The Changing Roles of HIEs: Impact on Privacy and Security

Camilla Hull Brown, MBA
February 20, 2013
chullbrown@sftvision.com

Strategies for Tomorrow
Bigger visions, real results

Topic Areas

- The National Challenge

- Trends

- HC Transformation Road Map

- Issues for Privacy and Security

Strategies for Tomorrow
Bigger visions, real results

A Very Big National Challenge
Preventable Mortality vs. per Capita Costs
2003 W.H.O. Data

Strategies for Tomorrow
Bigger visions, real results
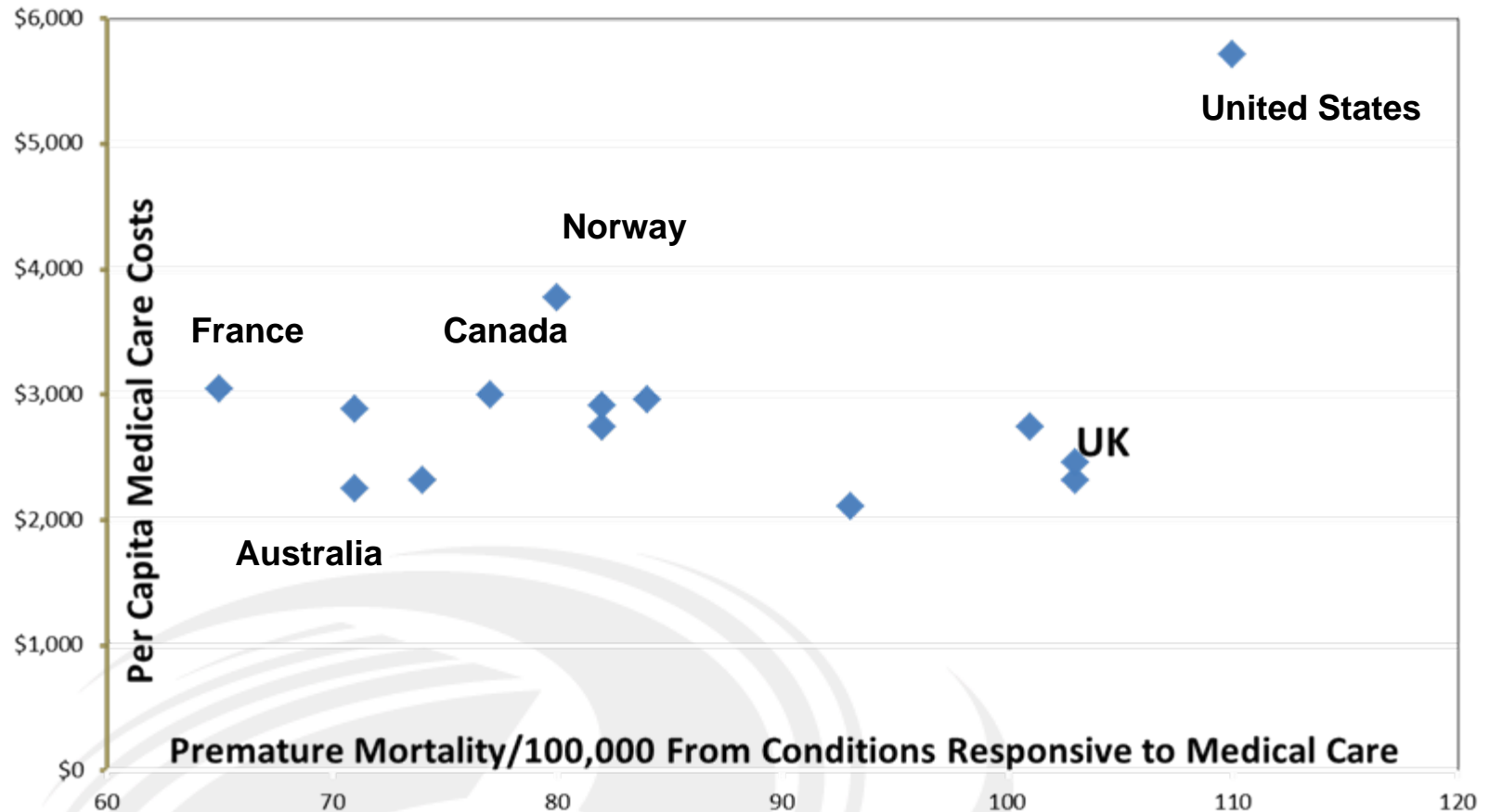
Assumptions for Today

- Healthcare Transformation will happen regardless of what the politicians do
- Activity will continue for years to come
- This creates opportunities and risks for payers, providers, researchers and more
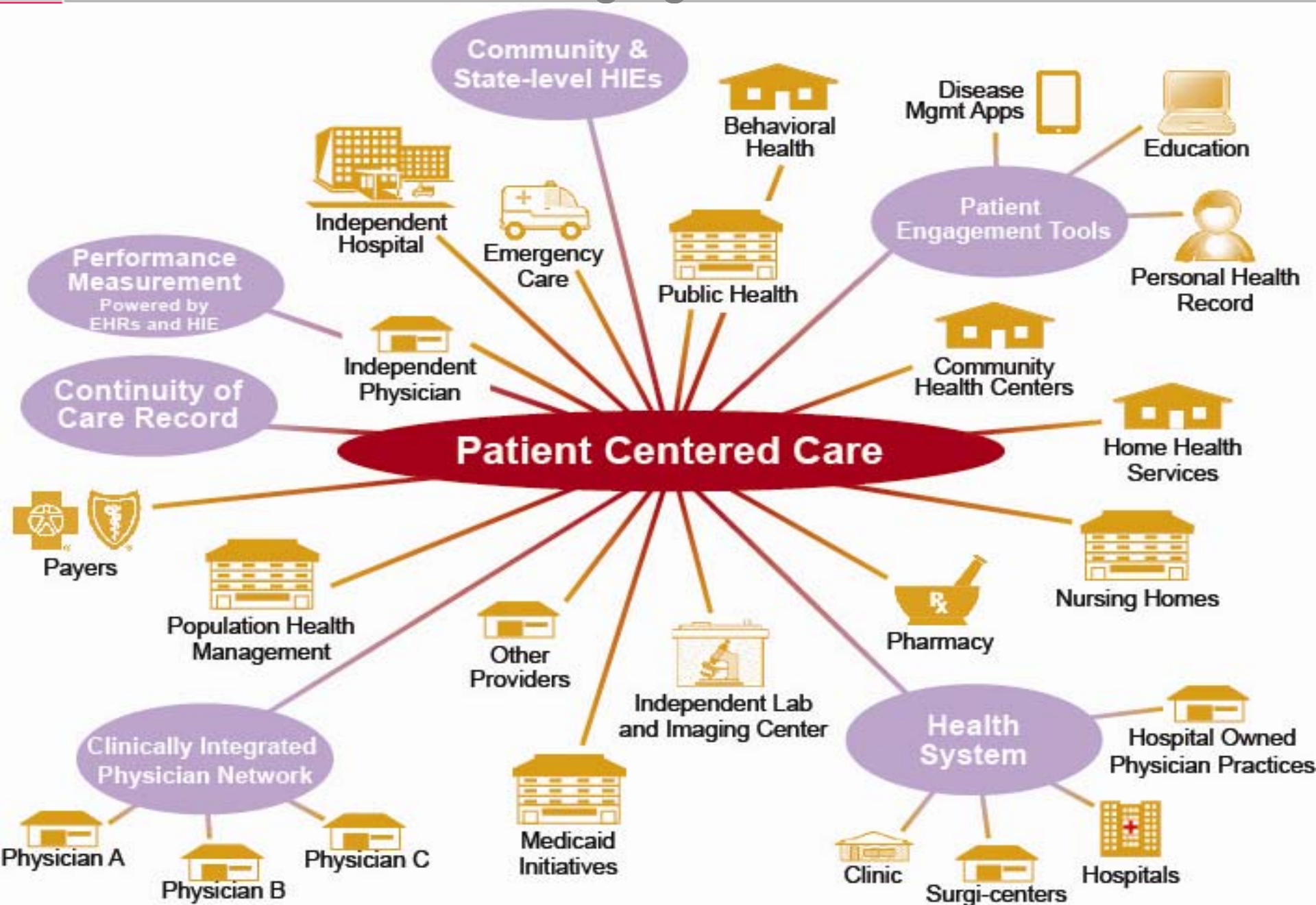- Privacy and security will be at the forefront for many years to come

Strategies for Tomorrow
Bigger visions, real results

The Traditional Health Information Exchange
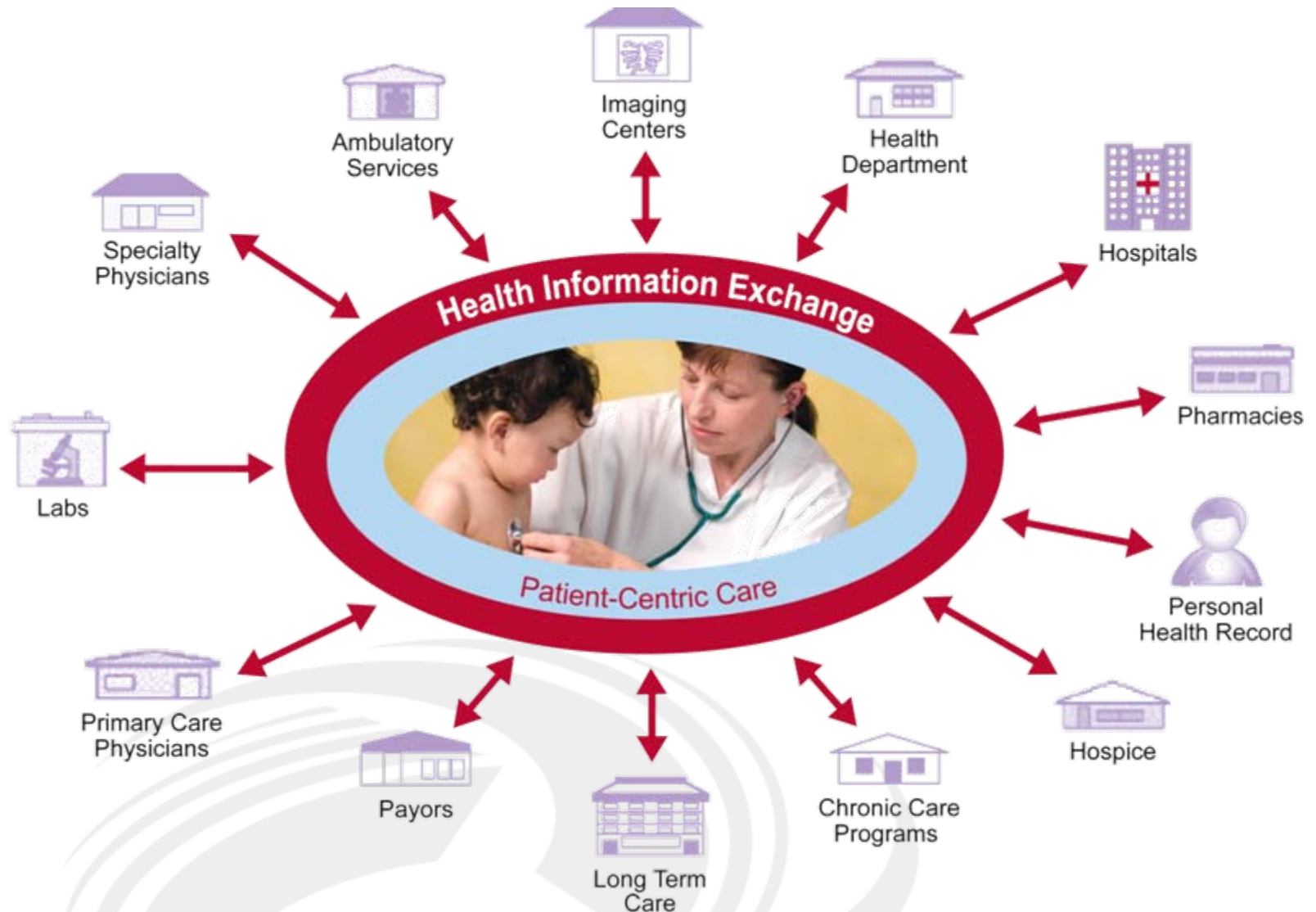
Strategies for Tomorrow
Bigger visions, real results

Types of HIEs

- **Private HIEs** – Growing to serve hospital integrated networks & meet ACO demand

- **Community HIEs** – Extremely well positioned – but they have to change a lot – can they do it?

- **State-level HIEs** – Mixed future with end of HITECH and funding – Trained workforce

Strategies for Tomorrow
Bigger visions, real results

How a Mature Market is Changing

- 6 sustainability Regional HIEs; Many private HIEs exist

- 3+ competitive ACOs started

- Multiple PCMH's starting

- Implementing a PHR now

- Hospital stays and ED admissions high priority

- Larger HIEs building analytics

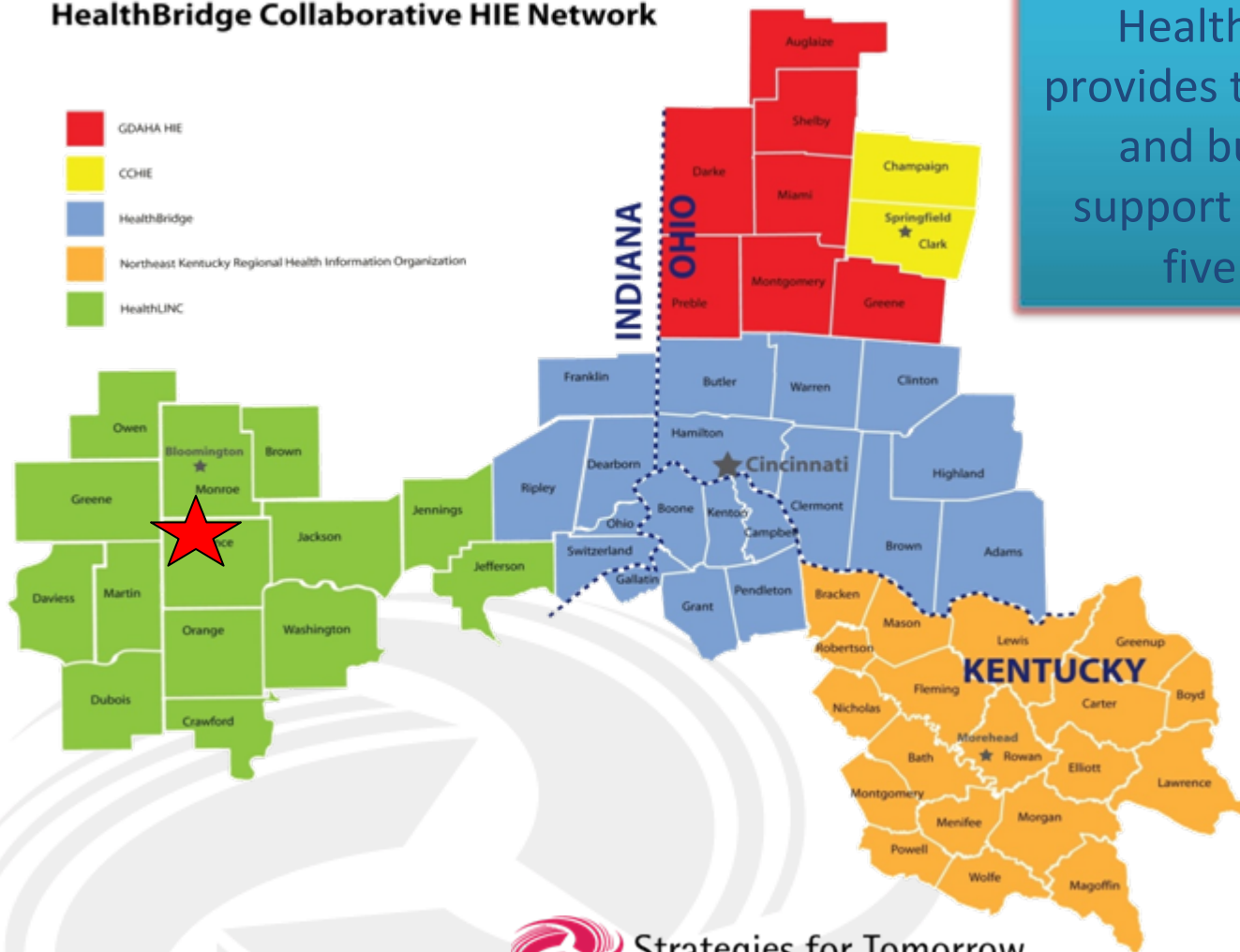- Big issue – Is HIE responsible for P&S or is data sender?

Strategies for Tomorrow
Bigger visions, real results
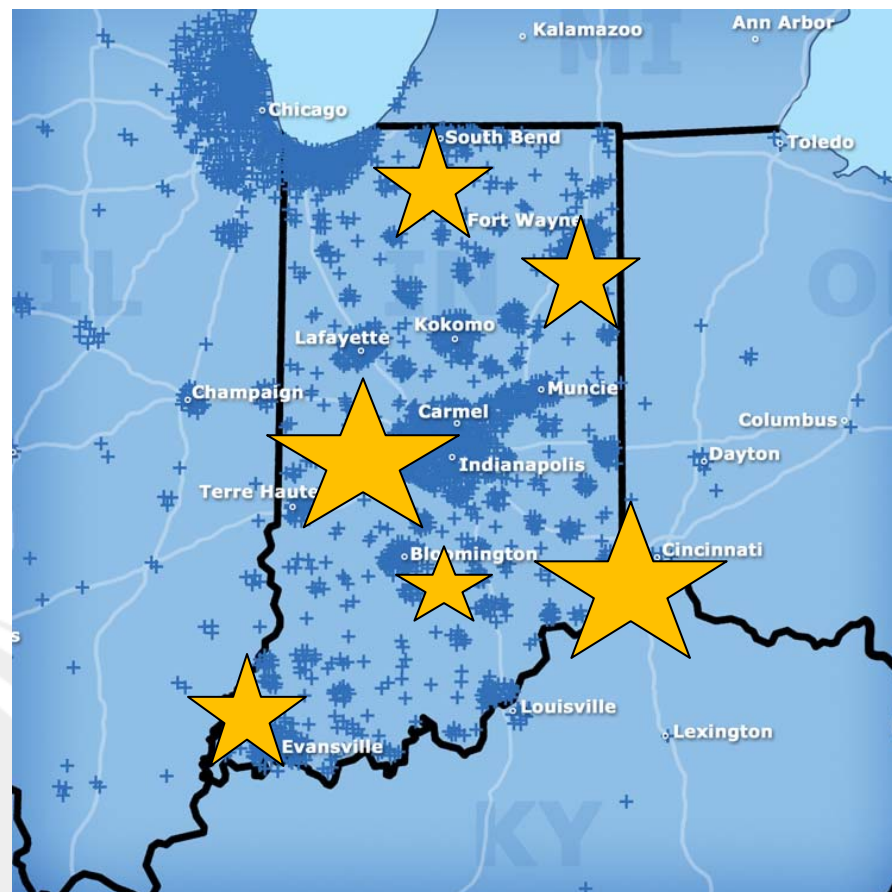
Crossing Boundaries Is the Norm

- **Time to move is now!**
  - If another HIE is doing it, let's joint them. OK
- **HIEs grow -- referral patterns or leapfrog**
  - Meet user needs ignoring geographic boundaries
- **ONC's Direct enabling sharing of data**
  - Can send message outside of region
  - Use standards to cut across political & geo boundaries
- **ONC's Connect**
  - National gateway for data exchange -- VA, DoD, Social Security and more

Strategies for Tomorrow
Bigger visions, real results

HealthBridge
Collaborative HIE Network

HealthBridge Collaborative HIE Network

- GDAHA HIE
- CCHIE
- HealthBridge
- Northeast Kentucky Regional Health Information Organization
- HealthLINC

HealthBridge provides technology and business support for these five HIEs

Strategies for Tomorrow
Bigger visions, real results

Data Exchange Imbedded in New Products

- Analytics tools on the rise
  - Greater need for data to improve care
- More HIE vendors on the market
  - HIE as a commodity – modular, low cost solutions
- Mobile device solutions are everywhere
  - In the hands of the providers, patients and consumers
  - Data in the cloud
- PHR – more users getting it
  - Blue Button – need for more data, changes how used
- P&S implications
  - Greater use of data, more accessibility, less control?

Strategies for Tomorrow
Bigger visions, real results

HC Transformation Road Map

- **Drivers of Change**
  - Work Redesign – from one to one interaction to team based care within network and across community
  - Metrics – from measuring patient outcomes to measuring population outcomes
  - Payment Redesign – from pay for performance to performance bonuses and then provider risk
- **Impact on P&S**
  - Increased volume of shared data across orgs
  - More data in data bases that cross orgs
  - Payment reform will speed up this process

Strategies for Tomorrow
Bigger visions, real results

WHIO – Health Analytics Exchange

- WHIO at the forefront of state-wide Health Analytics Exchange using claims data. What are P&S implications when they start using state-wide clinical data?

  - Includes 5 health systems, nearly all payers, Med Society, Hospital Association

  - Participants can compare quality outcomes across all other participants using de-identified claims data

  - Processes and policies in place to agree to measures and access to data and for making consensus-based decisions

Strategies for Tomorrow
Bigger visions, real results

- Rapid mover in world of ACOs and Analytics
  - State-wide Quality Group is now the HIE; serves all hospitals
  - State has several ACOs and look-alikes
  - Payer has 70% of market; Opt-in State
- Potential P&S issues
  - Will need HIE to feed shared data base from multiple sources
  - Data collection at point of care to dig into safety/quality issues
  - Payer will have incentive to push providers to assume $ risk
  - Greater need for analytics tools calling for more data exchange
  - Impact of Opt-in requirement on consumer awareness
- Can assume that P&S issues will be big in this region

Strategies for Tomorrow
Bigger visions, real results

Changes Impacting P&S

- More data moving to more places
- More types of data
- More data in the cloud
- Geographic boundaries falling
- More secondary use of data
- More data in the hands of more people

Strategies for Tomorrow
Bigger visions, real results

P&S Issues

- Where will the data be?
- Who is safeguarding it?
- HIEs as business associates
- Contracts between HIEs and their partners
- Impact of Omnibus Rule
- ONC requirements for Notice of Data Practices

Strategies for Tomorrow
Bigger visions, real results

P&S Issues

- Data Trustee Boards for HIEs

- Understand impact on consenting process and de-consenting

- Blue Button for consumers

- Greater need for privacy & security officers with HIEs

Strategies for Tomorrow
Bigger visions, real results

More P&S Issues

- Education of senior leadership
- Development of senior level privacy and security officers to influence senior leadership
- Education of privacy and security officers and lawyers
- We Need to figure this out together!

Strategies for Tomorrow
Bigger visions, real results

More Information

Framework: HC Transformation Road Map

Strategies for Tomorrow
Bigger visions, real results

Beginning Phase **TRANSACTIONAL** | Transition Phases **INTEGRATION** | Advanced Phase **TRANSFORMATION**

DRIVERS OF CHANGE

Changes in Care Delivery

| Individual providers using HIT and HIE | Care team transitions: interaction, integration, collaboration | Triple Aim – integrated & improved care (patient, population, costs) |

Metrics

| Patient outcomes measurements | Population based and health status measurements | Triple Aim goals – measureable improvements across population |

Payment Model

| Fee for service | Pay for performance, shared savings | Providers at risk |

Technology: ENABLER OF CHANGE

Analytics

| Provider centric reporting | Population-based reporting | Predictive modeling & forecasting |

Transactional Requirements

| Certified EHR, Meaningful Use | Tools embedded in workflow, longitudinal record, remote care | Wellness management |

Infrastructure Requirements

| Enterprise HIE interfaced to regional HIE | Improved data access, standards, and interoperability | Ubiquitous access to health and wellness information |

Resources

- Blue Button – Many sources. Below is one from Medicare
  - http://www.medicare.gov/manage-your-health/blue-button/medicare-blue-button.html
- Markle Foundation – Connecting for Health
  - Lots of information on data sharing on this site including the Common Framework
  - http://www.markle.org/health/connecting-health

Strategies for Tomorrow
Bigger visions, real results