



HIT Strategy and Selection: LESSONS LEARNED

**Presentation to the Sustinet Health Partnership:
Health Information Technology Advisory
Committee**

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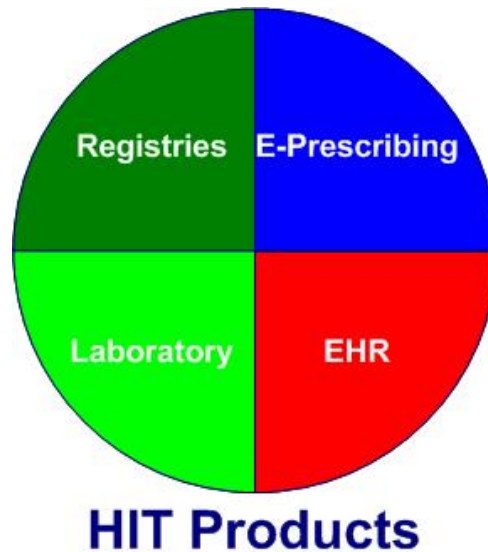
Executive Director CSMS-IPA

Setting a Strategy

- ▶ **Mission of CSMS–IPA:** “To promote high–quality, cost–effective medical care that is physician driven, financially sustainable and valued by health care stakeholders”
- ▶ **Technology Committee:** Physician Member Committee formed to help educate and sustain physician’s migration towards HIT in support of the mission.

Technology Committee: Evolution of Activities

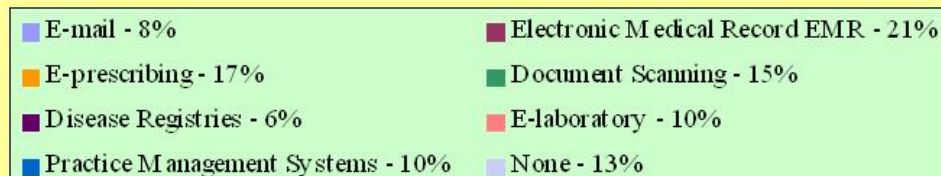
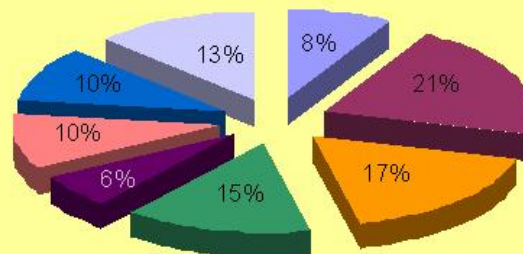
- ▶ Initial activities focused on IPA Support Technology: Database Management and Website
- ▶ As Practice Management Technology rapidly expanded, Committee selected key products to demo and evaluate:



Technology Committee: Evolution of Activities – Survey

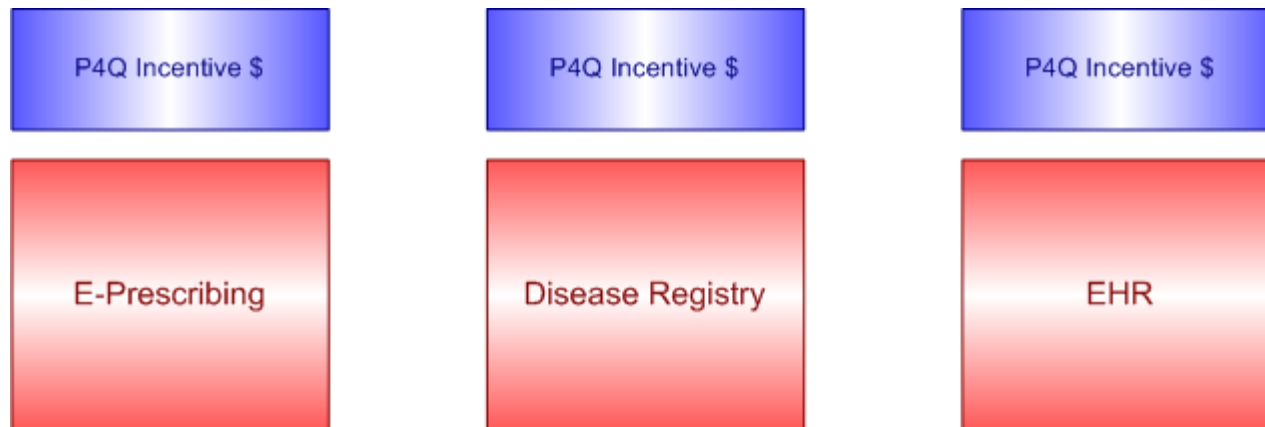
- ▶ In Partnership with eHealthCT and Qualidigm, HIT Survey sent to all CSMS–IPA Physician members measuring current adoption, readiness and future plans for adoption
- ▶ Results of Survey Used to Set Strategy and Agenda

IPA Member 2006-2007 Technology Implementation Plans



Technology Committee: Evolution of Activities – P4Q HIT Incentives

- ▶ Supported the development of Technology Incentives for Health Plan/IPA Sponsored Pay for Performance Program
- ▶ Physicians Receive Incentive Money For Using:
 - Electronic Prescribing
 - Electronic Disease Registry
 - Electronic Health Record



Technology Committee: Evolution of Activities – CSMS–IPA Partnerships

- eHealthConnecticut



- Connecticut Health Quality Cooperative



- CMS: E–Prescribing and PQRI Initiatives



- Surescripts



- Connecticut Pharmacists Association



HIT Strategy Emerged



- ▶ **Focus on small to medium sized practices:**
 - Fewer resources to evaluate and pay for technology
- ▶ **Focus on products that support the Mission:**
 - Products that help support increased clinical quality and efficiency
- ▶ **Focus on affordability and ease of use:**
 - Mid-Price Range, web-based products

HIT Programs Developed: E-Prescribing



▶ Electronic Prescribing

- **Program 1: Low Cost (\$5/month) Stand alone software**
 - Vendor/Payer/Network sponsored
 - Increased adoption (100 practices over 2 years)
- **Program 2: Mid-Range Cost (\$20/month) program to prepare practices for CMS Incentive payments**
 - 2 Vendors (1 stand alone; 1 EHR integrated)
 - CSMS-IPA paid Upfront Costs
 - Partnership with Connecticut Pharmacy Association for Training
 - Low adoption

HIT Programs Developed: PQRI



► Disease Registry

- Agreement with Registry Company to provide discounted license for PQRI Software
- CSMS-IPA paid upfront costs – physicians pay when CMS incentive received.
- Combined with Physicians Foundation Grant for free licenses for small practice primary care physicians
- 200 licenses used during 2009

HIT Programs Developed: EHR



▶ Electronic Health Records

- Program 1 – Discounted arrangement with mid-priced, web-based software company:
 - IPA expected to provide local training
 - 2 practices chosen as pilots
 - Software Company sold 6 months into agreement
- Program 2 – discounted arrangement with mid-priced, web-based software company:
 - No IPA training expectations
 - Software company sold before 1st scheduled implementation

Lessons Learned

- ▶ Physicians still hesitant to adopt technology!



Lessons Learned



- ▶ Small steps may be a good introduction, but still no guarantee that it will lead to full adoption
- ▶ Price is a major issue – especially small practices
- ▶ Physicians still skeptical about Federal Incentives
- ▶ HIT industry somewhat volatile
 - ▶ Standards and Certification not 100% finalized
 - ▶ Meaningful Use Definitions continue to change
 - ▶ Mergers and Acquisitions affect even the best strategies
 - ▶ Workforce may not be able to keep up with increased adoption

Lessons Learned



- ▶ Office Logistics can be Complicated
 - Need a Champion – Physician or Office Manager?
 - Roles must be clearly defined
 - Not all practice members always on board
 - Reluctance to give up the “status quo”
 - Workflow Design must be addressed upfront and evaluated as changes occur

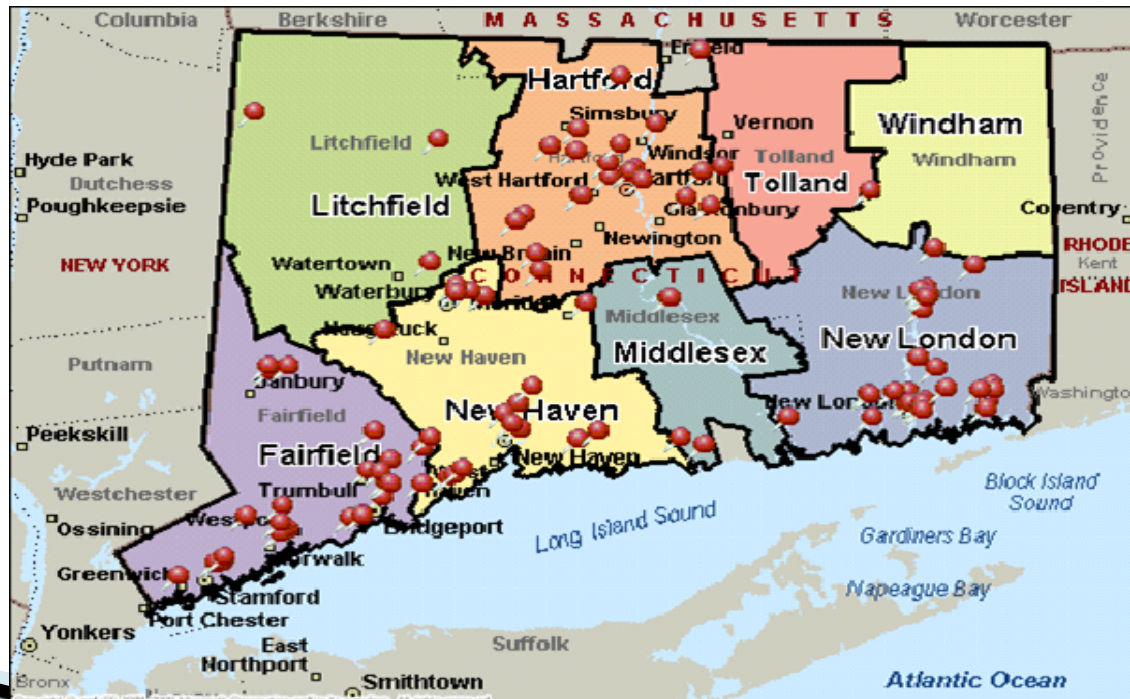
Lessons Learned



- ▶ **Can't Go It Alone – Partnerships Essential!**
 - Health Information Exchanges
 - Technology Partners
 - Payers
 - Public/Private Partnerships
 - Other Physician Organizations
 - Hospitals

Future Steps

- ▶ CSMS-IPA Technology Strategy will closely match business model to support emerging industry trends
 - HIT is an Essential Component for the expanding Patient Centered Practice Model Network



Future Steps

- ▶ CSMS–IPA to work closely with local, State and Federal entities to support its strategic plan
 - ▶ Hospitals
 - ▶ Technology Partners
 - ▶ Health Information Exchange Projects
 - ▶ eHealthConnecticut
 - ▶ Sustinet
 - ▶ Connecticut HITREC
 - ▶ Surescripts
 - ▶ CMS

Questions

