An Activated Community HIE

A New "Utility" for Healthcare in our Communities

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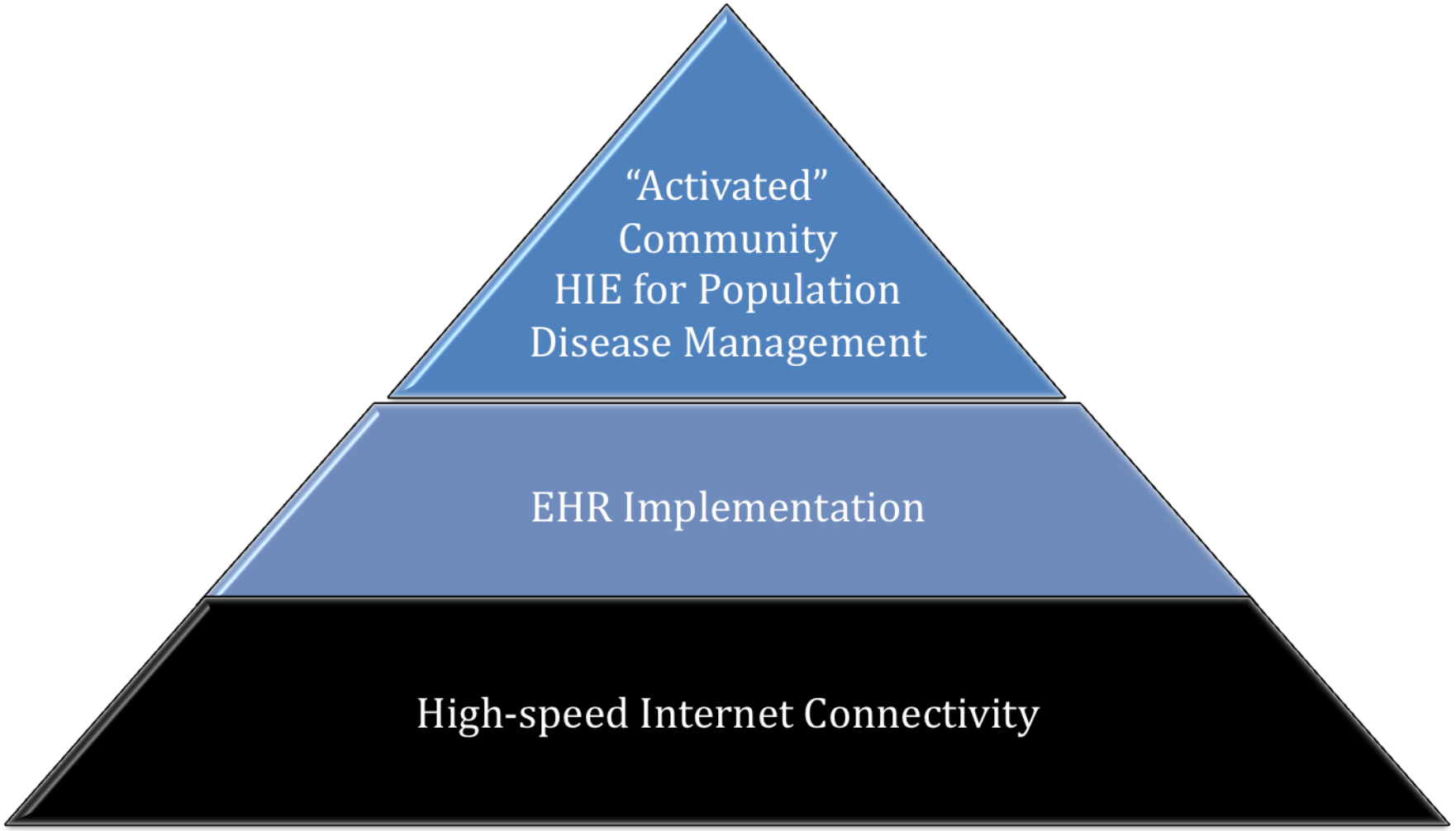
Rural Health Partnership (RHP)

- ✓ Federally-designated RHN incorporated in 1996
- ✓ Quasi-governmental, 501c(3)
- ✓ Staffed and fiscally managed by WellFlorida Council
- ✓ Overseen by Florida's Department of Health Office of Rural Health
- ✓ F.S.381.0406 charges RHNs with coordinating rural healthcare delivery systems and the exchange of patient information
- ✓ RHP is one of Florida's nine RHNs

CommunityHealth IT Initiative Purpose:

HIT Use Promotion & Coordination



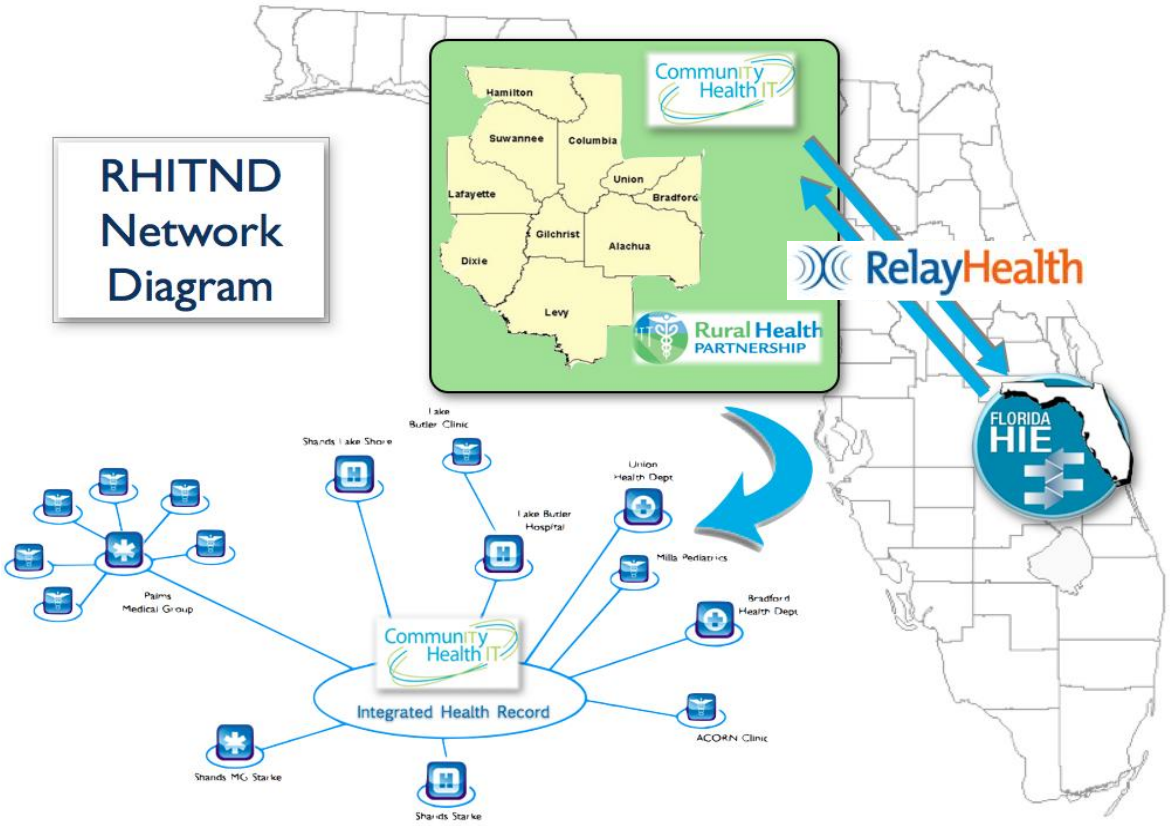
RHP Member Facilities

- ✓ “Safety Net” Healthcare Facilities
- ✓ Hospitals (rural and urban)
- ✓ Private Practices
- ✓ Regional Hospice
- ✓ Regional AHEC
- ✓ HIT Management and Security Expert
- ✓ Regional Community Mental Health Center

Rural Health PARTNERSHIP

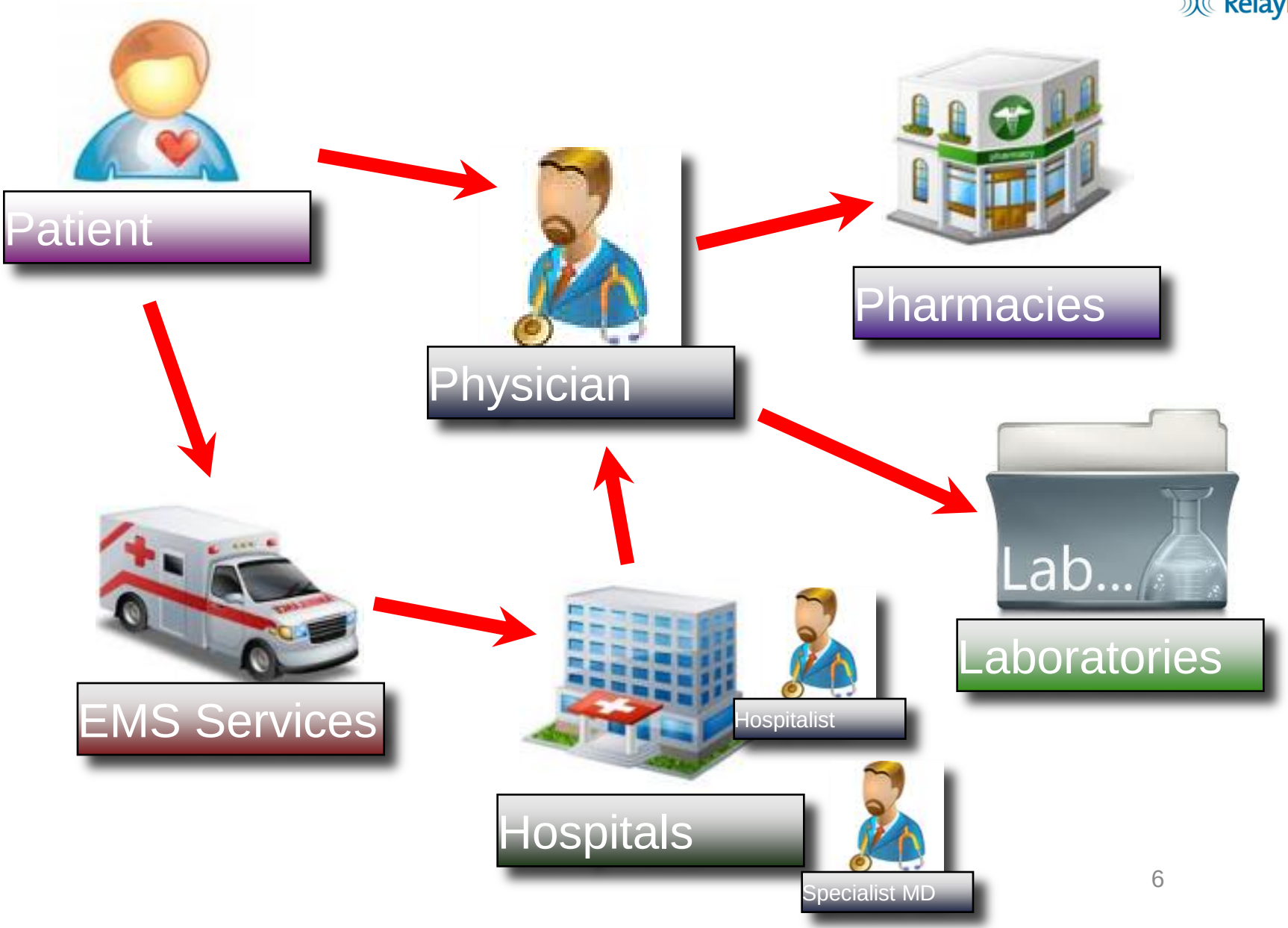
Community Health IT

HIT/HIE organization of RHP's Network

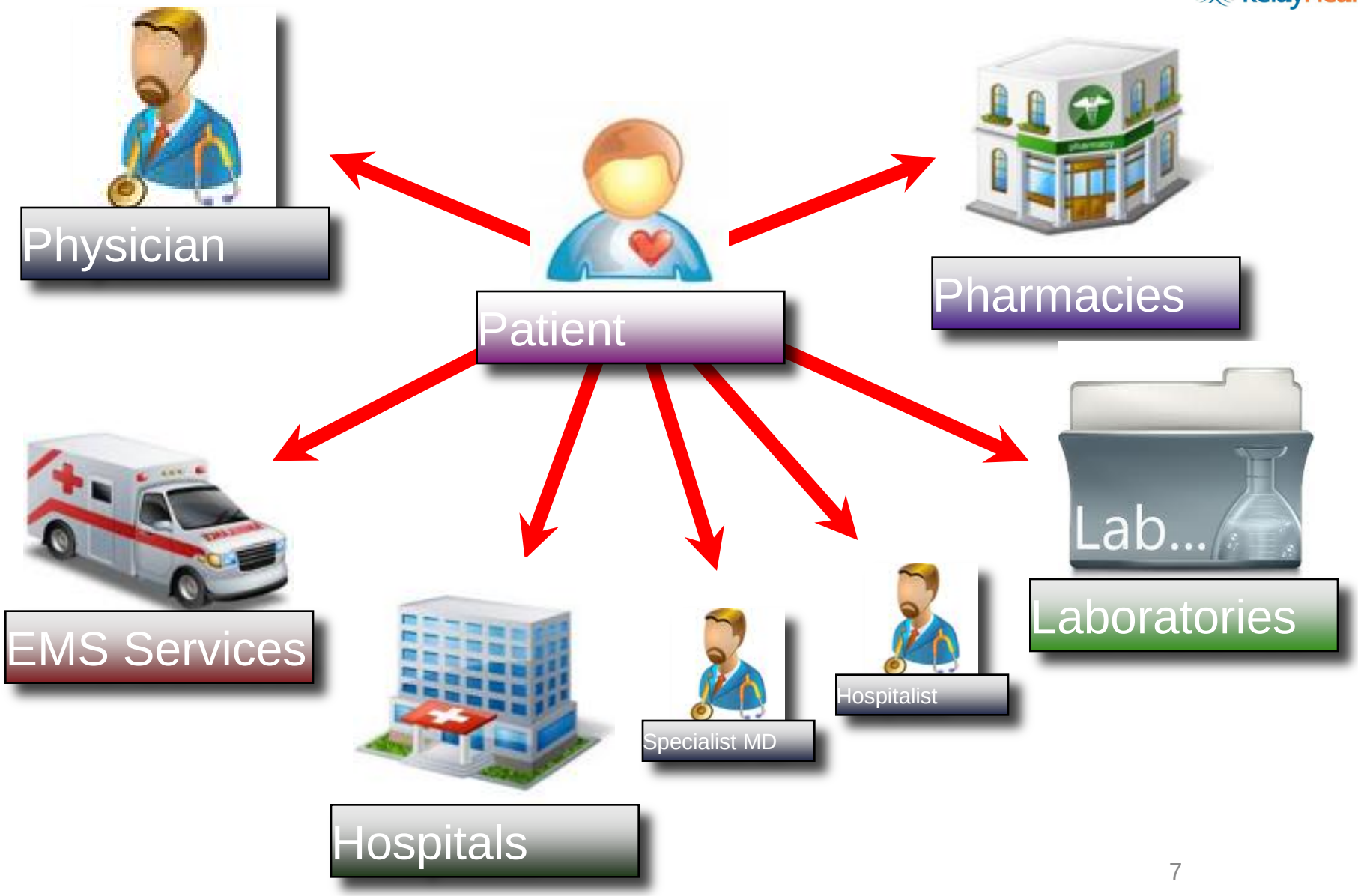


The end goal: A regional, community-based HIE that connects RHP facilities to each other and the state

Do we need HIE? The current situation



Reshuffle... HIE around the Patient



The HIE Market: Why rural stakeholders are ready

- ✓ Recovery Act mandates
- ✓ Reduces healthcare costs (e.g., duplicate procedures, ED visits, avoidable hospitalizations)
- ✓ Helps medical community prepare for future payment models
- ✓ Healthcare facilities want it. Florida example: over 50% of RHCs, 88% of FQHCs, and 73% of acute care hospitals are interested in participating in a **regional** HIE.[1]
- ✓ Americans (72%) support healthcare information sharing among providers.[2]

1 Florida Health Information Technology Environmental Scan Dec 2010

2 Health Research and Educational Trust, Jan 2011

Community Engagement

There are already many great healthcare programs in our communities.

Most of us are unaware of what we each are doing,

most of all, patients.

We had to build a coalition of experts, resources, and champions to accomplish effective change in our healthcare system.

Benefits of Community Engagement Approach

- ✓ patient engagement
- ✓ broad reaching physician engagement
- ✓ employer engagement
- ✓ improves patient, employee, and community health

More reasons for coalition building…

- Multiple healthcare facilities and facility types are involved in regional HIT efforts
  - Different needs and desires
  - Different work cultures, politics, security requirements, resources
  - Competition amongst facilities
- Regional HIT efforts requires engagement by the community at-large
- Tight budgets
- Decision makers must TRUST the effort's leaders are capable, dependable, and mindful of stakeholder interests.

If decision makers don't trust you, you can't help them.

Leveraging Partner Resources
Example 1: Broadband Connectivity

NFB@ NORTH FLORIDA BROADBAND AUTHORITY

Rural Health PARTNERSHIP

Broadband Connectivity

- ✓ $30M Project
- ✓ 2/3 build out completed
- ✓ Customers at Fiber Access Points in highly rural areas are being scheduled for install
- ✓ Last-Mile Providers are being signed up (e.g., Mainstreet, NEFCOM)
- ✓ Live date for RHP Network beta customers: April 1, 2012
- ✓ For CommunityHealth IT Network: **Building a dedicated VPN**

Joint Community Engagement with NFBA

1. Reliable, deeply discounted Broadband for rural medical community coupled with HIE deployment
2. FCC Rural Health Care Program Joint Initiative
3. Co-branding & joint outreach to providers, patients, & businesses
4. Grants, cooperative agreements, & loans
5. Bundled payments

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CommunITy Health IT

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Leveraging Partner Resources
Example 2: HIT Workforce Development

SF | SANTA FE COLLEGE

RelayHealth

CommunITy Health IT

FloridaWorks
Alachua/Bradford • A Community Partnership
www.FloridaWorksOnline.com

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HIT Workforce Development

Needs and Resources

- ✓ **Santa Fe College:** Has $1M ONC HIT Workforce Training Grant and needs to help employ graduates
- ✓ **RelayHealth:** Needed a training bed and has training resources
- ✓ **FloridaWorks:** Has $5M OTJ Training grant
- ✓ **RHP/CommHIT:** Needed staff to deploy and train HIE and can bring partners together

Training Program

- ✓ RelayHealth certifying 13 Santa Fe graduates on RelayHealth HIE and EHR systems
- ✓ FloridaWorks using grant to support CommHIT to employ trainees

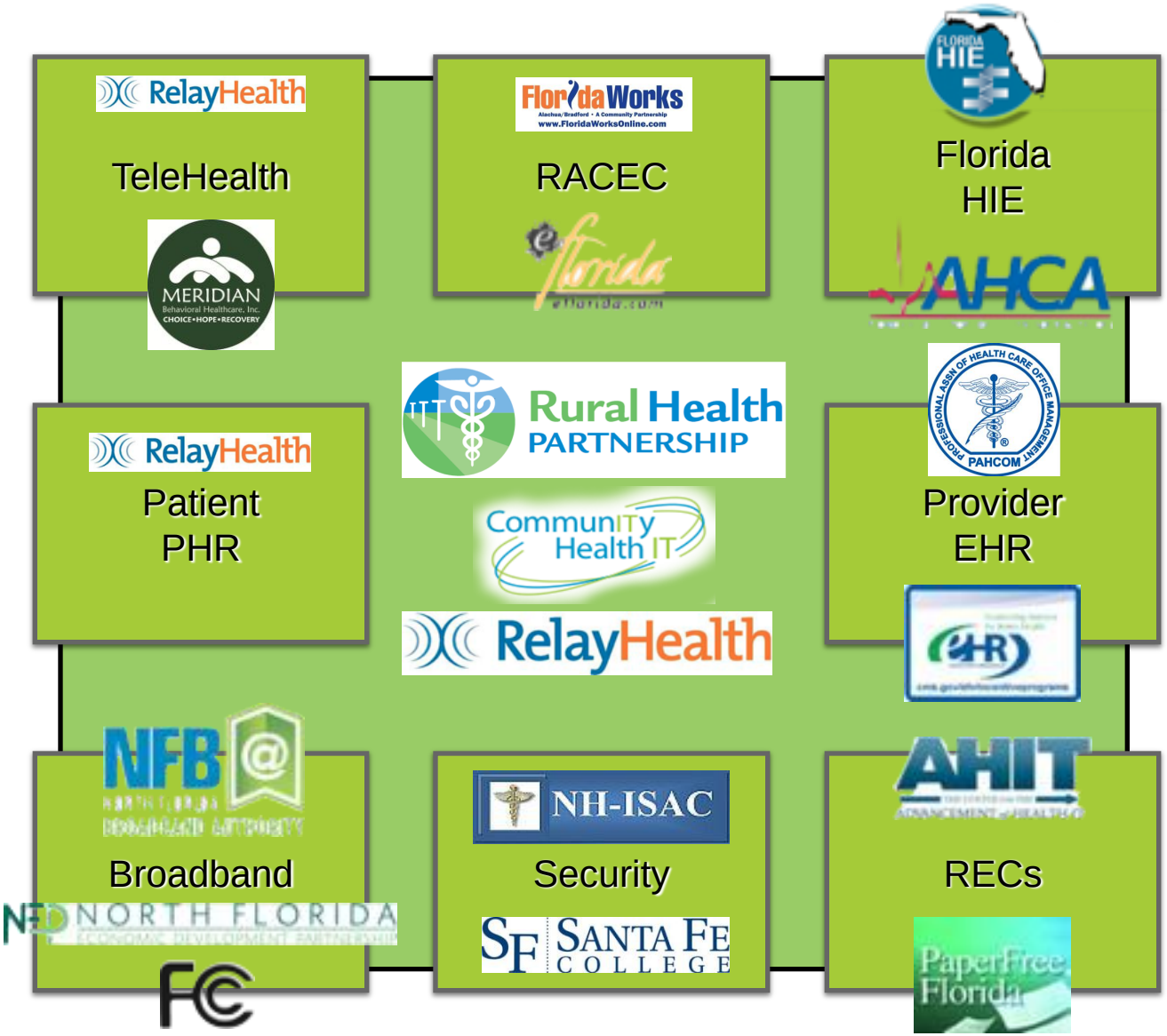
Privacy & Security Matters

CommunityHealth IT's newest member: the National Health Information Sharing & Analysis Center (www.nhisac.org/)

- ✓ One of the nation's 18 ISACs created through presidential directive.
- ✓ Works with agencies like the HHS, US Department of Homeland Security, NASA, and the NSA to protect the nation's healthcare and public health critical infrastructure.
- ✓ **Leadership Board:** security and privacy experts from Johnson & Johnson, Merck, Verizon, Symantec, Deloitte, McKesson, and others.
- ✓ Interested in promoting healthcare security and privacy in rural and rural-urban mix areas. **CommunityHealth IT has been chosen as the starting point for these healthcare delivery settings, nationwide.**

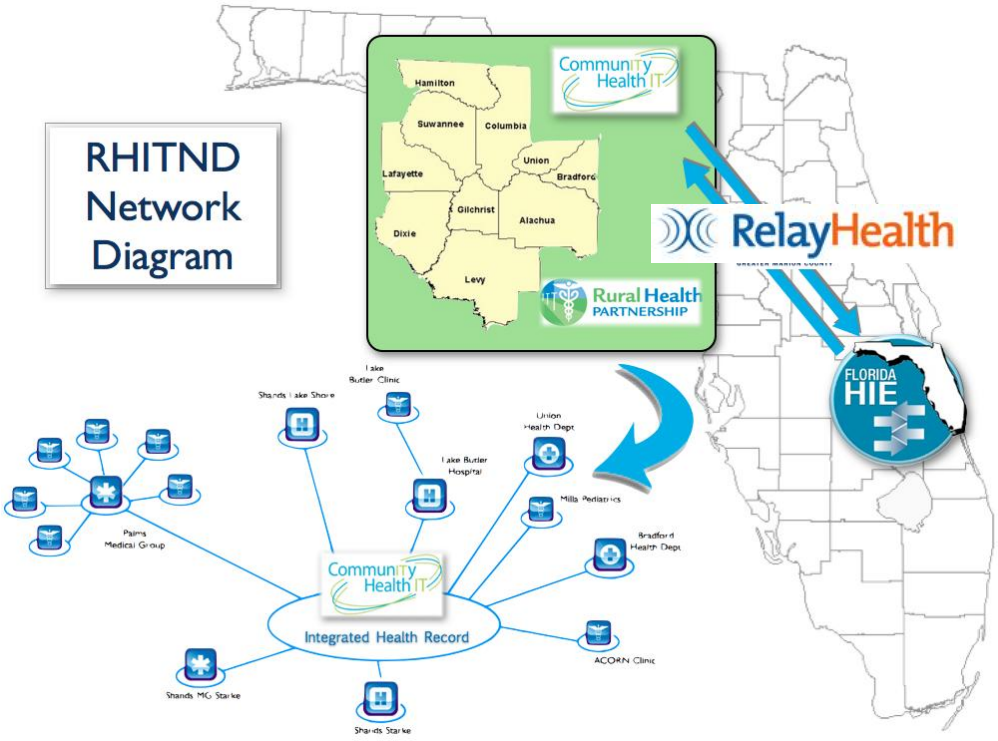
CommHIT's Support System: 40 Strategic Partners

Breaking Down Barriers to Rural HIT/HIE Use



Rurally "Activated" Community HIE

Powered by RelayHealth



Within 1 year, RHP's ***RURAL*** network of providers drove HIE adoption and community engagement into five additional counties.

"Activated" Community HIE

Powered by RelayHealth

Starting April 2012, medical providers in 15 counties can have access to patients' clinical information in way that:

- ✓ is patient-friendly
- ✓ meets providers' needs at POC
- ✓ meets expected Stage 1-3 MU criteria (esp patient engagement)
- ✓ is secure and private
- ✓ complies with state and federal laws and regulations
- ✓ spurs local economies
- ✓ improves community health

"Activated" Community HIE *CON'T*

Powered by RelayHealth

Starting April 2012, medical providers in 15 counties can have access to patients' clinical information in way that:

✓serves as a neutral "sandbox" for competitive entities around patient information

✓serves as a "Utility" that supports the Provider-Patient relationship to improve care

✓serves as a foundation for successful clinical integration, ACO formation, and community disease management by providing:

- patient and community engagement
- a technological platform that can be "stacked" with analytic and disease management tools

How we started the community HIE conversation…

First meeting

- **Meeting prep:** reviewed other Florida regional HIEs with known HIE experts.
- **First meeting:** neutral site, sponsored by non-healthcare business leaders, over half of the meeting was dedicated to facilitated discussions.
- **Facilitated discussions:** hospital reps and Medical Society physician "champions" agreed upon a plan to "test" the security and value of the system. Business leaders devised a plan to review the system's sustainability.

How we developed a neutral sandbox and *built trust*

Hospitals: Hospital IT and Security Directors attended system demos presented by peers. They have significant resources to aid development.

Physicians: Physician that developed the system presented to their peers. True Physician champions.

Patients: Their concerns over privacy and security were addressed. Sought patients groups to engage their participation.

Economic developers: Chamber of Commerce, Workforce Development Board, and others Economic Development leaders vetted business plans and publicly endorsed the initiative.

RHP Coalition Building Principles

- ✓ Learn what stakeholders really want by creating a neutral, transparent sandbox for discussions
- ✓ Give select decision makers individualized face-time
- ✓ Guide the process, but incorporate stakeholder needs
- ✓ Give stakeholders tasks that honor their expertise and give credit/gratitude freely and publicly
- ✓ Use stakeholders internal networking engines
- ✓ Create a timeline for a project and stick to it
- ✓ Review effort timeline and show progress at each meeting