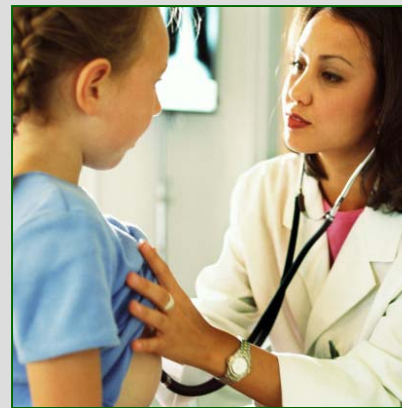


mhin

**Michiana Health
Information
Network**

HIE Sustainability: MHIN's Strategy eHi Connecting Communities Learning Forum

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Topics

- Sustainability
 - Definitions
 - Critical Success Factors?
- Health Information Exchange
 - Product Approach
 - Sustainability Considerations
- Health Information Technology
 - Characteristics
 - Products and Customers
- Products and Pricing
 - Example – MHIN 2005
 - HIE Options
 - HIT Options
- MHIN Background and Current Status

An interactive approach – experiences, questions and discussion

Sustainability

- Definitions:
 - To keep in existence; maintain.
 - To supply with necessities or nourishment; provide for.
 - To support the spirits, vitality, or resolution of; encourage.
 - To bear up under; withstand: *can't sustain the blistering heat.*
 - To prove or corroborate; confirm.

- Critical Success Factors?
 - Critical mass of Service Providers and Phys in MTA
 - Decide on essential first products and services
 - Initial and ongoing value proposition for each customer
 - The whole is truly greater than the sum of its parts –
'Doing it alone' isn't a viable option (ie portal)
 - Be ready with great answer; What have you done lately?

HIE Product Approach

- Example Product Lines
 - Results Delivery
 - Referrals
 - Orders
 - Patient History Access

- Product Components
 - Infrastructure, Tools and Apps
 - Interfaces
 - Education, Training, Reporting

- Customers / Participants
 - Service Providers
 - Physicians / Clinicians / Practice Entity
 - Insurers / Payors
 - Patients

HIE Sustainability Considerations

- Utility
 - Trust and collaboration among organizations / participants
 - Shared objectives and infrastructure
 - Community benefit and ongoing sponsorship
 - Interfaces

- Pricing approach
 - Who uses?
 - Who benefits?
 - Who pays?

- Revenue / pricing options – can be based on:
 - Subscriptions
 - Transactions
 - Fractions
 - All of the above
 - Other

HIT Characteristics

- Costing and pricing separate from HIE
- Example Products
 - Physician Practices
 - EMRs
 - POMIS
 - ePrescribing
 - Other
 - Rural hospitals
 - Ambulatory centers
 - PHR
- Customers
 - Service Providers
 - Physicians / Clinicians / Practices Entities
 - Patients

MHIN HIE Product Approach - 2005

<p>Customer Markets</p> <ul style="list-style-type: none"> • Based on the customers who use the products and receive the benefits • Active customer involvement in <ul style="list-style-type: none"> • Current & future product planning • Sales forecasts • Pricing models for each category • Basis for management reporting 	<p>Product Groupings</p> <ul style="list-style-type: none"> • Logical collection of products & services • Benefits aligned with revenue sources and expenses • Segmentable based on differing <ul style="list-style-type: none"> • Services and benefits • Cost and resource pools • Pricing
<p>Patient Focused</p>	<p>V. Patient Directed Information Exchange</p> <p><i>Personal health records, etc. for patients to maintain & share health information</i></p>
<p>Physician Focused</p>	<p>IV. Interfaces Between MHIN & Practice Systems</p> <p><i>For practice EMR, transcription and practice management systems</i></p>
	<p>III. Physician Inbox & Communication Tools</p> <p><i>Messaging, referrals, ePrescribing, ambulatory orders, rules & alerts, etc.</i></p>
<p>Service Provider Focused</p>	<p>II. Results Distribution & Patient Record Access</p> <p><i>Physician access to patient histories along with specific results</i></p>
	<p>I. Patient Record & Clinical Database</p> <p><i>Community-wide repository of patient records to support the medical care process</i></p>

HIE Products and Pricing Options

	<i>Service Providers</i>	<i>Physicians / Clinicians</i>	<i>Insurers / Payors</i>	<i>Patients</i>
Results Delivery				
Referrals				
Orders				
Secure Messaging				
Interfaces				
Other				

Patient History – Access & Inquiry				
Reminders, Rules Alerts				

T = Transaction; S = Subscription
P/P = Per patient; F = Fractions

HIE Products and Pricing MHIN

	<i>Service Providers</i>	<i>Physicians / Clinicians</i>	<i>Insurers / Payors</i>	<i>Patients</i>
Results Delivery	T + S			
Referrals		S		
Orders	T + S			
Secure Messaging		S		
Interfaces		S		
Other			p/p	

Patient History – Access & Inquiry	S			
Reminders, Rules Alerts				

T = Transaction; S = Subscription
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HIT Products and Pricing Options

	<i>Service Providers</i>	<i>Physicians / Clinicians</i>	<i>Insurers / Payors</i>	<i>Patients</i>
“EMR Lite” (Inbox)				
ePrescribing				
Transcription				
EMR – Paperless				
PHR				
Other				

T = Transaction; S = Subscription
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HIT Products and Pricing MHIN

	<i>Service Providers</i>	<i>Physicians / Clinicians</i>	<i>Insurers / Payors</i>	<i>Patients</i>
"EMR Lite" (Inbox)		S		
ePrescribing		S		
Transcription				
EMR – Paperless		S		
PHR			?	?
Other				

T = Transaction; S = Subscription
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Michiana Health Information Network – An Example

MHIN's Founding Vision and Principles:

Technology infrastructure to connect all physicians, hospitals, labs, and other providers for efficient and appropriate exchange of medical information and improved patient care.

- Clinical information from multiple sources integrated in a patient-centric repository for a complete, historical patient record.
- Community resources shared to reduce capital and resource requirements.
- Scalability - Physician practices & large hospitals; Rural & metro
- Compliance – Medicare, IRS, etc.
- Strong security safeguards (even before HIPAA), e.g.,
 - User access based on specific caregiver-patient relationship
 - Each organization's data separate; access based on internal policies

MHIN's Medical Trading Area:

- North-Central Indiana – South Bend, Mishawaka, Plymouth & Notre Dame, IN
- Overlapping medical staffs
- PCPs and specialists practice throughout the area
- Referrals to South Bend from smaller communities
- South Bend Medical Foundation
 - physician-led, not for profit regional reference lab
 - supports local hospitals and provides 80%+ of outpatient services

MHIN Status – January, 2006

- The HIE has been operational for six years and includes:
 - More than 400 physicians and more than 2,000 total users
 - 105 practice locations and clinics – and homes and hospitals
 - Clinical information
 - For more than 200,000 patients
 - From more than 15 data sources, including 4 hospitals, 2 labs, 2 imaging centers, and other sources
 - Approximately 1,000,000 transactions per month
- Integrated Ambulatory Electronic Health Record:
 - 19 practices installed, 25+ implementing & planned
 - 90 physicians, 350 staff members
 - Significant, documented cost savings and quality improvements
- Other programs and services include:
 - EMR interfaces and data integration services for physician practices
 - CAP Grant connectivity for community clinics
- Recently concluded physician-led planning initiative
 - Remaining data sources
 - Additional HIE-oriented functionality and technology

Thank you....

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