

Regional Extension Centers ~ Knowledge is Power



Presented by ~ Greenway Medical Technologies ~ October 29, 2009
Moderator ~ Richard H. Walsh ~ Director of Strategic Initiatives



Linda J. Pepper, Ph.D. BIO

- 14+ years as a private business consultant and grant writer,
- 10+ years in healthcare industry, specifically Community Health Centers and Disproportionate Share Hospitals
- Experience at national, state and local levels with public and private entities – Congressional Liaison for TVA
- Successful grants in establishing large statewide EHR and pharmacy networks
- Secured \$215+ million for public and private business through grant opportunities and strategic development over the last 10 years.

SUSTAINABILITY FOR REGIONAL EXTENSION CENTERS

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Introduction

- As a Regional Extension Center applicant, have you thought about how you are going to meet sustainability requirements when your federal funding drops to 10%?
- You only have two years to do what most non-profit and for-profit businesses do in five!
- What are other Regional Extension Centers (REC) doing to meet sustainability requirements?
- What steps can I take to ensure sustainability for my REC ?



Sustainability Challenges

- No “sliver bullet” to guarantee success
- Sustainability is the most difficult challenge in building your REC
- You need multiple strategies for growing, thriving, and delivering significant value
- Fast start-up leave little time for business planning
- Multiple stakeholders, tasks, types of providers/practices and vendor products make this a very complex project



What are other Regional Extension Centers Doing Along the Lines of Sustainability?

- Require payments from provider Medicaid/Medicare incentive money
 - How will providers view this?
 - What portion of this money will RECs require?
 - Incentives for providers to pay?

- Establish fees for core and/or value-added services
 - Will providers see this as “double dipping”?
 - Takes time to identify and develop other value-added services related to your mission and objectives

What are other Regional Extension Centers Doing Along the Lines of Sustainability?

- Create collaborative agreements with Federally-funded State HIE projects
 - Shared funding
 - Complimentary services
 - Strong relationships and networks build business success
 - Potential benefits for achieving meaningful use
- Identify services for local and regional health information organizations
 - LHIOs and RHIOs are in varying stages of development and may need REC services to expand and support their business mission

What are other Regional Extension Centers Doing Along the Lines of Sustainability?

- Services to LHIOs and RHIOs (continued)
 - Complimentary and beneficial to both RECs and State HIE projects.
 - Speeds up REC tasks by working with established groups
- Expecting partners to provide In-kind services
 - Partners are looking for a share of REC funds
 - Must be dedicated to REC purpose if not getting a share of the funds.
- Identify other federal and foundation grants
 - Takes time, concentration of effort and isn't a sure thing.



What are Potential Issues that may Impact REC Sustainability?

- What is your stage of development? Partners?
- Initial funding gives a false sense of security.
- Scarlet O'Hara syndrome
- Significant funding drop in Year Three! 90% to 10%
- Complexity of the project – multiple partners, tasks and responsibilities
- Must be “shovel ready” when you receive the funding.



How do I make sure my REC is sustainable?

- Remember that value is at the core.
 - RECs are being founded to deliver value to the HIT process.
 - What do your stakeholders/partners/providers value?
 - Do a needs assessment of your partners and the providers you will serve. Find out what they expect, their needs, and their attitudes toward your mission or value.
 - Based on your assessment, create a value proposition.

Ensuring REC Sustainability cont.

● Value Proposition

- Contributions to improved services, benefits, knowledge
- New ways to share, compare and apply health care data
- New business opportunities
 - Improved access for patients
 - Reduced cost to serve
 - Improved pricing for revenues,
 - Insights into new products and services
- New ways to share information to a broader audience which could create new revenue generation
- New benefits through participation, i.e. knowledge sharing, networking, etc.



Best Practices in Establishing Sustainability

- Understand and be Responsive to Your Provider Circumstances
- Maintain Effective Leadership
- Achieve Balance and Participation Among Stakeholders
- Delivering Tangible Value
- Communicating Proactively
- Establishing a Transparent Management Style
- Employing Rigorous Prioritization

Your Sustainability “To Do” List

- Evaluate your REC application to make sure you are following the best practices for sustainability.
- Talk with other established non-profits to see how they are managing sustainability efforts – experience is the best teacher
- Survey your stakeholders to ensure alignment and commitment with your mission and objectives.
- Collaborate with other organizations who can bring benefit, potential revenue and value to your efforts, for example, the HIEs.
- Establish your financial committee and begin defining or refining your sustainability plan.



Sustainability To Do List

- Make sure you have a way of tracking your “anchor” or core funding to ensure its use is tied directly to your mission and priorities – “Use of Funds” chart.
- Diversify your financial portfolio with multiple funding sources.
 - Fees
 - Grants
 - Contracts, Services/Consultation
 - Products/business ventures
 - Collaboration

In Summary, ...

- ① Understand and validate your life cycle or phase of development,
- ① Survey your stakeholders and target market to confirm expectations,
- ① Be aware of the forces affecting your development and apply best practices to deal with those forces,
- ① Identify the gaps and opportunities in your current approach,
- ① Define a clear plan of action to integrate themes of sustainability into strategic planning as well as daily activities,
- ① Don't forget to plan for the future while you are working on achieving success in the present.

Contact Information

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Justin Barnes BIO

- Vice President with [Greenway Medical Technologies](#)
- Chairman of the HIMSS Electronic Health Record (EHR) Association
- Addressed and/ or testified before Congress as well as both Presidential Administrations on twelve occasions between 2005 and 2009 with statements relating to EHR meaningful use, EHR certification, healthcare privacy, security, confidentiality, compliance, standards, interoperability, health IT adoption incentives, health IT return on investment (ROI) and the globalization of healthcare.

ENSURING EHR MEANINGFUL USE IN YOUR STATE



Justin Barnes

Chairman – EHR Association

Vice President – Greenway Medical Technologies



What is Meaningful Use?

- Meaningful use has not officially been defined by the Office of the National Coordinator yet but that initial definition is expected around December 18th.
- There is agreement at all levels of healthcare and industry that the adoption and meaningful use of health information technology (IT) , specifically, certified electronic health records (EHRs) is integral to the transformation of the health care system and to the improvement of health outcomes.

American Recovery and Reinvestment Act (ARRA)

- To receive incentives, eligible professionals must meaningfully use a certified EHR:

Further...

- (i) Use electronic prescribing
- (ii) Information Exchange (*interoperability*)
- (iii) Reporting on (*clinical quality*) measures using EHR

Incentives for Meaningful Use

- Over \$30B (and up to \$45B) of direct adoption incentives for “meaningful use” of certified EHRs. Specifically, \$17.7B in Medicare incentives and \$12.4B in Medicaid incentives
- Under ARRA, eligible professionals can receive up to **\$44,000** under Medicare or **\$63,730** under Medicaid in Stimulus incentives and hospitals are eligible for millions in incentives when demonstrating “meaningful use” using a certified EHR.

Without a clear definition, how do we move forward now

- CCHIT 08 ~ www.cchit.org
- EHR Product Listing ~ <http://www.cchit.org/products/stark>
- KLAS Rankings ~ <http://www.klasresearch.com/>
 - KLAS EMR Reports from current day for your facility size
- Has the company applied for the CCHIT 2011

Certification Program?

- Yes/ No answer _____

Primary Care Reference Sites in your State

- To qualify as a reference site, these criteria must be met
 - Located in state
 - Primary care practice
 - A majority of care providers/ eligible professionals in the “referencable” practice utilize EHR at the point-of-care with patients
- Reference site examples
 - Family Practice
 - FQHC
 - Pediatrics
 - OB/GYN

In Summary, ...

- The improvements in patient care, safety and lower costs, combined with incentives mandated by ARRA, make a compelling case for health care providers and hospitals to adopt certified EHRs.
- Certified EHRs should be implemented with an eye toward usability, functionality, interoperability and quality.
- The quality of the certified EHR product and the support behind it are critical for **ensuring success** and achieving its promise of improving the overall quality of healthcare.

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QUESTIONS...

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