Turn Your Clinical Integration Strategy Into a Profit Center

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Health Connections Brought to Life™
Clinical Integration
Meet the Hosts

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Topics

- Accelerating the clinical integration strategy
- Aligning physician regardless of EHR
- Establishing a patient-centric experience
Success is defined by the level of ‘adoption’ where users gain value through practice efficiencies, improvements in clinical quality, and/or financial gain.
Stages of adoption

- **Self-Interest**
- **Push Data to Providers and Patients**
- **Enable Collaboration**
- **Access to Community View**
- **“The Bump”**
- **Cooperative Adoption**
- **Disease & Population Management**
- **Data Analytics & Decision Support**

# of Providers vs. Workflow Integration
Getting to “The Bump”

Providers

• Turn off faxed results
• Targeted results and workflow integration
• Empower transitions of care

Patients

• Targeted populations (e.g., employees)
• Targeted campaigns (e.g., incentives)
Traits of Success

The most successful organizations are those that treat clinical integration not as an IS project, but as a functional business.
Adoption task force (sample)

Program Manager

- HIE Marketer
  Marketing Expert
  - Branding
  - Campaigns
  - Product Management
  - Target Analysis

- Sales Engineer
  Advocacy Expert
  - Leverage existing (e.g. lab outreach, physician liaisons)
  - Providers
  - Employers
  - Hospital-sponsored events

- Technical Services
  Interface Expert
  - Project Mgmt
  - Testing
  - Resource Coordination

- Vendor Liaison
  Relationship Manager
  - Strategic
    - RelayHealth
    - EMR Vendors
  - Technical
    - Interoperability
    - Source Systems
    - External HIEs
Expanding reach

Regulatory relaxations such as the Stark Exception opened some doors, but it is the development of cloud-based data integration platforms that now allows health systems to meet the very different needs of providers.
Previously…

- Employed Provider EHR
- Provider with Other EHR
- Provider Without EMR
- Patient

- EHR
- ePrescribing
- Secure Messaging

- LIS
- Registration (ADT)
- RIS
- Other Hospital
- Reference Lab
Ambulatory (EHR, PMS) | Other EHR | Without EMR
---|---|---
Patients

Via Platform Model

RelayClinical Platform

MU-Certified EHR | Order Manager (Browser) | Results Manager (Browser) | ePrescribing
Secure Messaging | Network Identity Mgt | Terminology Mapping | RelayRecord Aggregation | PHR
Interoperability | Workflow Management

RelayClinical Platform

LIS | Registration (ADT) | RIS | Other Hospital | Reference Lab
The industry is evolving from portal-based integration to data and workflow integration requiring an appreciation of provider workflows as well as prioritization of integration projects.
Workflow Integration

One click from the patient’s chart...

- Review/print community health record
- View results and release to PHR
- Send patient a message
- Send colleague a referral about the patient
- Share the patient’s record with a colleague
- Create eScript
- Link to record of same patient at other providers
- Reconcile community health record
“Many Projects” Problem

Clinical Exchange Platform

Hospital

Employed Practices

Other System Employed & Community Practices

Regional Providers

Other System Non-Employed Practices without EMR

Non-Employed Practices with EMR

Orders

Results

Orders

Results

Orders

Results

Orders to Hospital

Results from Hospital

Hospital Results to EMR

ED Notification

EMR Interop

ED Notification

Orders

Results

Orders to Hospital

Results from Hospital

ED Notification

EMR Interop

ED Notification

Orders

Results

Orders

Results

Orders

Results

Orders

Results

Orders

Results

Orders

Results

Orders

Results
Recommendations

• Leverage RelayHealth experience
• Do due diligence with EHR vendor
• Prioritize, prioritize, prioritize
• Set unbelievable deadlines
• Create monetary consequences
• Stay involved
Judicious use of “warnings”
Questions?
For More Information

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