit Gains
- Transparent Communications
- Sales Forecasting & Marketing Analysis
- Organizational Growth & Optimization
- P&L, Fiscal & General Management
- Multi-Year Strategic Plans
- Diversity, Equity, and Inclusion

### **EXECUTIVE EXPERIENCE**

#### **FLORIDA PHARMACY ASSOCIATION**

*The Florida Pharmacy Association founded in 1887 is a 501(c)(6) not-for-profit trade association is the state's oldest and largest professional society representing pharmacists, pharmacy technicians, and various stakeholders from across the state who support the advancement of the profession in optimizing patient care.*

**Executive Vice President | CEO**, Tallahassee, FL February 2024 – Current  
Overall management responsibility for growing an impactful professional association. While working closely with the association's Board of Directors, staff, volunteer members, industry vendors, and legislators. Inspiring innovation and ensure that the association is continually well equipped to advance its mission. Responsible for leading the association and overseeing the administration, programs, and strategic direction of the Florida Pharmacy Association.

- Board Governance
- Financial Performance and Viability
- Government and Public Relations
- Member Relations
- Association Management

#### **RX SCHOLARSHIP FUND**

*A 501(c) (3) nonprofit organization dedicated to supporting the careers of pharmacy students pursuing independent pharmacy ownership to improve the lives of their patients and the communities they serve.*

**Executive Director**, Freeport, FL Feb 2019–Jan 2023  
Provided strategic leadership and managed operations. Developed fundraising strategies, oversaw the scholarship selection process, managed the budget, and disbursed funds. Represented the organization, engaged stakeholders, and cultivated relationships. Promoted the fund's mission, raised awareness, and advocated for educational access.

- Introduced, designed, and implemented a series of new strategies to increase engagement with stakeholders.
- Created and implemented a new website and created social media campaigns to reach sponsors and students.
- Executed the first two virtual 5K fundraisers and a community giveback event bringing together pharmacy students and pharmacy owners.

#### **INDEPENDENT PHARMACY COOPERATIVE** Sept 1998–Jan 2023 *Independent Pharmacy Cooperative is a national group purchasing organization and secondary pharmaceutical*

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*wholesaler with over 130 employees serving community pharmacies in all 50 states.*

**SVP Pharmacy Succession & Education | Chief Culture Officer**, Sun Prairie, WI 2022 - 2023  
*A mission to advance overall education to pharmacy students, pharmacy schools, members, and employees to open pathways for external growth and sustainability, evolve the culture of the organization, created the customer experience, elevated DEI initiatives, employee retention, and captured new partnerships.*

- Led, planned, and executed the executive strategic planning process with 11 board of directors and President and CEO for 2022 to create a unified approach for engaging a next generation of leaders and increasing organizational transparency.
- Instituted universal corporate training programs for existing team members and a universal onboarding program for all new team members.
- Managed programs, relationships, and communications with 25 state pharmacy associations which resulted in increased communications and participation.
- Created and deployed individual/departmental coffee talks with over 90 team members to gain a deeper understanding of the pulse of the organization, ensure the active development of an inclusive culture, and uncover opportunities for future change and programs.
- Boosted engagement with PharmD students and universities, forming strategic partnerships with 75+ institutions and 300+ students to increase membership and transition students into future owners and members.
- Deployed marketing campaigns to create partnerships with pharmacy schools across the nation to showcase the value and uniqueness of the organization.
- Founded and deployed the first Financial Performance Group Program with over 9 pharmacy owners representing over 25 pharmacies, to elevate the financial posture of owner businesses and carving pathways to combat changes in the market and improve membership retention.
- Played integral role in earning recognition by Top Workplaces as one of the 60 top workplaces recognized in the Greater Madison area for 2022.

**VP Marketing, Student Programs, GPO, & Member Relations**, Sun Prairie, WI 2018 – 2022  
*Built up and established new divisions that included GPO, Member Relations, and Student Programs. Owned all aspects of strategic planning, \$3.5M budget management, forecasting, team development and succession planning, marketing, and program development. Managed four divisions within the organization, 17 direct reports, and national geography utilizing Customer Relationship Data Systems, Marketing Software, social media, and Virtual Conferencing software.*

- Founded and evolved advocacy sustainability projects to enhance education, propel growth, and create value in organizational benefits by cross functional collaborations.
- Served as critical partner and executive as organization grew from \$722M to \$1.578B in revenue, \$142M to \$240M cash disbursements, 200 to 2K members, 8K active warehouse customers, and 40 to 181 total employees.
- Directed development of national marketing campaign that captured \$1.5M in annual sales with 54% market share for Taiga Products acquisition. Increased market brand awareness and captured immediate traction across unique Puerto Rico market.
- Reduced member relations and marketing expenses by over 30% by utilizing virtual technologies.
- Executed and hosted 3 national trade conferences virtually and in-person with an increase of 75%-member, student, and vendor participation.
- Developed and deployed the organization's first training program and playbook to close gaps in organization culture, foster change to address marketplace shifts, and advance the customer and employee experience through successful transparent relationships.
- Executed membership churn processes and founded new membership-centric position to monitor and combat churn by creating KPI's and increasing data-driven action planning and changing response to declining membership.
- Developed and instituted the IPC Student Internship program offering both in-person and virtual options, 8 students successfully completed the program resulting in 3 fulltime hires.

**VP of GPO Relations**, Chattanooga, TN

2013 – 2018



STACY HALL

*Led, coached, and developed 11+ direct reports. Created and enforced travel and expense budgets, managed P&L, forecasting and top revenue generators. Designed and executed partnerships executive team partnerships, employees at all levels, and board of directors to uncover and tap into opportunities for increased profitability and sustainable growth.*

- Facilitated ground-up build of the GPO function and team to reach \$17M in primary member generic sales and \$86M in generic sales. Defined and deployed all growth strategies, playbooks, and programs.
- Developed and coached bench of 11 promotable talent, developing the first succession plan within the GPO Relations department to promote upward mobility which led to 4 team member promotions. Influenced the organizational shifts to support employee KPI's and retention goals.
- Created "Regional Events" the continuing education program for pharmacist, hosting over 20 events annually that reached over 500 member pharmacists/owners.
- Developed membership churn processes for 2400+ members and founded a new membership-centric position to monitor and combat membership churn by increasing data-driven action planning and changing response to declining membership.
- Spearheaded deployment of Salesforce CRM system across the organization including member relations, sales, purchasing, finance, and member services to streamline communication with over 5500 members and promote information sharing across 50 team members.
- Headed PACE team member acquisition with 100% retention, successfully transitioning and integrating 80+ members.

<b>Director of National Accounts</b> Chattanooga, TN	2011 – 2013
<b>Regional Sales Director</b> Chattanooga, TN	2009 – 2011
<b>Retail Merchandise Manager</b> Sun Prairie, WI	2006 – 2009
<b>Purchasing Coordinator</b> Sun Prairie, WI	2003 – 2006
<b>Buyer   Assistant Buyer</b> Sun Prairie, WI	1998 – 2003

**PUBLIC SPEAKING EXPERIENCE**

**Executive leader** who served as the face and voice of IPC with members, customers, vendors, wholesalers, and associations in meetings, seminars, and industry events. Confidently provided updates and project proposals to CEO and board of directors virtually and in-person.

**Pharmacy Times & Parata Systems Next-Generation Pharmacist** presenter. As the IPC representative for two years, I presented the nominees and winner of this prestigious award at a ceremony of over 100 professionals.

**LBMX Executive Summit** kickoff speaker to an audience of over 75 CEO's and executives of cooperatives from around the world centered on importance of culture in leadership and to surface gaps in culture initiatives and fuel forward change.

**Pharmacy Crossroads** guest with two IPC board members regarding the "IPC Annual Conference" what to expect and how to get involved.

**IPC Webinar Series** panelist on "The Great Resignation in Pharmacy" joined by three pharmacy owners as we discussed the importance of culture in the workplace and how to improve employee retention.

**Independent pharmacy** educator and speaker at pharmacy schools across the nation delivering informative presentations relating to the history of GPO's and independent pharmacy ownership.

**Concordia University Pharmacy School** panelist engaging with over 30 pharmacy students as a representative of group purchasing organizations and secondary wholesalers and how they contribute to pharmacy ownership ecosystem.

**IPC Student Conference** host, speaker, and corporate representative to over 60 pharmacy students and professors, and presenter of the IPC and RxScholarship awards.

**IPC Advisory Board** creator and presenter twice annually for 10 participants.

**IPC Corporate** trainer for over 120 team members, including the executive leadership, on the history of IPC, products and services, and the divisions of the organization.

**Diversity, Equity, and Inclusion** educational series host with guest speakers aimed at improving the health of the organization. These webinars and in-person events were held quarterly with 20-50 participants.

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**ADVISORY BOARD | CERTIFICATIONS | MEMBER ROLES**

**UW Parkside** – Advisory board member for Adult Education Customer Experience Program.

**Certified Association Executive (CAE)** - ASAE, Washington DC, currently earning credits.

**Customer Experience** – UW Parkside, certification 2021.

**Chief Member** – A private by invitation only member network for the most powerful women executives built to drive more women into positions of power and keep them there.

**ASAE Member** – Organization for association management, representing both organizations and individual association professionals.

**FSAE Member** – Organization for Florida State Association Executives.

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**EDUCATION**

**Master of Business Administration**, Edgewood College, Madison, WI

- Concentration in Marketing and an emphasis in International Business

**Bachelor of Science Business Administration**, Cardinal Stritch University, Milwaukee, WI

# ePrescribing

# HIE Unit Updates



# ITN Update

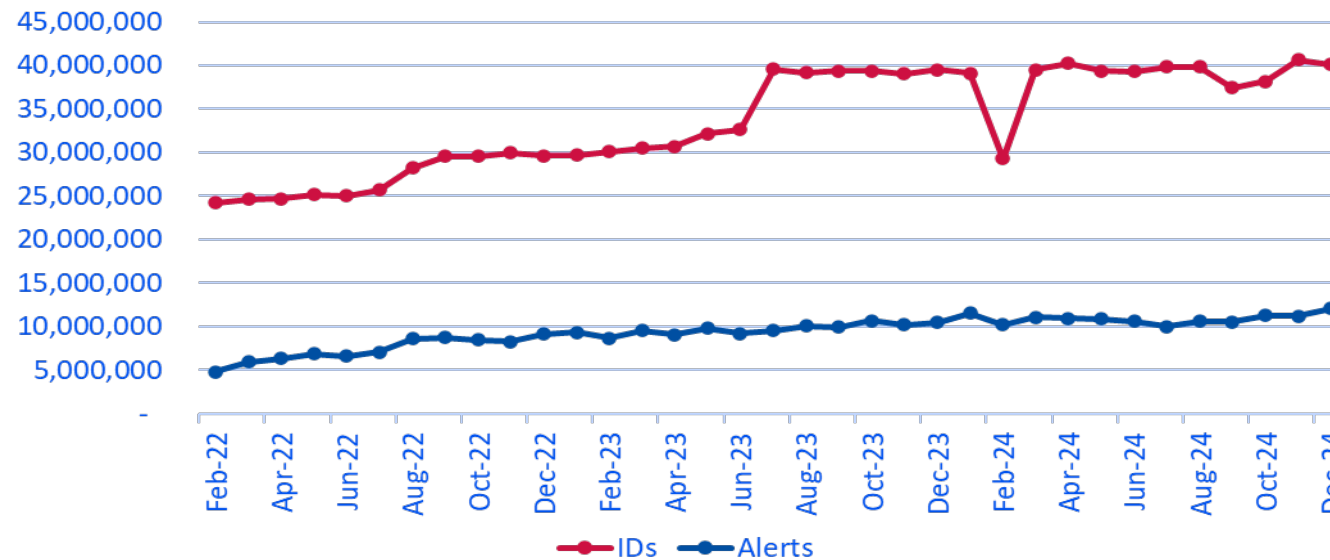
# 3008 Form

# Encounter Notification Service Exchange Connectivity

# Florida HIE ENS as of 4<sup>th</sup> Quarter 2024

- Total ENS Patient Identities Subscribed to Q4 2024: 40,103,994 million
- Total ENS Notifications Sent Q4 2024: 12,108,725 million

ENS Patient IDs and Number of Alerts  
Feb 2022-Dec 2024

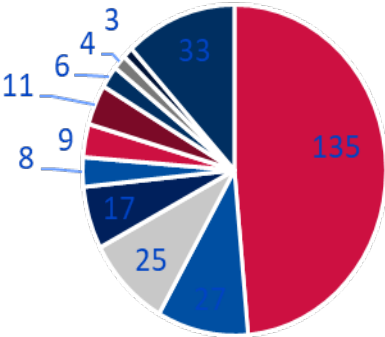




# Florida HIE ENS Q4 2024

- Total Subscriber Agreements by End of Q4 2024: **278**

Total Subscriber Agreements  
as of 12/31/2024

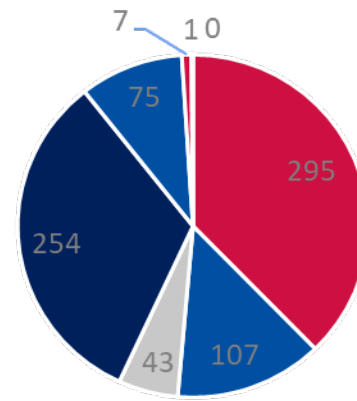


- Provider
- ACO
- Hospital
- FQHC
- Hospice
- SNF
- BH
- Home Health
- State Agency
- Dental
- Plan

# Florida HIE 2024

- Total Data Senders by End of Q4 2024: **849**

Total Data Sources  
as of 12/31/2024



- Hospital
- Home Health
- Hospice
- Urgent Care
- Emergency Medical Services (DOH)
- Skilled Nursing Facility
- Crisis Stabilization Unit
- County Health Department

# E-PLUS Update

# Utilizing Lessons Learned – 2024 Hurricane Season

- Increasing Demographic Input for Patient Search
  - 4 + More Educational Campaign
  - Enhancing User Interface to Input More Demographics
- Reengage County Health Departments
  - Increase Access to More Medical Staff at Special Needs Shelters (SpNS)
- Reviewing and Updating Policies and Procedures for More Efficient Activations
- Continue to Identify New Stakeholders and Use Cases

# Public Comments



# Meeting Summary

# Next Steps

# Adjournment



# THANK YOU



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CARE ADMINISTRATION



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