

Promoting Electronic Health Records: Adoption, Communications and Outreach

Florida Agency for Health Care Administration

Multi-State HIE Conference

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Christine H. Nye, *Director*
Heidi Fox, *Administrator*
Florida Center for Health Information
and Policy Analysis
Agency for Health Care Administration
nyec@ahca.myflorida.com

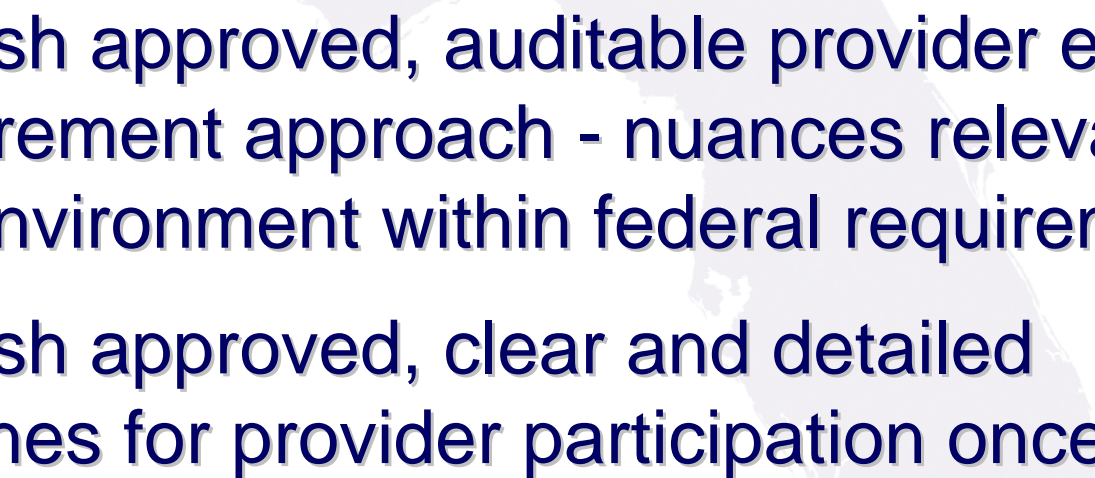
Discussion

- CMS Program Requirements
 - Florida's Approach
 - Lessons Learned: Health Information Security and Privacy Collaboration: Provider Education & Training Project
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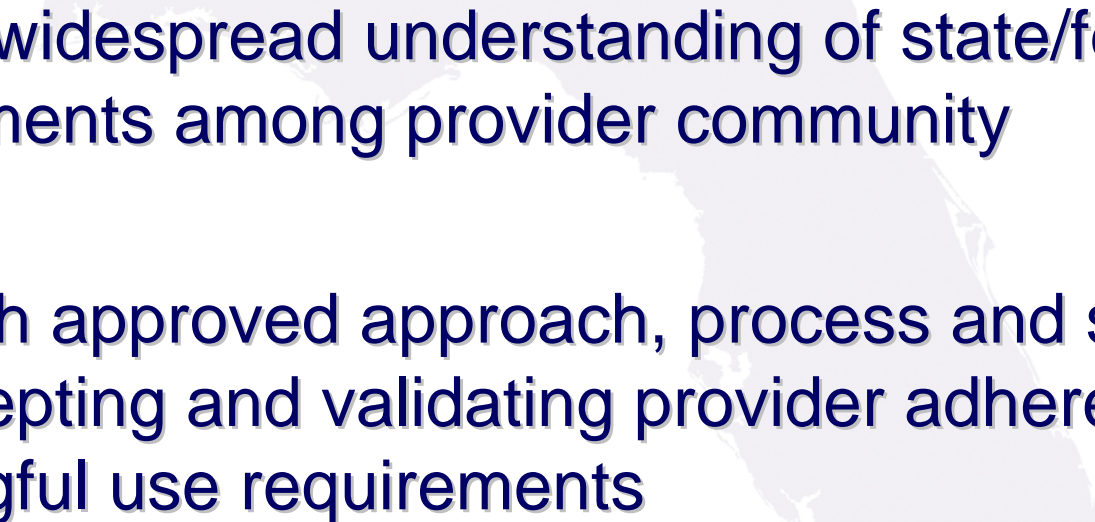
CMS Program Requirements

- Determine the role of contractors and partners to support, advance and implement the program
- Determine state/partner role and approach in selecting preferred certified vendor EHRs or providing EHR solution
- Identify Eligible Professionals
- Determine how to access/identify hard-to-reach providers
- Assess provider readiness and interest

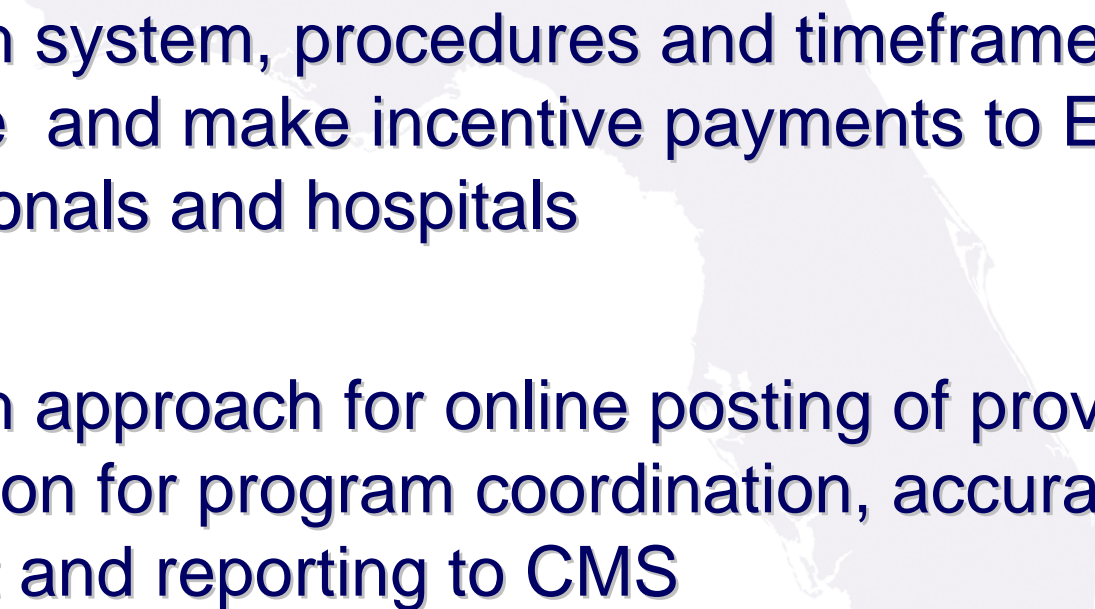
CMS Program Requirements, continued

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- Establish approved, auditable provider eligibility measurement approach - nuances relevant to state environment within federal requirements
 - Establish approved, clear and detailed guidelines for provider participation once eligible

CMS Program Requirements, continued

- Ensure widespread understanding of state/federal requirements among provider community
 - Establish approved approach, process and system for accepting and validating provider adherence to meaningful use requirements
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CMS Program Requirements, continued

- Establish system, procedures and timeframes to calculate and make incentive payments to Eligible Professionals and hospitals
 - Establish approach for online posting of provider information for program coordination, accurate payment and reporting to CMS
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CMS Program Requirements, continued

- Establish procedures for reporting to CMS:
 - Report data on providers' clinical quality measures
 - Eligible Professionals and hospitals participating in the program
 - National data base/repository to be established
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Florida's Approach

State Designated Entity = Single State Agency for Medicaid
EHR Incentive Program and Collaborative Agreement

Planning & Provider Involvement

- Collaborative Efforts with Stakeholders
- Regional Extension Center Collaboration
- Privacy and Security
- Florida Medicaid Health Information Network

Florida's Approach: Collaborative Efforts with Stakeholders

- Health Information Exchange Coordinating Committee
 - Advisory Group for Collaborative Agreement
- Department of Health – County Health Department
 - MOU for Environmental Scan and HIT Plan
- Key Providers – FQHCs, RHCs, Hospitals
- Hospital and Provider Associations
- Regional HIOs
- Regional Health Planning Councils

Florida's Approach: Regional Extension Center Collaboration

- Four Regional Extension Centers have been funded in Florida.
- Each Regional Extension Center will plan and implement outreach, education, and technical assistance programs for priority primary care physicians, to help them to meet the meaningful use criteria and to receive payments under the CMS Electronic Health Record Incentive Program.
- A secondary objective will be to assist providers in each geographic service area to improve the quality and value of care they offer to patients. On-site technical assistance will be a key service offered by the Regional Extension Centers to physicians and will represent a significant portion of their activities. Regional Extension Center activities will include:

Florida's Approach: Regional Extension Center Collaboration Agreement

- The Agency will establish a model for communication among the four Florida Regional Extension Centers and the Agency.
- The Agency will work with RECs to collaborate outreach to priority primary care providers potentially receiving incentive payments under the Medicaid EHR Incentive Program.
- The Agency will collaborate to streamline provider reporting under the Medicaid EHR Incentive Program and avoid any duplication of reporting by priority primary care providers.
- The Agency will request input from RECs on various decisions related to health information exchange roll-out.

Florida's Approach:

Regional Extension Center Collaboration Agreement

- The Agency will assist the RECs in identifying eligible providers.
- The Agency will explore opportunities to contract with RECs for outreach efforts to providers beyond the scope of the cooperative agreement.
- The Agency will explore opportunities to contract with RECs to promote the Medicaid Health Information Network.

Florida's Approach: Regional Extension Center Collaboration Agreement

continued

- The RECs will:
 - Assist the Agency in identifying eligible providers
 - Assist the Agency in distributing information about the EHR Incentive program and registration process
 - Promote health information exchange participation by physicians
 - Allow the Agency an opportunity to review procurements and plans for initiatives that will impact the Medicaid EHR incentive program or the FHIN.

Florida's Approach: Privacy and Security Legislation

- Universal Patient Authorization Form
 - Liability Protection
 - Two Forms: Full Disclosure for HIE and limited disclosure (special cases)
 - HIE Participation Agreement
 - Based on DURSA (NHIN)
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Florida's Approach:

Florida Medicaid Health Information Network

- Access: Providers treating Medicaid recipients
- Cost: Free to providers
- Content :
 - Claims based electronic health record
 - Eligibility & benefits look-up
 - Claims submission
 - Free e-prescribing & Rx history look-up,
 - Clinical decision support tool

Lessons Learned:

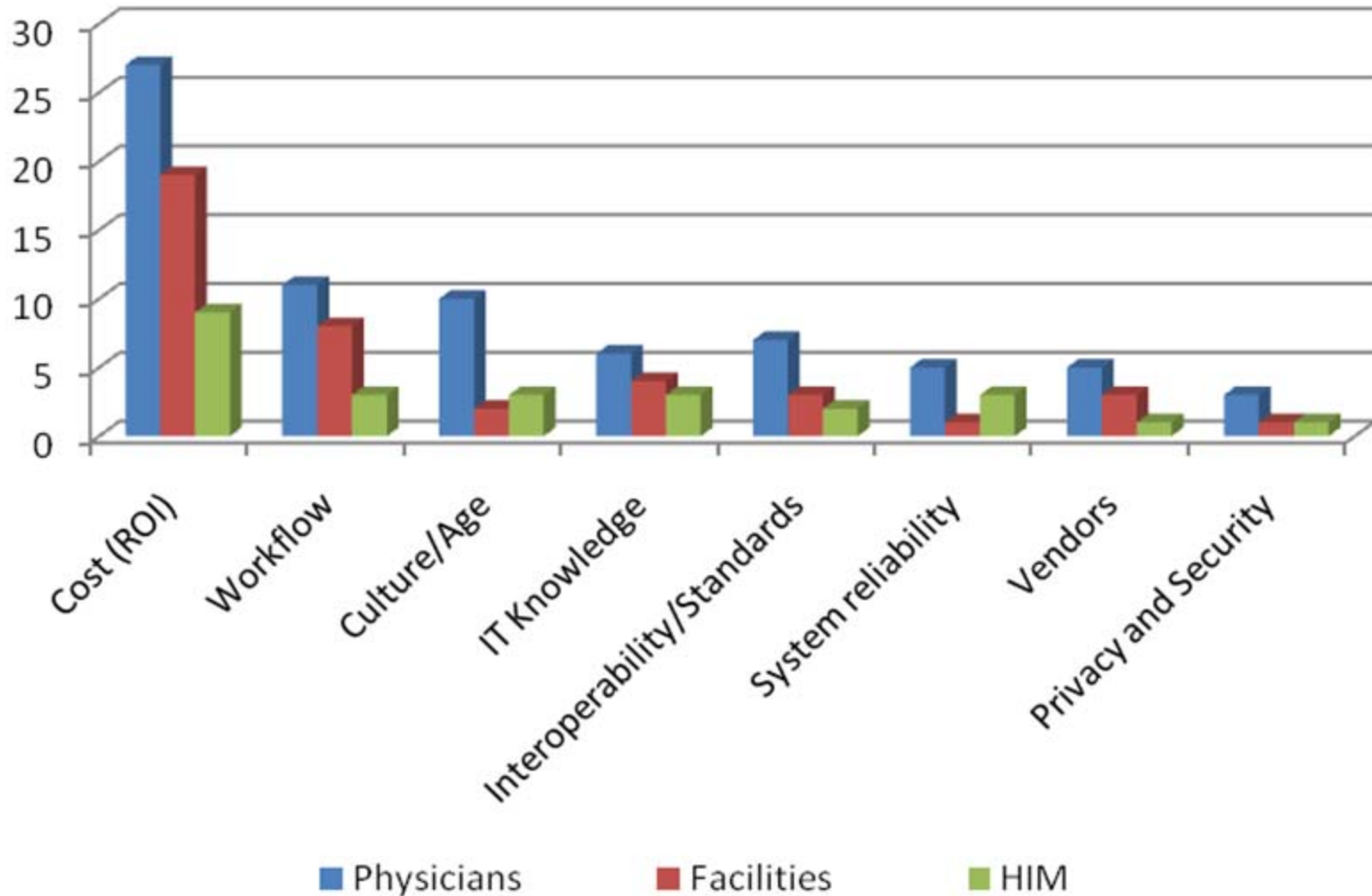
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Health Information
Security and Privacy Collaboration:
Provider Education & Training Project

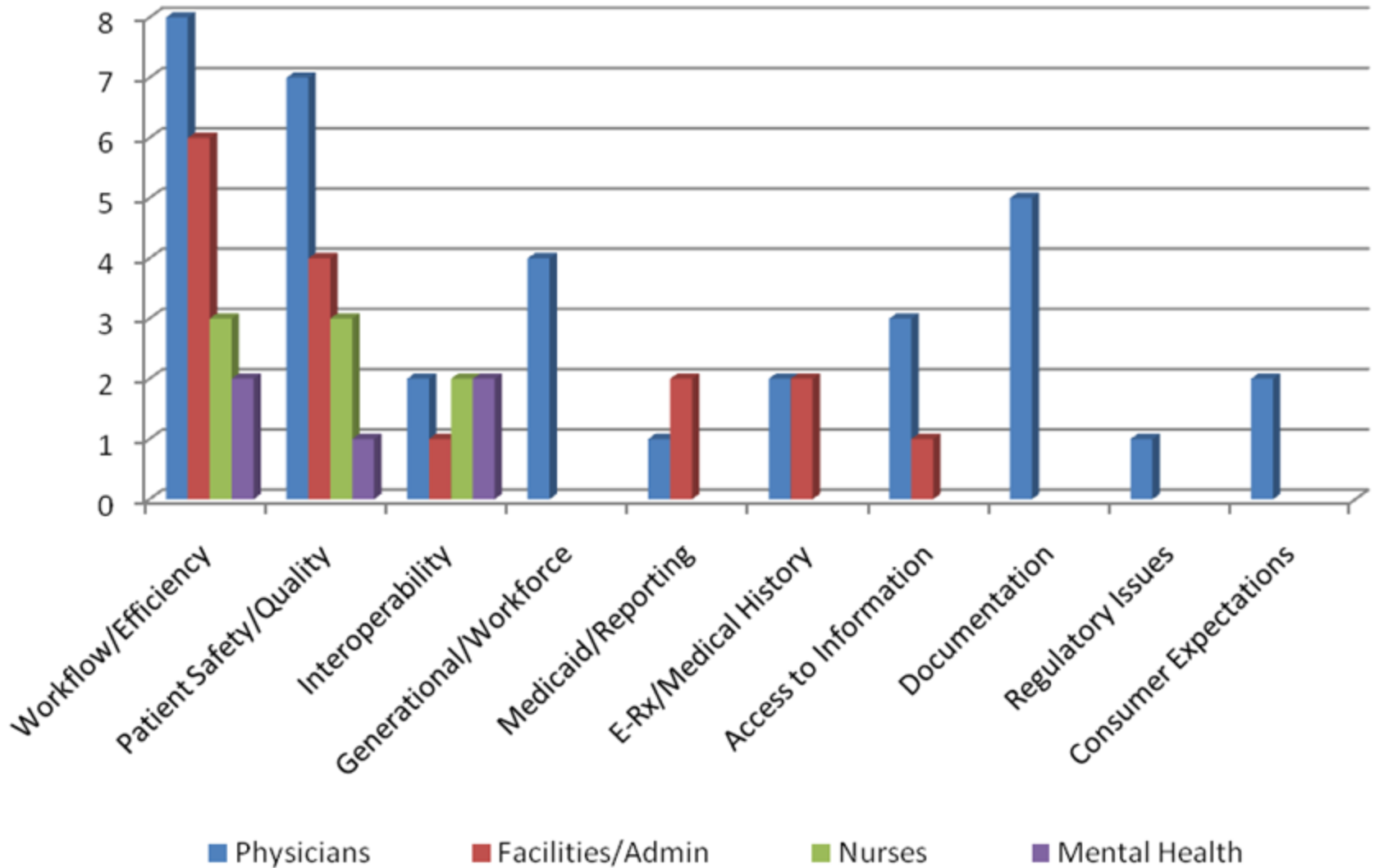
Health Information Security and Privacy Collaboration Provider Education Toolkit Project

- Florida was one of eight participating states
- Identified and addressed barriers to adoption of Electronic Health Records
- Conducted a review of research literature on barriers to adoption and modes of persuasion among health care providers.
- Developed an educational awareness campaign to address these barriers based on surveys.

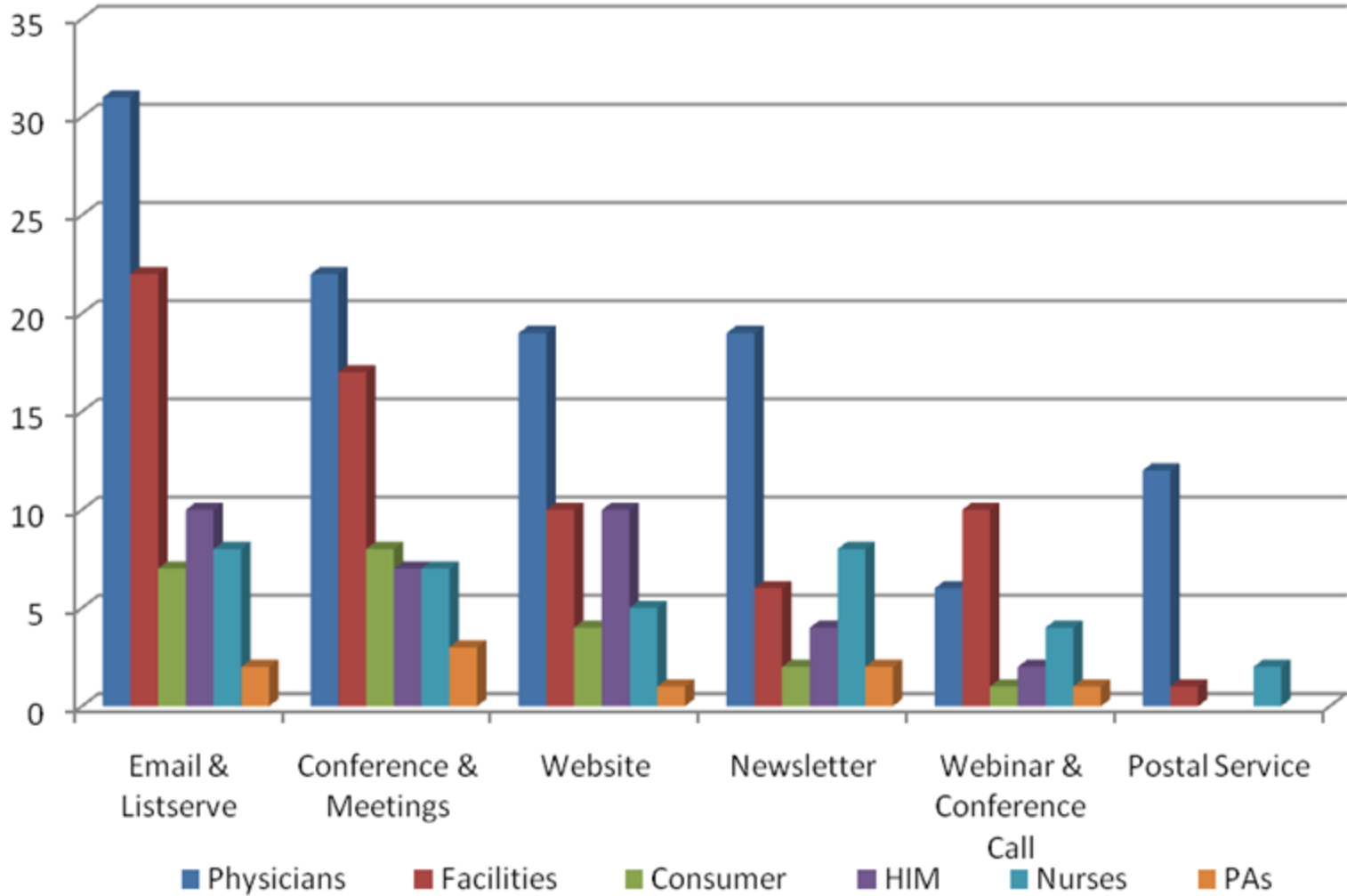
Perceived Barriers to Health IT Adoption



Motivations Driving the Adoption of Health IT



Most Effective Communication Channels



General Findings & Imperatives

- Concise, short & repeated relevant messages
 - Peer-to-peer communication
 - Identify Champions
 - Identify financial value proposition
 - Multiple face-to-face meetings
 - Include extended staff – office managers and IT staff
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Questions?