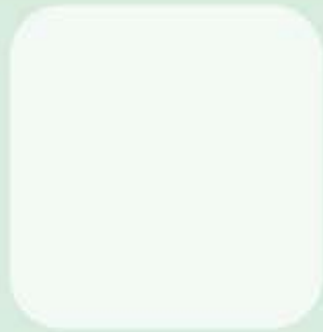




National
eHealth
Collaborative

2011 Year in Review



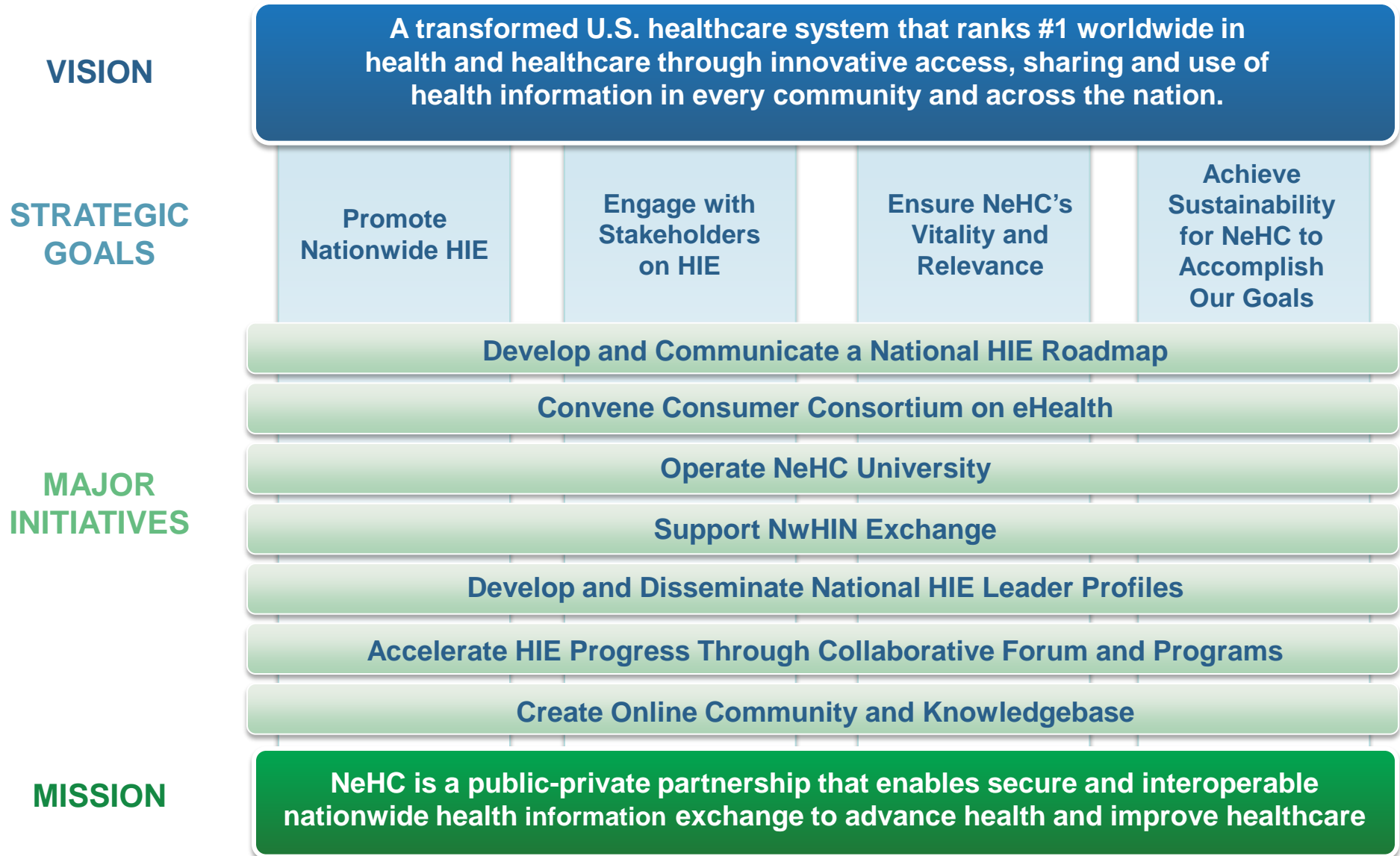
NeHC Annual Member Meeting
December 13, 2011



Discussion Topics

- NeHC mission, vision, strategic goals, and major initiatives
- NeHC University
- Secrets of HIE Success Revealed: Lessons from the Leaders
- Consumer Consortium on eHealth
- Nationwide Health Information Network Exchange Support
- NeHC Communications and Outreach
- Organizational Development and Sustainability
- 2012 NeHC Board of Directors

Mission, Vision, Strategic Goals and Major Initiatives





NeHC University provides unique opportunities for interested stakeholders to learn about multiple health IT initiatives, programs, and trends all in one place

Spotlight Learning Series

Industry Leader Briefings

Trends in HIT Innovation

HIT Orientation

Careers in HIT

ONC Initiatives

Accomplishments

- Significantly expanded web-based education program
- Successfully re-branded from NHIN University to NeHC University
- Recruited NeHC University Advisory Council
- Implemented infrastructure to enable revenue generation
- Increased attendance overall and brought in new audiences
- Reinforced brand as credible provider of high quality and balanced programs

- **Holt Anderson** – North Carolina Health Information and Communications Alliance, Inc. (NCHICA)
- **David Baker, MD** – Northwestern University
- **William Bernstein, JD** – Manatt
- **Pam Cipriano, RN, PhD** – Institute of Medicine
- **Adam Clark, PhD** – FasterCures
- **Gwenn Darlinger** – BlueCross and BlueShield Association
- **Arthur Davidson, MD** – Denver Health
- **Mary Jo Deering, PhD** – Office of the National Coordinator for Health IT
- **Charles Friedman, PhD** – University of Michigan
- **Mark Frisse, MD** – Vanderbilt University
- **Lillee Gelinas, RN** – VHA, Inc.
- **Regina Holliday** – Consumer HIT activist
- **Linda Kloss** – Kloss Strategic Advisors
- **Dianne Lee** – St. Louis Community College/Region C Community College Consortia
- **Patricia MacTaggart** – George Washington University
- **Chuck Parker** – Continua Health Alliance
- **Andrea Sodano, PhD** – School of Management, Boston University
- **Timothy A. Swope** – Personalized Medicine Coalition
- **Steven Waldren, MD, MS** – American Academy of Family Physicians
- **Chantal Worzala, PhD** – American Hospital Association

Advisory Council Role

- Help shape NeHC University curriculum
- Serve as faculty
- Help recruit faculty
- Provide additional advice to NeHC

Key Statistics

Spring 2011

- 16 classes; 29 speakers
- 2,288 total attendees
 - 28% returning, 72% new
- Total unique attendees = 1,426
 - Multiple program attendees = 412
- Highest class attendance = 335
 - Exploring the National Strategy for HIE
 - Doug Fridsma, ONC
- Average class attendees = 173

Fall 2011

- 24 classes; 57 speakers
- 5,424 total attendees
- Total unique attendees = 2,727*
 - Multiple program attendees = 829
- Highest class attendance = 383
 - HIT Orientation
 - Gwenn Darlinger, BCBS Association
- Average class attendees = 229

Spring 2011 Topics, Speakers, Attendance

- **HIT Orientation**
 - Michael Lake, consultant = 271
- **HIT Trends**
 - Michael Lake, consultant = 27 (paid class)
- **ONC FACA Update**
 - Jodi Daniel, ONC = 320
- **Nationwide Health Information Network**
 - Exploring the National Strategy for HIE
 - Doug Fridsma, ONC = 335
 - Harmonizing HIE Legal Agreements
 - Steve Gravely, Gerry Hinkley, Allen Briskin = 157
 - HIT Success Stories from the Patient Perspective
 - Patient, Patient Advocate, Patient Caregiver = 103
 - One Size Does Not Fit All: Exploring Various Forms of Exchange
 - Surescripts, HealthBridge, Availity = 306
- **Spotlight Learning Series: Accountable Care**
 - CMS, BCBS MA = 151
 - CSC, AHA, AccountableCare Solutions = 8 (paid class)
 - Siemens, PWC, AccountableCare Solutions = 7 (paid class)
- **Spotlight Learning Series: Learning Health System**
 - Chuck Friedman, Claudia Grossman = 102
 - Chuck Friedman, Joy Pritts, Laura Adams = 116
 - Harvard Pilgrim Healthcare = 125
- **Industry Leader Briefings**
 - Chuck Parker, Continua Health Alliance = 98
 - Mary Martin, Surescripts = 84
 - Holt Anderson, NCHICA = 78

Fall 2011 Topics, Speakers, Attendance

- **HIT Orientation**

- Gwenn Darlinger, BCBS Association = 383

- **Spotlight Learning Series:
HIE Leadership and Sustainability**

- Rochester RHIO + THINC = 272
- VA + INHS = 240
- MedVirginia + QHN = 196
- Sandlot + Availity = 190
- HealthBridge + Big Bend RHIO = 189
- HealthInfoNet + SMRTNET = 149

- **HIE Roundtables**

- Connectivity Strategies = 338
- Privacy and Patient Consent = 238
- Governance and Building Stakeholder Trust = 159
- Consumer Engagement = 213

- **Careers in HIT = 353**

- **ONC Initiatives**

- Update on the Direct Project = 363
 - Brian Ahier, David Kibbe, Sean Nolan
- ONC FACA Update = 255
 - Jodi Daniel, Jitin Asnaani, Rich Elmore
- Beacon Community Progress Reports = 207
 - Craig Brammer, ONC, Utah, Rhode Island, and Tulsa Beacons

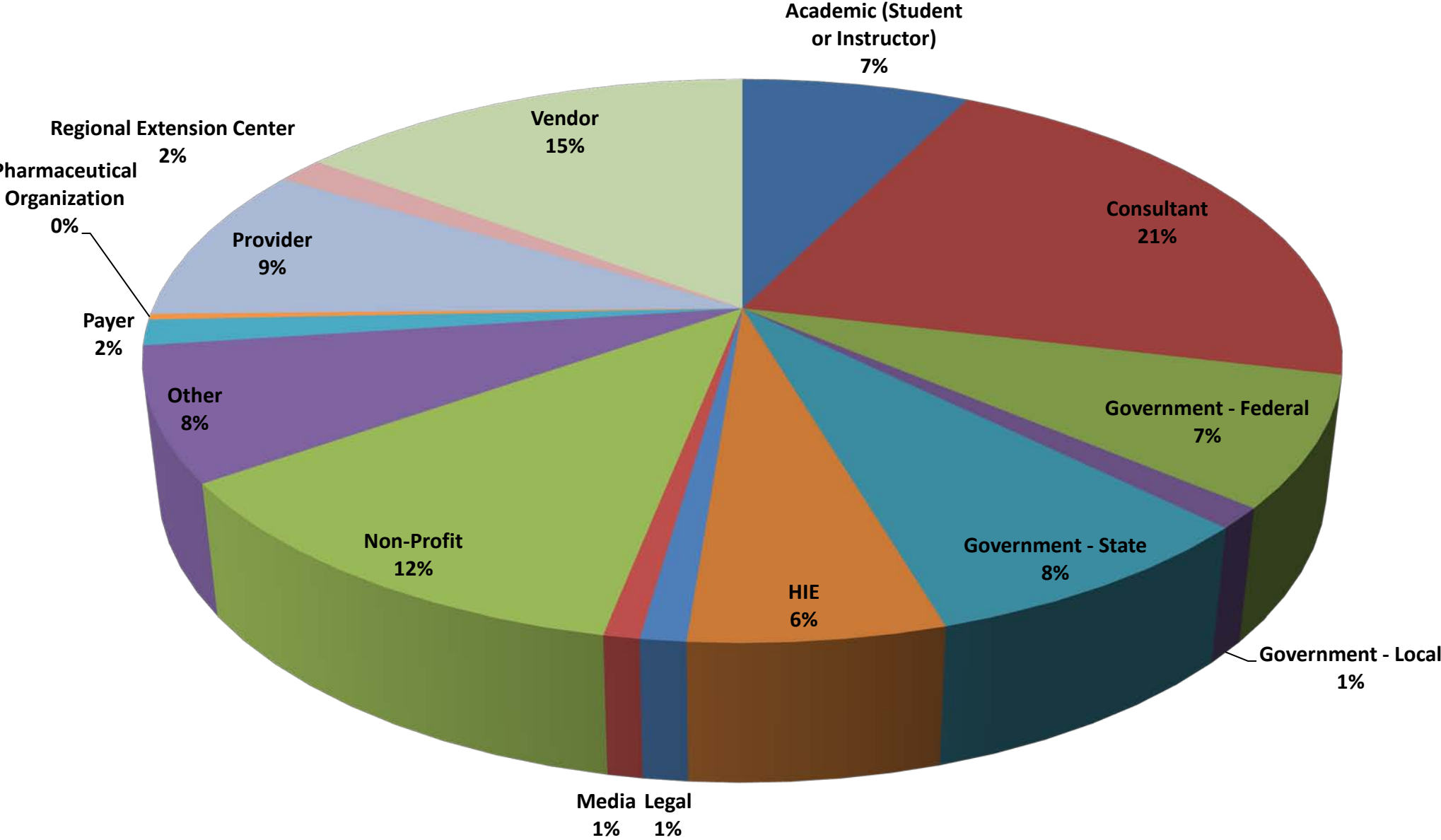
- **Trends in Health IT Innovation**

- Todd Park, HHS = 245

- **Industry Leader Briefings**

- Deven McGraw = 350
- Chantal Worzala = 245
- Steven Waldren = 215
- Lygeia Ricciardi = 215
- Art Davidson + Joe Gibson = 199
- David Baker = 189
- Lee Barrett = 81

Fall 2011 Attendance Breakdown

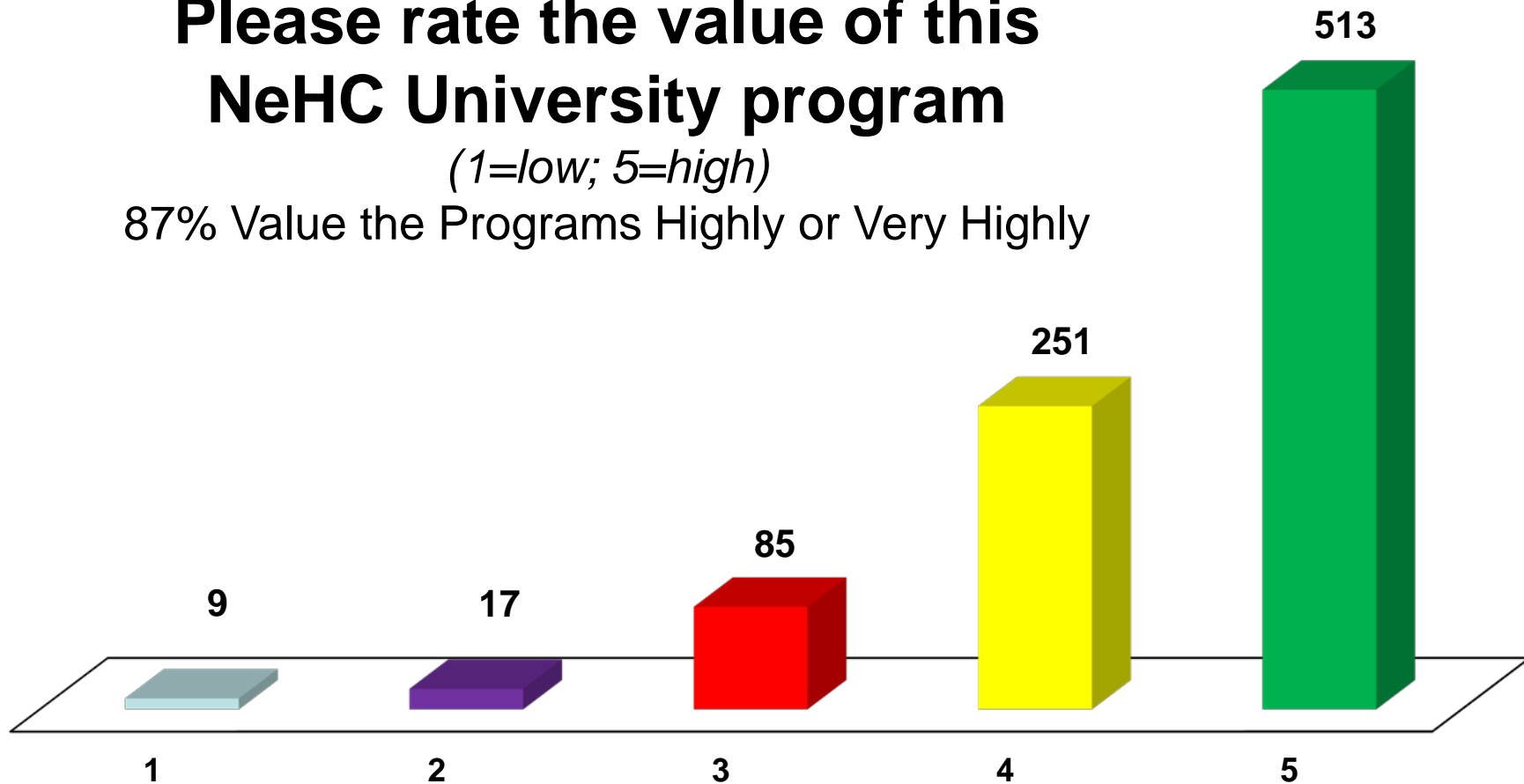


- **The Consumer Connection:
The Benefits and Challenges of Health IT in Empowering Consumers to Manage Care = 40**
 - Alice Brown, National Partnership for Women and Families
 - Wil Yu, ONC
 - Tom Delbanco, OpenNotes Project, Beth Israel Deaconess Medical Center
- **Bridging the Digital Divide:
Connecting Patients and Providers to Eliminate Health Disparities = 150**
 - David Hunt, ONC
 - Garth Graham, Office of Minority Health, HHS
 - Ernest Carter, Howard University TeleHealth Sciences and Advanced Technology Center & Westat
 - Dianne Lee, St. Louis Community College
 - Silas Buchanan, The Cave Institute

Please rate the value of this NeHC University program

(1=low; 5=high)

87% Value the Programs Highly or Very Highly



- **“This was a very informative and enlightening webinar...Thanks for such a great job in presenting this forum.”**
 - *Joahne Penney - Student, Marquette University*
 - *Big Bend RHIO + HealthBridge*
- **“This was the best panel yet - very well informed and were able to dig further into the details.”**
 - *Patrick Kendrick - Clinical Analyst, Memorial Hermann*
 - *Update on the Direct Project*
- **“For a very complex topic, the presenter was masterful in presenting the information in a sequentially understandable and cohesive manner.”**
 - *Veronica Spencer - Proposal Manager, Thomson Reuters*
 - *HIT Orientation*
- **“By far the best Meaningful Use/education webinar I have attended in a great while!!!!...Some information was basic for us but there were still plenty of hints/tidbits that were relevant.”**
 - *Serra Schrempp - Clinical Quality Coordinator, Regional Health*
 - *Industry Leader Briefing: Steven Waldren*
- **“Please continue this program; it is great teaching/learning tool.”**
 - *Raj Limaye - Product Manager, Axolotl*
 - *HIE Leader Roundtable: Connectivity Strategies*
- **“Loved hearing about the two different models. It encourages me to eventually move into a similar role.”**
 - *Hollie Tamez - Meaningful Use Coordinator, HCA*
 - *THINC + Rochester RHIO*



SECRETS OF HIE SUCCESS REVEALED

Lessons from the Leaders





Secrets of HIE Success Revealed: Lessons from the Leaders

- Released report during a webinar on August 2, 2011
 - Profiles 12 mature, sustainable, and diverse HIE organizations
 - Distills critical success factors, business models, connectivity strategies, value proposition and community impact, ongoing challenges
 - 340 people attended webinar announcement
- Report preview: Live webcast of HIE Leader Roundtable on June 28, 2011
- Strengthened relationship with HIE leaders and built network of speakers, advisors, NeHC friends
- Substantial media coverage of report, NeHC and profiled HIEs contributed to NeHC visibility and brand reputation for thought leadership
 - NeHC HIE articles = 37
 - Report downloads = 92
- Extensive education programming based on report
 - Spotlight Learning Series with in-depth case studies of profiled organizations
 - HIE Leader Roundtable discussions
- Prompted multiple speaking engagements and interviews



Secrets of HIE Success Revealed: Lessons from the Leaders

- **“HIE is the common denominator of healthcare transformation for improving outcomes, creating efficiencies and reducing errors. During tough times, when you have thoughts of throwing in the towel, remind yourself you are actually saving lives.”**
 - *Allen Byington - Executive Director, Big Bend RHIO*
- **“The health information exchange community has seen tremendous growth and evolution in the past few years. It’s important that we strive for continuous improvement by sharing our challenges and achievements with our colleagues, especially those just starting down this road.”**
 - *Devore Culver - Executive Director and CEO, HealthInfoNet*
- **“With no one perfect HIE model, it was an honor for INHS to be considered as one of NeHC’s HIE Leaders. The NeHC project can assist emerging and existing HIEs, policy makers and thought leaders by providing them with additional knowledge to help accelerate a nationwide exchange model.”**
 - *Tom Fritz - CEO, Inland Northwest Health Services*
- **“We feel the lessons learned in building this multiple self-governed and self-sustaining "network of networks" may be helpful to similar projects in other states and regions. And we look forward to learning from the participating projects. The NeHC project creates a pathway to share that knowledge at a critical time.”**
 - *Mark Jones - COO and Principal Investigator, SMRTNET*



CONSUMER CONSORTIUM ON eHEALTH

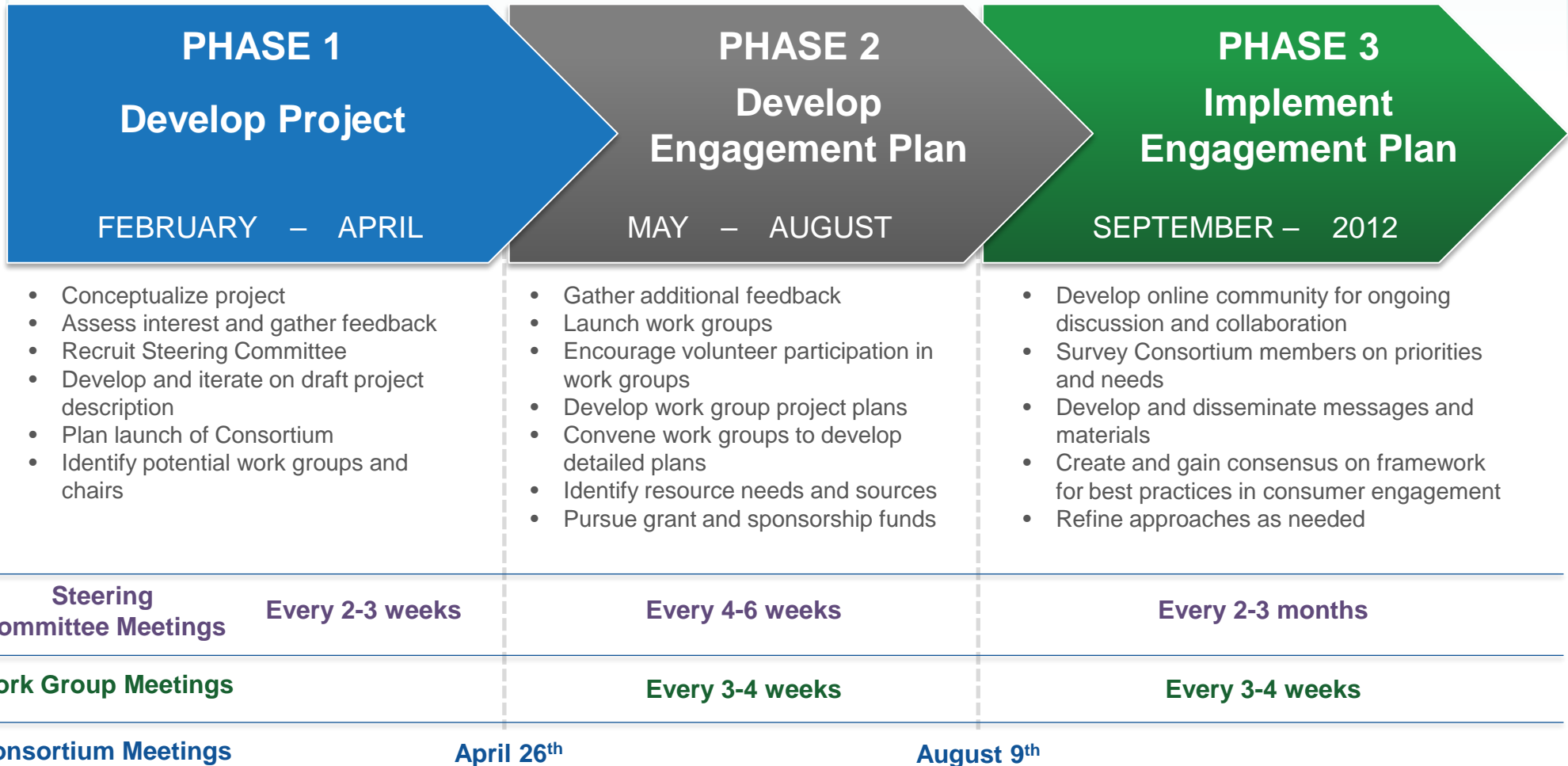
A COLLABORATIVE FORUM FOR SHARING BEST PRACTICES, INITIATIVES, TOOLS, RESOURCES, IDEAS, AND EXPERIENCE RELATED TO EFFECTIVE CONSUMER ENGAGEMENT ON HEALTH IT

Consortium members work together to identify obstacles to the adoption of eHealth, brainstorm solutions, and develop effective communication strategies to reach a national audience with messages about the benefits of health IT

Consumer Consortium on eHealth Overview Milestones and Timeframe

Goals:

- Convene diverse stakeholders to share best practices and develop coordinated program for consumer engagement in eHealth
- Engage and empower consumers on applications, tools and benefits of eHealth



Accomplishments

- Convened Consumer Consortium on eHealth to create forum for coordination and collaboration among interested organizations
- Recruited Steering Committee made up of NeHC Board members and other leaders to provide strategic leadership and direction
- Consortium kickoff meeting in DC on April 26 attended by about 80 people
- 200+ organizations and individuals have joined the Consortium, representing a broad diversity of stakeholders interested in consumer engagement
- Work groups on Inventory, Content, Outreach Strategies and Disparities chaired by Steering Committee members conducted work and developed recommendations
- Consortium meeting in DC on August 9 attended by about 100 people, including National Coordinator for Health IT Farzad Mostashari
 - ONC preview and discussion of consumer engagement program
 - Work group reports
 - Discussion of next steps

Status Report

- NeHC recently surveyed Consortium members on their priorities and the desired outcomes, messages, and materials that they would like to gain from their participation with the Consortium
 - 25% response rate (50 responses)
 - Members are interested in:
 - Reaching agreement on key messages regarding consumer engagement in health IT
 - Compiling best practices in engaging patients in their care using health IT
 - Members agreed that the most important messages are related to:
 - Informing patients about how to use their electronic health information
 - Encouraging providers and helping them to engage with their patients and discuss health IT
 - Desired materials include fact sheets, FAQs and media kits
- Based on the survey results, the Consumer Consortium on eHealth has refined its approach

Consortium in 2012

- Work collaboratively with participants to develop and disseminate content, tools and resources
 - Reach agreement on basic key messages to effectively reach consumers via members' communication vehicles
 - Develop desired materials for refinement by participants
 - Develop tools and resources to support effective provider-patient engagement
- Create and build consensus on a framework for best practices in patient engagement through health IT that can be used as a guide for organizations looking to implement a patient-centered IT strategy
 - Collect and distill best practices
 - Describe the attributes of a successful patient-centered system as developed through research of relevant models and examples (e.g., Kaiser Permanente, Fallon Health, Bellin Health)
 - Provide a roadmap for leveraging health IT and provider-patient engagement in health IT to improve health



Media Coverage

POLITICO

- “‘Why aren’t there enough health apps? Why is it that people can stream their favorite [TV] episode...but they can’t get their health records?’

The skepticism went mostly unanswered at the forum. But these kinds of questions are the reason the National eHealth Collaborative is hosting this series of talks - to promote discourse among the groups and providers that will encounter health technologies as they become more available and to address the challenges the Office of the National Coordinator may face in the future.”

– *Politico (8/10/11)*

GOVERNMENT HEALTH IT

- “The consortium consists of 180 organizations that share best practices and resources to involve consumers in their healthcare and health IT and is an initiative of the National eHealth Collaborative, a public/private partnership that promotes secure health information exchange.”
 - *Government Health IT (8/10/11)*
- “National eHealth Collaborative...is forming a consumer consortium on eHealth...And that focus on inspiring individuals to harness technologies for a more proactive role in their own health, perhaps as much as any government mandate, strategy, or initiative, just might hold the most promise of all.”

– *Government Health IT (4/28/11)*



**Nationwide Health
Information Network
EXCHANGE**



Nationwide Health Information Network Exchange Support

- **Exchange Planning and Sustainability**

- NeHC is participating in the Exchange strategic planning process

- **Exchange Communications**

- NeHC is helping to build awareness of the Exchange via NeHC University
- NeHC's website hosts an online presence and secure document repository on behalf of the Exchange
- NeHC hosted webinars to explain the 'onboarding' process, including how to prepare for participation in Exchange, and seeking feedback on new interoperability testing

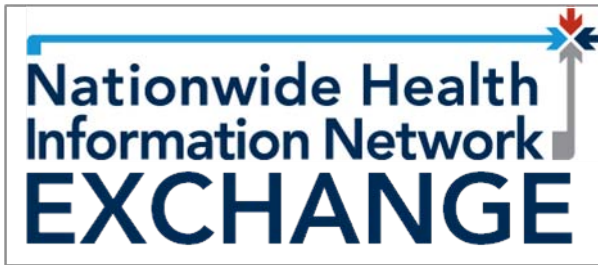
- **Exchange Metrics**

- NeHC disseminated surveys to Exchange participants in October 2011
 - Collected information to inform planning and gauge Exchange participation and connectivity
 - Gathered information regarding when Exchange participants and their technology partners will be able to support the summer 2011 Exchange Specification Release



Nationwide Health Information Network Exchange Support

- **Reconstituting the Exchange Coordinating Committee**
 - NeHC will facilitate the nomination process and elections for the Coordinating Committee as required by recent DURSA amendments
- **Exchange Participant Onboarding**
 - NeHC maintains official applications and coordinates the Coordinating Committee's review of new applications with the Onboarding Team
- **Exchange Breach Notification**
 - NeHC maintains the list of contacts for breach notifications as required by the DURSA
- **Exchange Trust Framework**
 - Amended DURSA went into effect November 14
 - NeHC is working with Exchange Participants on ratification of the amended DURSA
 - NeHC is working with the Onboarding Team to make sure new applicants and those organizations in the onboarding queue sign the amended Joinder Agreement



Nationwide Health Information Network Exchange Support

- Logistical and administrative support to Coordinating Committee and Task Groups
 - **Coordinating Committee** monthly calls and Executive Sessions
 - **Technical Committee** monthly calls until November 2011 sunset
 - **Policy & Technical Task Group** bi-monthly meetings
 - Testing Subgroup will explore options for sustainable Exchange interoperability testing that can be operational by spring 2013
 - **DURSA Task Group** meetings in March, April, and May
 - **Operating Policy & Procedures Task Group** meetings in February and March
 - **Exchange Cooperative Calls** encourage communication and coordination across Exchange initiatives
 - Exchange updates are now addressed during the Coordinating Committee monthly calls.



National *e*Health Collaborative

NeHC COMMUNICATIONS AND OUTREACH

ORGANIZATIONAL DEVELOPMENT AND SUSTAINABILITY

2012 BOARD OF DIRECTORS



Communications

- **18 press releases**

- Announcements: new CEO, stakeholder survey, NeHC University, Consumer Consortium, HIE report, new website, call for new Board members
- Responses to industry events: Blumenthal departure, Direct Project

- **Media coverage – 120 articles**

- 14 byline articles, including monthly HIMSS HIElights
- 58 extensive reporting on NeHC; 48 brief mentions of NeHC
- Article topics
 - HIE Leader Report = 37
 - NeHC University/education = 36
 - Consumer Consortium = 15
 - CEO announcement = 13
 - Stakeholder survey = 10
 - Board nominations/elections = 5
 - Exchange = 4
 - Other = 4



Media Coverage



- **“Kate Berry is stepping into the leadership role at National eHealth Collaborative (NeHC) at a time when coalition building is as essential to health IT as interoperability. Berry recently told *CMIO* of her plans to emphasize the “Collaborative” in NeHC’s name, building on the organization’s role in bringing together diverse stakeholders and perhaps expanding its educational offerings, among other things.”**
 - *CMIO* (1/18/11)
- **“How can health information exchanges (HIEs) ensure that they will have the financial viability to be around for the long haul? A recent report by the Washington, D.C.-based National eHealth Collaborative (NeHC) can provide some guidance.”**
 - *Healthcare Informatics* (11/11 print edition)



Stakeholder Reach

- **Stakeholder database**
 - Total = 7,512
 - Opt-in list = 3,788
- **Stakeholder announcements**
 - Total = 219
 - Unique = 106
- **Social media**
 - YouTube uploads = 102
 - Total views = 2,807
 - Twitter followers = 537
 - Average tweets per week = 15
 - Facebook fans = 221
 - Average Facebook postings per month = 8-10
 - LinkedIn group followers = 15
 - Average LinkedIn postings per month = 5

NeHC Takes Collaboration Online

The screenshot shows the homepage of the National eHealth Collaborative. At the top left is the logo with the text "National eHealth Collaborative". To the right are links for "subscribe", "register / login", "contact us", and "newsroom", along with a search bar. Below this is a navigation menu with "ABOUT NeHC", "NeHC UNIVERSITY", "NeHC INITIATIVES", "NwHIN EXCHANGE", "LEARN", and "COLLABORATE". The main content area features a large banner for "NEW SEMESTER SCHEDULE AVAILABLE NOW!" with a "View the new class schedule" button. To the right is a box for "NeHC UNIVERSITY" with a mouse icon and text describing it as a web-based education program. Below the banner are four smaller boxes: "Consumers", "HIE Leaders", "New Semester", and "Stay Connected". There are also buttons for "CONSUMER CONSORTIUM ON eHEALTH" and "Have you used eHealth tools? Tell us!". The bottom section includes "KNOWLEDGEBASE", "MULTIMEDIA", and "COLLABORATIVE ACTIVITY" with several news items and a "HealthInfoNet" logo.

Website features include:

- LEARN: NeHC's HIT and HIE user-generated knowledgebase
- COLLABORATE: NeHC's online community and collaborative workspace
- NeHC Job Board
- HIT Industry Event Calendar
- NeHC University Archive

and much more!

www.NationaleHealth.org



New Website

- **Launched September 12, 2011**
- **Website analytics**
 - Between September 27 and December 1:
 - Site visits = 12,034
 - Unique visitors = 6,914
 - 47% new visitors
 - Pageviews = 43,778
 - 30,912 unique pageviews
 - Average time on site = 4.13 minutes
- **COLLABORATE online community**
 - 235 members



Speaking Engagements

- **HIMSS11** – education session on stakeholder survey on HIE
- **World Health Care Congress** – chaired Health IT Summit, moderated multiple panels
- **World Healthcare Innovation and Technology Congress** – chaired HIE Summit, moderated multiple panels
- **Australia HIT Conference** – webinar on HIE leadership
- **Puerto Rico Health IT Conference** – presentation on HIE leadership
- **Northwest Medical Informatics Symposium** – presentation on HIE and payment reform
- **ONC consumer program launch** – recognized for Consumer Consortium on eHealth
- **ONC annual grantees meeting** – panel on Consumer Consortium
- **American Medical Association** – webinar on HIE leadership
- **Bellevue College education program for VA** – webinar on HIE leadership
- **Simon Cohn** – Workgroup for Electronic Data Interchange (WEDI)
- **Patricia MacTaggart** – Centers for Disease Control and Prevention
- **WEDI Regional Affiliates** (via Holt Anderson)



Conference/Event Participation

- eHealth Initiative Annual Meeting
- IOM Digital Learning Collaborative
- National Health IT Week
- SHIRE community empowerment conference
- Health Evolution Partners Leadership Conference
- eHealth Initiative National Forum on Health Information Exchange
- ONC State HIE grantee meeting



Pursuing Multiple Strategies to Position for Sustainability

- Program based revenue
 - NeHC University – tested charging for admission and resulted in significant drop off in attendance
 - HIE Leadership Network – developed and preparing to launch subscription based HIE service
- Government grants and sub-contracts
- Private foundation funding
- Corporate Sponsorships
 - Board approved Corporate Sponsorship Policy in July
 - Developed description of sponsorship opportunities to initiate discussions
 - Leveraging Board and engaged stakeholders to recruit sponsors
 - Multiple meetings with prospective sponsors



Organizational Development and Sustainability – Grant Applications and Project Bids

Won

- SCANNER – subcontractor serving on Expert Panel for privacy and security research project
- SAMHSA – subcontractor with the National Council for Community Behavioral Healthcare to convene meetings on HIE leadership

Pending

- AHRQ grant – Consumer Consortium on eHealth
- Aetna Foundation – submitted initial applications to support creation of:
 - HIE Leadership Network
 - Recognition program for consumer engagement best practices

Lost

- NwHIN operations contract – invited to team with Nitor Group and Open Health Tools, awarded to Deloitte



Financial

- Implemented standard monthly financial reports
- Completed successful 2010 audit
- Submitted IRS Form 990
- Received no cost extension of ONC Cooperative Agreement through June 2012
- Effectively managed expenses below budget extending runway to achieve sustainability
- Executed new lease for office space which will result in savings
- Regularly convened NeHC Finance Committee

Human Resources

- Reorganized team
- Implemented performance appraisal process
- Implemented project-based timekeeping
- Implemented 401K program



Continuing Board Members and Terms:

- Laura Adams, Rhode Island Quality Institute – 2008-2012
- Holt Anderson, North Carolina Health Information and Communications Alliance – 2011-2013
- David Baker, MD, MPH, Northwestern University – 2011-2013
- Kate Berry, NeHC
- Simon Cohn, MD, MPH, Kaiser Permanente – 2011-2013
- Janet Corrigan, PhD, MBA, National Quality Forum – 2008-2012
- Steven Findlay, MPH, formerly Consumers Union – 2008-2012
- Thomas Fritz, MA, MPA, Inland Northwest Health Services – 2008-2012
- Patricia MacTaggart, MBA, MMA, George Washington University – 2011-2013
- Chuck Parker, Continua Health Alliance – 2011-2013
- Paul Uhrig, JD, Surescripts – 2008-2012

Government Liaisons:

- Mary Jo Deering, PhD – ONC
- Doug Fridsma, MD, PhD – ONC
- Seth Foldy, MD, MPH – CDC



NeHC Board Officers

- Kevin Hutchinson, Chair
- Holt Anderson, Vice Chair
- Tom Fritz, Treasurer
- Paul Uhrig, Chair of Membership and Communications Committee
- Janet Corrigan, Chair of Nominations Committee



2012 NeHC Board Slate

- **Steve Cone** - Executive Vice President of Integrated Value and Strategy, AARP [*Designated Consumer Representative*]
- **Leslie Kelly Hall** - Senior Vice President for Policy, Healthwise [*Designated Consumer Representative*]
- **Michael Barr** - Senior Vice President, Medical Practice, Professionalism & Quality, American College of Physicians
- **Robin Thomashauer** - Executive Director, CAQH
- **Bill Spooner** - Senior Vice President and Chief Information Officer, Sharp HealthCare
- **Pam Cipriano, PhD, RN** - Distinguished Nurse Scholar-in-Residence, Institute of Medicine
- **Art Davidson, MD** - Director, Health Informatics and Preparedness, Denver Health
- **Kevin Hutchinson** - Founder, CEO, My-Villages, Inc.
- **Michael Lardiere, LCSW** - Vice President, Health Information Technology and Strategic Development, National Council for Community Behavioral Healthcare

Government Liaison:

- Tim Cromwell, RN, PhD – Veterans Health Administration

State Liaison:

- Stephen Palmer – Texas Health and Human Services Commission



2012 Board Meeting Schedule

In-Person Meetings

- January 26
- April 19
- July 25
- October 24

Conference Call Updates

- March 8
- May 31
- September 6
- December 6